

American Marketing



Officers and advisors of the American Marketing Association, Ronald Kettering, Diane Whiteford, Mr. Kingsley Keiber, advisor, Nancy Paulson, and Fred Alley. Missing from picture, Duane Steward and Mr. Richard Howland, advisor.

Association

Since the inauguration of the Ferris (AMA) Marketing Association in March 1958, Ferris Institute witnessed enormous growth and development in this group's activities, revising the interest and efforts put forth by the advisors, executives and members. To meet these objectives, the club invited several outstanding speakers who are well versed in the many phases in the field of marketing. The advisors of the American Marketing Association for this year were Mr. Richard Howland and Mr. Kingsley Kieber.

The AMA held monthly meetings which featured guest speakers, films, and participation in the Grand Rapids AMA West Chapter meetings. The September meeting was a business and social meeting, devoted to introducing students to the Marketing Club. In October, the AMA had as its guest speaker Mr. Robert Boyle, who spoke on "Retailing Trends and Problems". Dr. Edward Smykey was the guest speaker in November. The first speaker of the winter term was Mr. Richard Eccles who is Assistant Manager of Business Research for Dow Chemical Company. In February, Mr. Parker, who is now associated with Linten's department store in Big Rapids and a former buyer for Wurzburg's of Grand Rapids, was guest speaker. Mr. C. F. Halbrook of Gerber's Baby Foods spoke on "A Career in Traffic Management" at the March meeting. In April Mr. Jack Swift spoke on "A Career in Sales".



Mr. Swift is associated with Swift and Feight Sales Inc. In May the association held its regular business meeting and elected its new officers. The Culminating Finale of the Ferris AMA was its annual marketing Banquet and Conferences to be held, June 1, 1961, which will be attended by leading employers throughout western Michigan and the Marketing Advisory Committee, students and their guests and faculty members.

FRONT ROW, Left to Right—Valerie Carter, Joan Novosad, Dorothy Kleinschmidt, Carol Smith. ROW TWO, Left to Right—Gary Johnson, Thomas Pitren, Donald Leipham, Giles Kavanagh, Richard Rankin, Ronald Nelson, Louis Zaloga. ROW THREE, Left to Right—James Fitzgerald,

Thomas Brunet, James Guillery, Richard Labroff, Terrance Osterman, Jack Miner, Guy DeBoer, Thomas Myers. BACK ROW, Left to Right—James Downey, James Bradloy, Gerald Conrad, Jack McDaniels, Donald Edgenly, John Livingston, John Moran.

FRONT ROW, Left to Right—Carol Kaluz, Secretary; Carl Dew, Sergeant of Arms; Ronald Kettering, Publicity; Duane Steward, President; Frederick Alley, Membership; Kingsley Keiber, Advisor; Diane Whiteford, Treasurer. ROW TWO, Left to Right—Richard Bowman, Raymond Bewak, Gerald Woodring, Douglas Schadt, Jack Partington, Charles McDonald, Jack DeRoo; Lawrence Wiersma, Palmen Ballinger. ROW THREE, Left to Right—Andrew Zdeb, Jerry Kucera, David Glassford, Charles Herm, Bahley Owins,

Donald Sergeant, Paul Karr, Richard Geiger, Gerald Johnson, Doyle Vergon. ROW FOUR, Left to Right—Robert Ritchci, David Sopscak, Terrance Dolley, Samuel Davis, David Wolski, Gordon Walter, Richard Holmes, Wayne Mosier, Charles Behnke, Philip Berthaiume. BACK ROW: Left to Right—Charles Chamberlain, John Crump, James Brummel, Gary Melvin, Thomas Kloha, James Warmington, David Setterlind, William Sheridan, Norman Welch.

