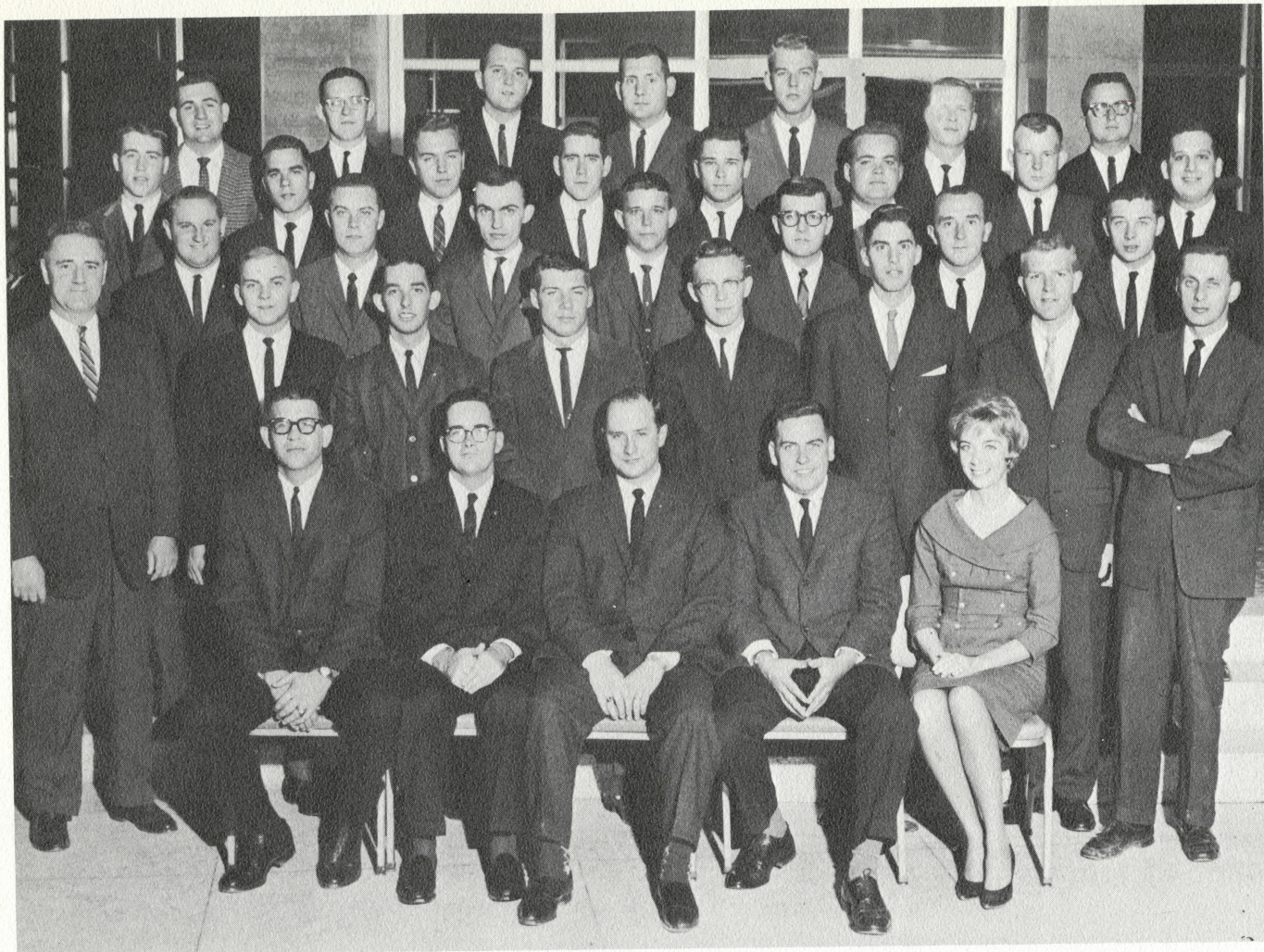


# MARKETING CLUB



ROW ONE — Roger Pollock, Treasurer; Jack McDaniels, Vice-Member; Donald Edgerly, President; Richard Rankin, Vice-President; Carol Smith, Secretary. ROW TWO — Mr. Kingsley Keiber, Advisor; Erv Hackert, Michael Goodman, Richard Neuenchwander, John Homes, Gordon Lydic, Lloyd Leonard, Mr. Richard Howland, Advisor. ROW THREE — William Lawlor,

Richard Geiger, David Wolski, Jim Morley, Brent Hunter, Guy DeBoer, Ron Bolden. ROW FOUR—Dick Elliott, Bob LaBeau, Jim Wollert, Davie Wills, Gerald Billiet, Al Sage, Bill Waldeck, Ronald Hanna. ROW FIVE — John Zeller, John Ostling, Richard Bugajski, Frank Selee, Ron Louisa, Douglas Schadt, James King.



ROW ONE — Carol Kaluz, Earlene Thiel, Dorothy Kleinschmidt, Mary Wasson, Joanne Smith. ROW TWO — Michael Marra, Michael Gordon, Jerry Schular, Tom Brunet, Jacqueline Pawsat, Nancy Wiedman, Nancy Aimino, Diane Whiteford, Brian Wilson. ROW THREE — John Horst, Michael Delehanty, Richard Holmes, Edward Lunt, Donald Colizzi, Ray Askwith, William Rusk. ROW FOUR — Bruce Morrison, Robert Drysdale, Dean

Sutton, Robert Broege, Charles Behnke, James Valentin, Terry Osterman, Duane Pugh. ROW FIVE — Gary Peters, James Cunningham, Larry Riggs, Gary Melvin, Ronald Freiberg, Gerald Conrad, Irving Bissell, Thomas Darland. ROW SIX — Russell Koets, Gerald Erickson, Warren Welhs, David Rundquist, Tom McKenzie, Dennis Chitren.

annually, during the Spring term the Marketing Club sponsors a banquet which is attended by over 100 people from the marketing field and students enrolled in the Marketing and Retailing curriculum. Last Spring an interesting panel discussion was held on "Careers in Advertising; The Requirements and Responsibilities". The principal speakers of this discussion were: Mr. Kingsley Keiber, Discussion; Robert Carpenter, Assistant Promotional Manager for WOOD T. V.; Bert Morse, Promotional Manager for the Grand Rapids Press; Robert Pierson, Sales Manager of Bissell Inc., Grand Rapids; and David Wallace, President of the Wallace-Blakeslee Associates advertising agency in Grand Rapids.



Since the inauguration of the Collegiate Chapter of the American Marketing Association in March, 1958, Ferris Institute has witnessed the enormous growth and development of this organization. Our membership of 110 is the highest in our four year history and is still growing.

Relations with the Western Michigan Chapter of the A.M.A. have increased our ability to bring to the campus intelligent speakers. The 1961-62 program included the fields of Marketing, Retailing, Salesmanship, and Advertising.

This year, in addition to the fine programs and interesting meetings, the membership formed an Honor Division. The Division gives recognition to those students who show outstanding qualities of scholarship and leadership.

The Fifth Annual Marketing Conference and Banquet, our final meeting of the year, gave everyone a feeling of a job well done.

## Executive Board

Mr. Kingsley Keiber, Advisor; Mr. Richard Howland, Faculty Advisor; Jack McDaniels, Vice-President; Donald Edgerly, President; Richard Rankin, Vice-President; Carol Smith, Secretary; Roger Pollock, Treasurer.

