



THE SECOND ANNUAL SOCIETY FOR MARKETING ADVANCES LEADERSHIP DEVELOPMENT SYMPOSIUM FOR DEPARTMENT CHAIRS/HEADS

**A Special Pre-Conference Event to the
2010 SMA Annual Conference
Sheraton Atlanta ♦ Room TBA
Wednesday, November 3 ♦ 2:00 p.m. – 5:00 p.m.
(Main Conference Opening Reception is at 5:30 p.m.)**

Who should attend?

- Department chairs and heads interested in a professional development opportunity with peers.
- Individuals who have interest in moving into a department chair role in the near future.

Who are the facilitators?

- Raymond P. Fisk, Professor and Chair, McCoy College of Business Administration, Texas State University - San Marcos
- William B. Locander, Dean, College of Business, Loyola University New Orleans
- Greg W. Marshall, Charles Harwood Professor of Marketing and Strategy, former Vice President for Strategic Marketing, Rollins College
- William C. Moncrief, Senior Associate Dean and Charles F. and Allan P. Bedford Professor of International Business, Texas Christian University

What is the program approach?

This is an interactive, application-oriented session that is focused on leadership development. The goal is sharing of ideas and also identification of best practices. Challenges and opportunities of modern department chair/head positions and roles will be discussed. Each attendee should leave with an opportunity to increase his or her impact and effectiveness with various stakeholders in the home college and department.

How do I sign up?

This seminar requires pre-registration and SMA conference registration and has an additional cost of \$50. Go to www.marketingadvances.org, click on Next Conference, and find the conference registration instructions. Space limitations for this session require that the session be filled on a first-come, first-served basis.

***We look forward to having you or someone else from your school in attendance at this session.
Please feel free to pass this announcement along to appropriate colleagues.***