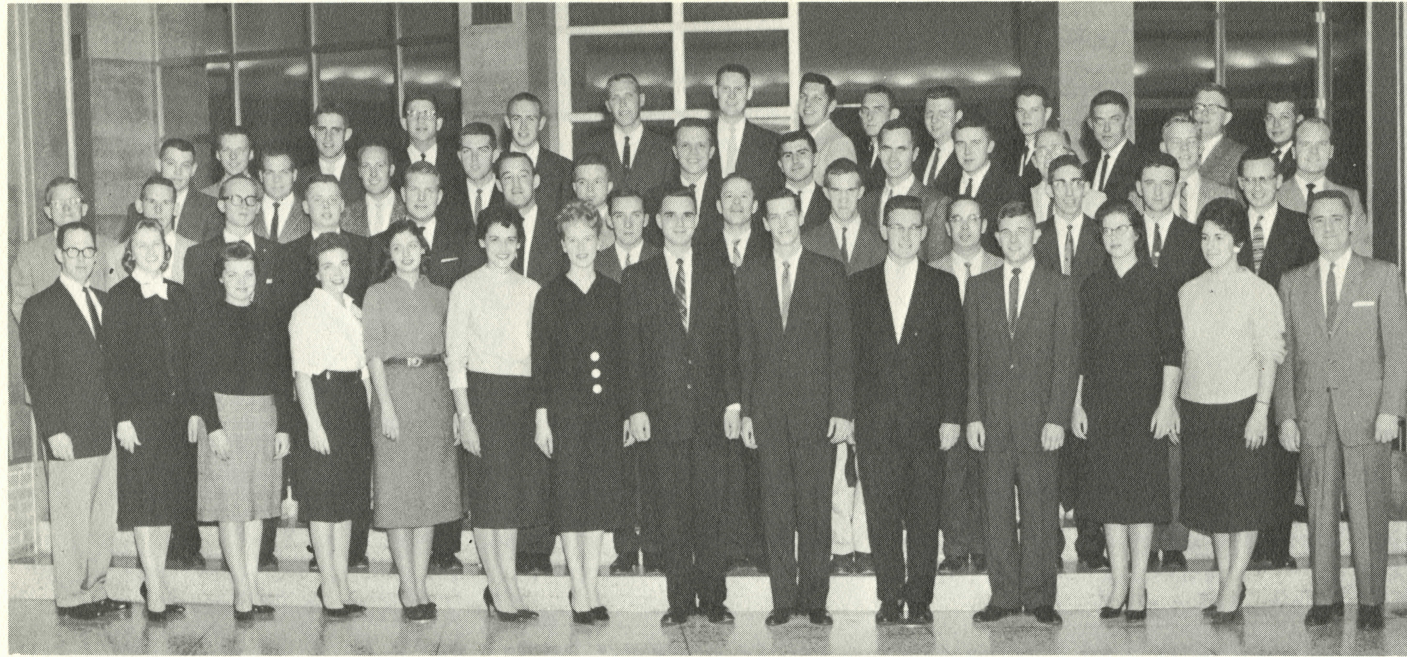


Ferris A.M.A. Marketing Club



Row One: Stuart Bartlett, Carolyn Ruesink, Barbara Ramsey, Nick Perrino, Joe Levandoski, James Patterson. Row Three: Clarice Crawford, Sally Strawsine, Joan Sepic, Nancy Paulson—Treasurer, Norman Campbell—Vice-President, Ronald Weymouth—President, Jack G. Miner—Sergeant-at-Arms, Gerald Klein—Vice-President, Betsy Black, Jerry Donnenworth, Professor K. H. Keiber—Advisor. Row Two: Wayne Smith, Thomas Nelson, Dick Lodge, Ronald Kettring, Clyde Barnebee, Thomas Kerns, Carl Dew, Harold Miller, James Griswold, William Gaab, Ken Jones.

This is the second year for the American Marketing Association chapter. The enormous growth and development in the club activities reflects the interest and efforts put forth by the club advisors, executives, and members.

Some of the objectives of the club are to develop sound thinking in marketing theory, more exact knowledge and definition of marketing principles, and better understanding and appreciation of marketing problems.

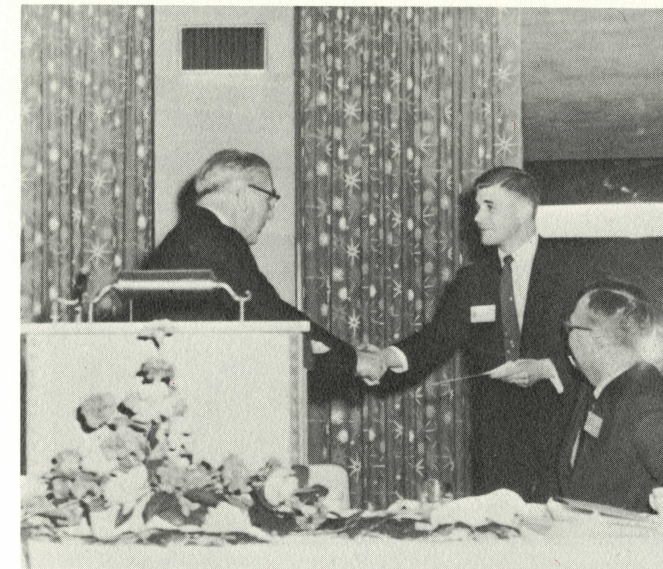
To meet these objectives the club invited several outstanding speakers who are well-versed in the many phases of marketing. Some of the guest speakers were: Mr. Cook, Executive Vice-President of the Michigan Retailers Association; Mr. S. W. Martens, Wurzburg's Public Relation Director; Mr. Melvin Moody, Retail Secretary, Kalamazoo County Chamber of Commerce. A question and answer period followed each speech at which time the A. M. A. members were able to ask questions concerning the various topics which correlated with similar class subject matter.

Not only did the A. M. A. Club invite outside speakers to their meetings, but on a few occasions the members went directly to the various manufacturing and retail establishments. There the A. M. A. members were able to see and understand more fully the various intricate phases of marketing that they have been studying in the class room. A few of the many topics discussed by the executives of these companies were: manufacturing methods; selling methods; pricing; channels of distribution; advertising; promotion and display; and marketing research.

The advisors of the American Marketing Association for this year were: Dr. D. Willis, Mr. R. Howland, Mr. Kieber, and Miss Thick. The officers were: Ronald Weymouth, President; Norman Campbell, Vice-President; Gerald Klein, Program and Publicity Director; Gilbert Hall, Secretary; Nancy Paulson, Treasurer; and Jack Minor, Sergeant-at-Arms.



Mr. Cook, Executive Vice-President of Michigan Retailers Association, and Dean Turille, Dean of Commerce, presenting Donald Watt with the M. R. A. award.



Mr. Griems presenting Gerald Klein with the Knapps Award at the Annual Marketing Banquet.



Dean Turille presenting John L. Waalkes with the Wurzburg Scholarship.



Mr. Howland presenting Robert Waldvogel with the outstanding Marketing Club student Award.