



Donald Watt, President of the Ferris A. M. A. Club receiving the official charter from Dean Donald Rankin.

President Victor F. Spathelf giving the welcoming address at the Annual Marketing Banquet.



FRONT ROW, Left to Right: Thomas Jopper, Gilbert Hall, Carl Dew, Robert Shell, Richard Ranft-Secretary. SECOND ROW, Left to Right: Howard Anticliff, Ervin Jones, Owen Sherberneare, Jack Wahr, Howard McArthur. THIRD ROW, Left to Right: Kenneth Vollink, Robert Gillick, Ronald Weymouth, Norman Gapske, Donald Anderson, Jack Doneth.

## Ferris A. M. A.

The Ferris Marketing Club was organized in March 1958 and received its official charter of affiliation with the National American Marketing Association in April.

Professor Richard H. Howland served as advisor for the club and the executive officers for the first two quarters were: James Reeds, President; Lester Buza, Program and Publicity Vice President; Robert Waldvogel, Membership Vice President; Marjorie Schlueter, Secretary; and Ralph Toering, Treasurer. For the last two quarters Robert Walkvogel was the President; Douglas Sovey, Program and Publicity Vice President; Norman Welch, Membership Vice President; Richard Ranft, Secretary; Thomas Nelson, Treasurer; and Gerald Klein, Sergeant-at-Arms.

The club held regular monthly meetings which featured guest speakers, films, and participation in the Grand Rapids, A. M. A. West Chapter meetings. The outside guest speakers were Mr. Norman Silvernail, owner and manager of the Big Rapids Credit Bureau; Doctor John Johnson, Professor of Economics at Ferris Institute; Doctor Walter A. Woods, Vice President and Marketing Research Director for the Nowland and Company in Greenwich, Connecticut; Doctor Eugene J. Kelly, Professor of Marketing and Transportation at Michigan State University; and Mr. Fred Cleverton, Traffic Manager from the Dow-Corning Company in Midland.

## Marketing Club



Donald Watt, Norman Welch-Vice President, Robert Waldvogel-President, Richard Ranft-Secretary, Gerald Klein-Sergeant at Arms, Douglas Sovey-Vice President, Richard Howland-Advisor.

The culminating finale of the Ferris Marketing Club was its Annual Marketing Banquet and Conference in May which was attended by approximately fifty leading employees, two hundred students and their guests, and twenty-five faculty members.

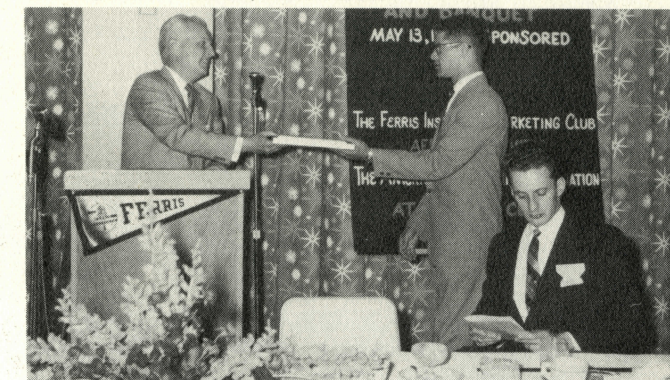
Some of the major accomplishments of the group this year were the establishment of a Ferris A. M. A. Honorary Society, sponsorship of the Annual Marketing Fashion Show, creation of an annual award for the outstanding man or woman of the year in marketing, compilation of a job placement list, and serving as host to the Grand Rapids, A. M. A. West Chapter for a meeting at Ferris Institute.

FRONT ROW, Left to Right: Richard Howland-Advisor, Robert Waldvogel-President, Gerald Klein-Sergeant at Arms, Douglas Sovey-Vice President, Norman Welch-Vice President, Thomas Harrison. SECOND ROW, Left to Right:

Professor Richard H. Howland, advisor of the Ferris A. M. A. Club and Banquet toast master.



Mr. Jack Griffin, Marketing Research Director from Gerbers, presenting the National Constitution to membership Vice President, James Reeds.



Donald Watt, Albert Warver, Jerry Donnenwerth, David Sipmous, Jerome Stofanik, Thomas Stob. THIRD ROW, Left to Right: James Brummel, Ralph Toering, Daniel Doyle, Jack Schaefer, Gordon Walter, John Waalkes.

