

Full Name: Jeanette Chew Lay Fong  
Primary Position to run: Marketing Director

### Manifesto

#### **Being in UW-Madison MSA this past year, I've attended various events:**

- Amazing Race
- Deepavali celebration
- Chinese New Year celebration
- Malaysian Food Fest

#### **I've planned:**

- Temasya Jaguh Malaysia 2016

#### **Soon to attend:**

- Grad night

#### **I've realized the following after attending these events:**

- Events are usually done in a very small scale
- There are not many collaboration events with other cultural societies
- Events usually take place at the Humanities hall

#### **I believe that I am able to take Madison a step further as a Marketing Director by doing the following if I am a part of the committee:**

- Have a larger outreach to UW-Madison students for all MSA major events
  - This will allow us to get more funding from ASM
  - Have our events on a larger scale
  - Be able to do it in a nicer venue
- Hold our own Malaysian night and make it an annual event after
  - It's usually the largest Malaysian event for the MSA in other universities
  - Showcase the Malaysian culture to other students and make the event open to all
- Collaborate with MSA of close-by universities such as universities from Illinois, Minnesota, Iowa etc.
  - Strengthen the Malaysian spirit and bring students together as seen in TJM 2016
  - Learn from each other's MSA and grow as a unit
- Collaborate with other cultural societies in UW-Madison
  - This will allow us to bring together international students
- Hold more fundraisers in addition of Food Fest
  - Apparel
  - Seasonal events (eg. Candygram during valentines/Christmas)

As a Marketing Director of MSA, I would've to ensure that the event has enough hype, network with other societies and ensure that the future MSA events are done in a larger and nicer scale.