

# ZETA EPSILON TIMES



Winter Recap

[Headquarters](#)

## Going GOLD Once Again!

For the second time, Zeta Epsilon has reached **GOLD** level chapter. All the hard work from our general members and our E-Board has truly paid off once again. We also could not have earned this achievement without the help of our chapter advisors and our wonderful sponsors. This is the second consecutive year we have earned this achievement, and we look forward to continuing this success.

## Presenting Your 2017 Leadership Team

One of the last actions Zeta Epsilon does at the end of a year is vote who our new E-board team will be for the following year. Rising numbers in our chapter means that we have top talent in our organization, which makes holding an E-board position reserved for the most dedicated members. Through a lengthy voting process we are happy to announce our new E-board of 2017! Zeta Epsilon's E-board members have been working over the break to transition into their new roles, and set new goals they want to see the chapter accomplish. Look out in the near future to see what this new group will achieve!



Brock Offerdahl  
President



Elizabeth Coopman  
VP of Administration



Brett Geurts  
VP of Prof. Develop.



Jake Johnson  
Director of Workshops



Justin Mack  
VP of Marketing



Brandon Erkens  
Director of Marketing



Jenna Williamson  
VP of HR



Carter Koleske  
Dir. of Recruitment



Matthew Connor  
VP of PR



Brooke Boegli  
Dir. of Comm. Service



Jordan Fredricks  
Dir. of Social Media



Hunter Klus  
VP of Finance

## New Feats With Branding

Our branding team has been working hard this past year to develop new ways to reach our school and community. Their latest project was to develop a geo filter on Snapchat for our general meetings. The second to last meeting for the year in December was the first time our chapter debuted our first ever unique geo filter. All Snapchatters in the college of business were able to post with a PSE filter during the meeting. Although still in development, we see this as an effective branding tool that can be integrated into future events.

## Giving Back to the Community

For another year Zeta Epsilon did service work with the Salvation Army and their efforts with Toys for Tots. This included several different projects from members ringing bells to raise money, driving around the community to collect toys, and sorting them to make it easy for those toys to be picked up. This was our largest community service project for the 2016 year, with the high majority of the chapter participating. We are looking forward to continuing this relationship with the Salvation Army!

Thank you sponsors for your continued support!



For more information about our chapter, visit [uwec.pse.org](http://uwec.pse.org)