



# Montague – CTE Scholar Haipeng (Allan) Chen (2008-2009)



Marketing Department, Mays Business School

## The Real Deal

Funding from the Montague-CTE Scholars Program was used to sponsor consulting projects to help with the marketing effort of local profit and non-profit organizations



Primary research conducted for Coach Cliff (by Jennifer McCatharn, Dan Newbold, Ashley Schneider And Katelyn Warren)

*Students met with local non-profit and for-profit businesses, conducted primary research, and provided them with marketing advice.*



Food trucks designed for Kolache Rolf's (by Emily McGrath, Keli Seversike, and Bianca Stewart)



Focus group for Spoons (by Kim Yokom, Dan Sipes, Alex Larabee, and Taylor Wilson )

Promotional material for What's the Buzz Coffee (by Alexa Adams, Kirsten Ellis, Alonzo Gonzalez, and Kailah Gonzalez)



*Some of the best ideas proposed by the students were implemented with success.*

*These consulting projects make the capstone experience a real one, and have greatly benefited students' learning experience, job search and grad school applications, as well as the local organizations.*



Idea for an Exhibit at the George Bush Presidential Library and Museum (by Haley Amador, Caitlin Donahoe, Nandini Kavuri, Collin McKinney)

Mr. Jim Montague commented on my use of the Montague scholarship for the consulting project: "Thanks so much for sharing with us the use of your funds. I can imagine the effectiveness of your program with the students. ... Great idea! Thanks for your great work at Texas A&M. Professors like you make tremendous contributions to both the school and our society...probably more than you will ever know." (personal communication, January 14, 2011)