

TECH MARKETING ASSOCIATION



OVERVIEW OF THE MONTH

- Month of November: Food Drive benefiting Lubbock Impact
- 11/7-11/10: Las Vegas Business Trip
 - Company visits with Zappos.com and The D Casino
- 11/12: Co-Ed Intramural Volleyball Playoffs
- 11/12: Volunteering with Lubbock Children's Home
- 11/20: Volunteering with Lubbock Impact

***Thank you Zappos.com and The D Casino!!



OFFICER SPOTLIGHT

ASHLEY LEOPOLD

DIRECTOR OF FUNDRAISING
AND ALUMNI RELATIONS

Year: Junior

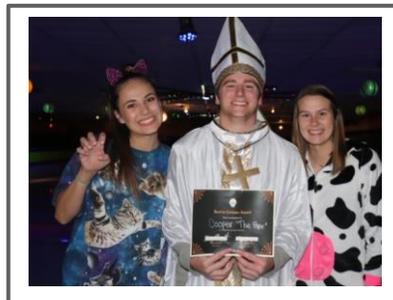
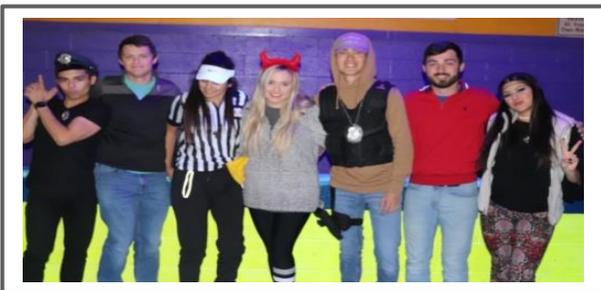
Major: Energy Commerce

Hometown: San Antonio, TX

Involvement on campus: TMA, Rawls Ambassador and Administrative Council for ALD/PES

Why did you join TMA: As a freshman, I knew I wanted to get involved on campus, interact with my peers and make a difference. Therefore, when I heard about TMA and all of its opportunities; I knew it was a great fit for me! I knew I would be able to network with fellow business students, give back to my community and learn how to market myself to employers.

Favorite memory from TMA thus far: My favorite memory has to be the business trip of Spring 2019. I loved hiking in the Colorado mountains, getting closer with all the members and especially touring some very cool companies. I learned a lot this trip and made some valuable friendships that will last!





LAS VEGAS BUSINESS TRIP

“One of the things that makes Zappos different from a lot of other companies is that we value being fun and being a little weird. We don’t want to become one of those big companies that feels corporate and boring. We want to be able to laugh at ourselves.” -Zappos.com

At the end of each semester TMA takes a business trip. We have been to various location such as Denver, Dallas, Austin and this semester Las Vegas. While in Vegas we were lucky enough to visit 2 amazing companies: Zappos and The D Casino. At Zappos we learned about their interesting history, 10 core values and unique company culture. Our members really enjoyed seeing their decorative office and fun environment! At The D Casino we learned a lot about their strategic marketing strategies, such as their slot placement and casino themes.

A big thank you to both companies for taking time out of their day to speak with us and for showing us around their offices! When we weren’t touring companies, TMA was able to do fun, tourist things in the city! This included visiting the Seven Magic Mountains, watching the Bellagio water show, eating at The Sugar Factory, doing the SlotZilla Zipline, shopping at The Fashion Show Mall, eating at Wahlburgers and taking many pictures! Overall, we had a blast in Las Vegas and look forward to next semesters trip!



“Student organizations such as Tech Marketing Association are an important part of a student’s college experience. TMA is a shining example of all that is good about student organizations. Whether it be through social gatherings or business functions, TMA gives you a great opportunity to network with both professors and future employers. I also encourage our students to be good stewards of the community, an area where TMA excels as well. We remain diligent in realizing our goals and maintaining a high standard of excellence in all we do. From here, it’s possible.”

-Kent Hance, Chancellor Emeritus of Texas Tech University