

Since the inauguration of the Collegiate Chapter of the American Marketing Association in 1958, the club is now recognized as one of Ferris' largest educational and professional organizations. Membership with the Western Michigan Chapter of the A.M.A. has enabled the club to bring to the campus, speakers from the many specialized areas of marketing. This year's program included professional representatives from the fields of retailing, purchasing, advertising, marketing research, sales management and merchandising.

The highlight of the year was the Sixth Annual Marketing Conference and Banquet held in May. This banquet was attended by more than 200 people in the field of marketing, plus alumni and students. One of the features of the program was the presentation of scholarships and awards, including the "Marketing Man of the Year" award which annually goes to a businessman, student or faculty member who has distinguished himself in the field of marketing. The success of this banquet gave everyone a feeling of a job well done and the club is looking forward to another successful year.



Mr. Ward Heath, Mr. Robert Sprague and Dan Crampton confer before a Marketing Club meeting. Mr. Heath, purchasing agent for American Motors, spoke on "Careers in Purchasing."



Dan Crampton, Gary Melvin, Gary Peters, Mr. Keiber, Mr. Howland, and Mr. DeJourno, one of the Marketing Club's guest speakers go over a specific point.



Phyllis Snyder, secretary, Gary Peters, President; and Dan Crampton, Vice President, gather prior to one of the monthly meetings.

Marketing Club Hosts Guest Speakers

FRONT ROW - Richard Howland, Advisor; Ray Bewak, Treasurer; Phyllis Snyder, Secretary; Gary Peters, President; Dan Crampton, Vice President of Publicity; Kingsley Keiber, Advisor. ROW TWO - Larry Wiersma, Tom Martin, Gerald Billiet, Herb Smith, Floyd Leonard, Louis Butenschoen, Jeffrey Averill, Glenn Pringnitz, Joe EauClaire, David Evans, Bill Redeker, Judie Babinec, Tom Lamoureux, Rick Sparks. ROW THREE - Andy Zdeb, Mike Gordon, Gordon Lydic, Jim Christensen, Ed Carroll, Bill Ritze, Gary Kreifeldt, Walter MacLachlan,

Kenneth Hinton, Carol Kaluz, Duane Pugh. ROW FOUR - Arnold Trutt, Mike Carrigan, Dan Foulkrod, John Ostling, Ronnie Siev, Warren Wells, Patrick Donahue, Jim Fitzgerald, Bob Bruce, Jerry Erickson, Gary Yonke, John Zeller, Maureen Murphy. BACK ROW - Norman Tritten, Vince Polick, Neil Tuttle, John Schultz, Victor Schriltheiss, Charles Anderson, Harold Wolfinger, Robert Alleshouse, Donald Raisig, Michael Vlajkov, Bill Tripp, Barry Norman, Brenda Howarth.



Mr. Keiber, Mr. Howland, and Gary Peters discuss format.