Dr. Gail Zank was honored with the Faculty Advisor Lifetime Achievement Award by the American Marketing Association at its 2015 International AMA Collegiate Conference. This award is to recognize advisors who have significantly contributed to AMA over a period of years. The criteria are longevity, chapter success, and service to the American Marketing Association’s Collegiate Chapters Division. Dr. Jimmy Peltier, a former recipient of this award, said “Nowhere in AMA is there an individual more deserving than Gail. Her combination of leadership, support and excellence is unsurpassed.”

Zank has been an advisor to the Texas State AMA chapter since arriving at Texas State in 2001. The Texas State Chapter has excelled under her guidance. It was the International Chapter of the Year for 2013-14. In addition, it has received 2nd place five times, 5th place three times, and 8th place one time. This longevity of success is difficult to sustain and more remarkable given that there are over 350 collegiate AMA chapters internationally. Zank also advises the Texas State AMA case team. That group has won once, placed 2nd five times, placed 3rd two times, and received one honorable mention. The success record of Texas State AMA is amazing. During the 2013-14 year, Texas State became only the second school to ever win first place in the case competition as well as be named International Chapter of the Year.

Dr. Gail Zank’s service to the AMA Collegiate Chapters Division is exceptional. She served on its Collegiate Chapters Council for eight years with a normal term of service being three years. During 2011-12 she served as President of the Council. Under her leadership, AMA developed Certificate Programs to offer to it collegiate members. In addition, she has overseen many of the AMA competitions. As well, she originated the AMA Advisors’ Council to help mentor AMA collegiate advisors. Professor Tim Birrittella, the current President of the AMA Collegiate Chapters Council, said “Gail really helped shape the programs for the Collegiate Division while she was President. Without her efforts, I don’t believe the Collegiate Division would be as strong as it is today. She was, by far, the most deserving candidate of the AMA’s Lifetime Achievement Award.”