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Marketing students dominate 2009 Google Challenge

Three marketing students won first place in the Americas region of the 2009 Google Online Marketing Challenge, an international search-engine marketing competition. Seniors (l-r) Rachel Bruton, Brandon Sockwell and Meredith Rauh placed in the top four globally, beating 2,187 teams from 57 countries. Under the direction of College of Business professor Theresa Flaherty, the team designed and executed a Google AdWords campaign for the Washington, D.C., business MobileTours.org. With a \$200 voucher, the students successfully increased Mobile Tours' sales by 20 percent. The students' strategy included two AdWords campaigns with 15 ad groups. All three students volunteered for the competition, receiving no class credit. Their motivation was "a competitive edge" in the workforce, says Bruton. Since graduating in May, all three students have earned positions leveraging their online marketing savvy. —Jamie Marsh



[Scholarship Honors]

Physics major earns Goldwater Scholarship

Jamey Szalay is second JMU student tapped by foundation

By ERIC GORTON ('86, '09M)

A classmate had to talk Jamey Szalay into applying for a scholarship and then, at the last minute of the application process, Szalay found himself scrambling to get one more letter of recommendation.

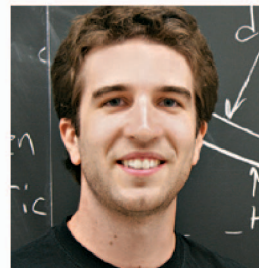
To say it all worked out would be a bit of an understatement. Szalay, a rising senior from Winchester, won one of 278 Goldwater Scholarships for the 2009–10 academic year. Szalay's application was one of 1,097 consid-

ered by the Barry M. Goldwater Scholarship and Excellence in Education Foundation.

The Goldwater Scholarship was established in 1986 to support highly qualified scientists, mathematicians and engineers by awarding scholarships to college sophomores and juniors who intend to pursue careers in these fields. Goldwater Scholars and honorable mentions are selected on the basis of merit from a field of mathematics, science and engineering students nominated by their respective colleges and universities.

Szalay is majoring in physics and is the second JMU student to earn the prestigious scholarship in the past three years. Katherine Kross received the award in 2007. The Goldwater foundation recognized two JMU students, Jeremy Harris and Rachel Mutnick, with honorable mentions in 2008.

Szalay could receive up to \$7,500 for tuition, books or room and board expenses. During the past two summers, Szalay has completed internships at the Johns Hop-



Physics major Jamey Szalay ('10) is one of 278 students nationwide to receive a Goldwater Scholarship. The rising senior is the second JMU student to earn the scholarship in the past three years.

kins Applied Physics Lab in Columbia, Md., working on a project to develop an instrument for monitoring radiation inside spacecraft. Much of his research has been in particle physics.

Szalay credits his high-school physics teacher for sparking his interest in the field and the JMU physics department for providing a top-notch undergraduate experience.

"I'd like to thank the JMU physics department for providing an excellent undergraduate education in physics," he says.

★ Learn more at www.jmu.edu/jmuweb/general/news/general10606.shtml.