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IWU Senior Wins Marketing Award

BLOOMINGTON, Ill.—An Illinois Wesleyan University senior majoring in business administration has won the campus' Outstanding Marketing Award from the American Marketing Association.

Heidi Keller, a Sandwich, Ill., resident, received the Award April 13 (Tuesday) at a dinner at Bloomington's Crestwicke Country Club, attended by 20-30 professionals who are AMA members.

"It feels great" to win the award, Keller said. "My four years of work in the classroom and internships—and my involvement with the AMA—has paid off. I'm very happy about it."

Fred Hoyt, associate professor of business administration, nominated Keller for the award.

"Ms. Keller has earned this distinction," Hoyt wrote in his nomination letter, "because of the combination of courses she has taken, the internship experiences she has pursued, and the dedication she has shown to the American Marketing Association.

"She has not only taken all the marketing courses at Illinois Wesleyan," Hoyt added, "but to learn more, she enrolled in a teaching internship so that she could assist with the services marketing class. Like many of our better students, she has a minor in another field—Risk Management. Her work at McDonald's and the Arthritis Foundation has helped her add the practical to the theoretical."

Keller is attracted to marketing, she says, because it's always changing.

As an intern at the McLean County branch of the Arthritis Foundation, Keller was involved in fund-raisers for the organization, working closely with the branch director and health coordinator.

Since June, 1998, Keller has been an intern with Bloomington-based McDonald's, a group of 10 restaurants. "I could write a 10-page essay about everything I do there," Keller said.

Among Keller's responsibilities was planning McKid's Day, an August, 1998, charity event that raised money for the community cancer center. The carnival-like program featured pony rides, arts and crafts, music groups, entertainers, and an appearance by Ronald McDonald. The four-hour event attracted between 800 and 1,000 attendees.

Keller's responsibilities also include "escorting" Ronald McDonald at events in Bloomington-Normal. Recently, she visited two Bloomington elementary schools—St. Mary's and Irving—with Ronald McDonald. She schedules Ronald McDonald, handles billings, and devises calendars for activities in several central Illinois locales.

"I've been in parades and gone to schools and libraries with Ronald McDonald," Keller said. "The kids love him. He does magic tricks and his humor is tied to education. The children often want to follow him out of the school."

Keller also has been involved in the Partnership in Education program, where schools team up with individual McDonald's restaurants. Among partnership activities are "spirit nights," when school principals and teachers work behind a restaurant counter and a portion of the proceeds from a couple of hours of food sales is earmarked to help the school.

Keller has been an active member of IWU's AMA chapter, serving on its Executive Board and handling membership and recruitment activities.

Recognizing Keller's extra-curricular activities, Hoyt wrote in his nomination letter: "Heidi also has a commendable record of volunteer work—through the AMA and through her sorority, Kappa Kappa Gamma, which includes service to the Red Cross, various activities at IWU, and the Baby Fold."

"All my experience gained in the classroom and internships—all of these different experiences and knowledge," Keller said, "I will definitely use in my career."

Keller will be traveling to southern Europe Italy, Spain, Greece, and Turkey—in May as part of an IWU travel course with a focus on international business.

Keller is the daughter of Roger and Rebecca Keller of 1569 Lake Holiday Dr., Sandwich, which is about 70 miles from Chicago. Keller is a 1995 graduate of Sandwich High School.

Illinois Wesleyan's AMA chapter has about 20-30 student members, primarily majoring in business administration.

The AMA, founded in 1937, is the world's largest and most comprehensive professional society of marketers, consisting of more than 45,000 worldwide members in 92 countries and 500 chapters across North America. Its goal is to promote education and assist in personal and professional career development among marketing professionals.

IWU, founded in 1850, enrolls about 2,000 students in a College of Liberal Arts, and individual schools of Music, Theatre Arts, Art, and Nursing. Since 1994, these facilities have been added to the IWU campus: a \$15 million athletics and recreation center, a \$25

million science center, a \$6.8 million residence hall, and a \$5.1 million Center for Liberal Arts.