

SU Dedicates Conway Hall

Salisbury University alumnus Norman H. Conway has dedicated his life to education and the public good. In spring 2016, his Alma Mater recognized his devotion to learning, to the Eastern Shore and to all of Maryland by rededicating its award-winning Teacher Education and Technology Center as Conway Hall.

A member of the Maryland House of Delegates from 1987-2015 and chair of its powerful Appropriations Committee from 2003-2014, Conway was instrumental in helping SU secure funding for the building, which opened in 2008. During his tenure with the legislature, he also supported the construction of SU's Patricia R. Guerrieri Academic Commons, Perdue Hall and Henson Science Hall; its Ward Museum of Wildfowl Art; the transfer of Delmarva Public Radio to the University; and the creation of SU's M.S.W. program, among other projects.

"Many people may not fully understand the complexities involved in gaining funding for new academic

buildings, though I think most people appreciate the challenges sometimes faced in navigating the political waters of Annapolis," said SU President Janet Dudley-Eshbach.

"For nearly three decades, Salisbury University and this entire region had an extremely influential advocate working on our behalf in Delegate Norman Conway. His efforts were significant in shaping the University's ability to grow and expand over the past 15 years. The name Conway Hall will remind current and future students of what he has done for this campus and what they, too, can accomplish with an SU education."

After earning his B.A. in education from then Salisbury State Teachers College in 1965, Conway returned to earn his M.Ed. in 1972. He became a well-known figure in the Wicomico County education community as a teacher, vice principal and principal. During this time, he was elected to the Salisbury City Council, serving four years as president. In 1986, he was elected



to the House of Delegates, quickly rising through the ranks of leadership.

For Conway, the focus was always on people, from the thousands of voters he represented in the House of Delegates to the SU students for whom he helped gain internships in the General Assembly (including many in his office throughout the years).

Making Marketing Connections: Under Armour

By Christina K. Gordy '03

This year marks the 20th anniversary of Under Armour, but as the mega-brand likes to say "Twenty Years and We're Just Getting Started." Thanks to the support of Salisbury University alumnae and Under Armour employees Britni Shields '10 and Kimberly George '13, students from the SU Marketing Excellence Club had the opportunity to tour Under Armour Global Headquarters in Baltimore, MD, and learn first-hand about this powerhouse company.

Britni began her career as a customer service representative at Under Armour right after graduating from SU and is currently an associate manager for digital marketing. Kimberly joined Under Armour in 2014 and is a visual presentation assistant.

Students were given an extensive tour of the facility and introduced to senior-level executives in recruiting, marketing, brand management and digital marketing.

"I remember being in their shoes and dreading the question 'What kind of marketing do you want to do?' because I didn't really understand the breadth of opportunities," shared Britni. "The students were able to meet with marketing professionals in a variety of roles to get an idea of different marketing silos and



how they all work together. Additionally, seeing the marketing lifecycle from conception to execution really helped give a wide-angle view of real marketing campaigns."

Kim shared her experience with the retail industry and encouraged students to keep working toward their goals.

Paula Morris, club advisor and marketing faculty, shared: "Students gain an understanding of corporate culture by visiting alumni in their real work environments. Being on location helps

students see how different companies approach their customers and how marketing interacts with other business functions."

Dana Seman, communications director of the Marketing Excellence Club, said, "As alumni remember their positive experiences from Salisbury University, they continually spread their knowledge of our school, as they are now international ambassadors for SU!"