



The idea is to get it while it's young and then age it to perfection.

To nourish our local up-and-coming marketing community, the Business Marketing Association of Colorado (BMA) is once again hosting the annual 2010 Student Résumé Review scholarship event for 30 local undergraduate and graduate marketing students. As part of the one-day program, BMA members (for free) and nonmembers (for a donation of \$75) can toast (and grill) these promising students as you interview them for real-world internships and entry-level positions within your company.

The event will be held Saturday, April 10, from 9 a.m.–4 p.m. at **The University of Denver—School of Hotel, Restaurant & Tourism Management Building**
2044 East Evans Avenue
Denver, CO 80208

What's in it for the students?

We knew you'd ask that. As part of the event, these young adults will get the chance to participate in:

- Résumé reviews that will include advice on how they can make their résumé stand out, add design appeal and target a specific marketing position
- Roundtable discussions on interviewing topics such as how to prepare an elevator pitch, common interview pitfalls and putting together a meaningful portfolio
- Mock interviews designed to give them a safe environment where they can practice interviewing skills—before it counts
- A scholarship contest that will be judged based on the students' résumés, professionalism and interview skills.

In addition to gaining access to new talent, interviewers will also receive free breakfast, lunch and snacks at the event.

Sound like something you'd be interested in?

Please contact Christina Southern-Ewoldt, BMA Student Chair, by April 1 at christina.southern@leopard.com if you would like the opportunity to meet these aspiring marketing professionals.

Also contact Christina for more information on volunteer or sponsorship opportunities or on student participation and eligibility.

"BMA Colorado was able to gather highly qualified candidates for consecutive interviews within one day. ... We were able to hire the perfect person ..."

— Brett Schklar, president, Market Creation Group