

PROCLAMATION

**OF THE COUNCIL OF THE CITY OF BOWIE, MARYLAND
RECOGNIZING BOWIE STATE UNIVERSITY'S AMERICAN MARKETING
ASSOCIATION AND THE STUDENTS IN FREE ENTERPRISE TEAM**

WHEREAS, the City of Bowie, Bowie, Maryland, and the College of Business, Bowie State University, Bowie, Maryland, specifically, the American Marketing Association (AMA) Chapter and the Students in Free Enterprise (SIFE) Team, have collaborated on several projects and we wish to thank and applaud these two organizations for their efforts over the past decade; and

WHEREAS, in October 2005, AMA and SIFE were asked by the Greater Bowie Chamber of Commerce to manage a "Customer Satisfaction Study" of its membership. The study was completed and the recommendations were accepted and implemented. As a result, the Chamber established training programs for its members, established an "Ambassadors Program" and have increase the number of Business Social Mixers; and

WHEREAS, in 2008, AMA and SIFE were asked by the Department of Planning and Economic Development to conduct and manage a "Bowie Businesses Assistance Survey" of the 1,200 businesses in the greater Bowie area. The study was completed in April 2009, and the recommendations were accepted and are in process of implementation as needed; and

WHEREAS, in 2006, AMA and SIFE members hosted the Youth Leadership Bowie at the "Meet A Mentor" luncheon and tour of the campus. Further, we wish to congratulate Professor James T. Dixon, for accepting the Chairmanship of Youth Leadership Bowie; and

WHEREAS, we congratulate AMA for its national "American Marketing Association Outstanding Chapter Award" in 2004. Further, we wish to congratulate the SIFE Team for two "Championship Trophy's" received in 2004 and 2006 and advancing to the National USA Competition in Kansas City, Missouri. The SIFE Team was recognized with a national "Third Place Plaque and \$1,000.00" for their participation in the "Stamp Out Hunger" program sponsored by Campbell Soup Company. The Bowie Interfaith Food Pantry was one of the two recipients of the canned goods collected.

NOW, THEREFORE, BE IT PROCLAIMED, that the Council of the City of Bowie, Maryland, wishes AMA and SIFE another "Decade of Success" and a continued relationship with the City of Bowie, Maryland.

INTRODUCED AND PASSED at a Regular Meeting of the Bowie City Council on September 8, 2009, and PRESENTED on _____.

Attest:

Pamela A. Fleming, City Clerk

G. Frederick Robinson, Mayor