

West Virginia University Airplane Reservation Form

1. General business purpose for trip: Promote WVU at 2017 AMA Symposium for Marketing Higher ED
2. Department contact/ phone number: Stacey Kearns [REDACTED]
3. Destination airport (if known): Atlanta, GA
4. Destination address: Atlanta Marriott Marquis, 265 Peachtree Center Ave, Atlanta, GA 30303

Leg:	Trip date:	Departure City:	Departure Time:	Arrival City:
1	11/12/17	Morgantown (MGW)	12:00pm	Atlanta, GA
2	11/14/17	Atlanta, GA	3:45pm	Morgantown (MGW)

	Name	Cell number	Department	VP Division	Business Justification	Code
1	Sharon Martin	[REDACTED]	Vice President, UR	UR	Travel to Atlanta to support the WVU UR team at the 2017 American Marketing Association Symposium for the Marketing of Higher Education. Sharon Martin and Tony Dobies have been asked to speak at the event (<i>Becoming a Social-First University: How WVU Went from Forgotten to Followed on Social Media</i>). Also, the UR team is a finalist for the AMA Marketing Team of the Year Award which recognizes extraordinary leadership and achievement in the field of higher education marketing. As a finalist, they were required to submit a 60-90 second video at will answer the questions, "What makes my team AMA-ing?" The videos will be shared with all conference attendees via mobile conference app, and attendees will select this year's team winner.	3
2	Ann Bailey Berry	[REDACTED]	Assistant Vice President, UR	UR		
3	Michael Esposito	[REDACTED]	Executive Creative Director, UR	UR		
4	George Zimmerman		Executive Director, Admissions	UR		
5	Tony Dobies		Social Media Director, UR	UR		
6	Kathy DeWeese		Director of University Content, UR	UR		
7						

5. Lead passenger name / cell number: Sharon Martin [REDACTED]

6. Ground transportation:
- No ground transportation required.
- I prefer to set up my own ground transportation.
- I prefer to have LJ Aviation set up ground transportation.

Car service from airport to hotel on 11/12.

7. Catering:

No catering required.

car service from hotel to airport at 3:15pm on

_____ Catering is required. Details: _____

8. Signature of WVU President, Vice President, Chancellor or designee:

X *Sharon Martin* Printed: SHARON MARTIN Date: 10-30-17

For internal use:

9. Approved by WVU President's Office: *AG* Date sent to LJ Aviation: 10/31/17
Printed name: Amy Garbacia Updated: 12/29/2014