



FRONT ROW—John Smith, Dick Stewart, Russ Baker, Jim Ford, Dave Bassett, vice-president; Tom Ingles, president; David Bower, vice-president; Renee Forster, secretary; Ken Sahlin, Kathy Shulstad, Randy Pringle, K. H. Keiber, Adviser; ROW TWO—Jack Patterson, Melvin Toby, Jane Edwards, Duane Soback, Gerald W. Mosti, Bill Bell, Lloyd Leonard, Jim List, Jon Taylor, Walter Coe, James Morley, Gary W. Russell, Richard Albrecht, Wayne Saunders, Arthur Azoihn, Jim Bates, MaryAnn Krasusky. ROW THREE—Timothy Capron, Mark Lang, Keith McCardel, Wayne Fortin, Terry Nitz, Tom Olkowski, Ray Miller, Ronald Kowinski, Lorne Gustafson, Ed Domanski, Russ Landon, Ron Desander, Bob Brovege, John Moran, Ann Bos. ROW FOUR—Chris Oran, Roberta Grass, Jim Kent, Robert Waldeck, John Kotcher, William Reilly, Ronald Mikat, Jan Neustifter, Jerry Jones, Jon Cook, Gary Leddick, William Klump, M. Warren Carlson, Richard Risher, Charlene Capron. BACK ROW—Paul Sage, Thomas Elliott, Richard Willard, George C. Kickhofel, Al Wickman, William Affeldt, Richard Weber, Eugene Bergeron, Bill Worthley, Barry Norman, William A. Curtis, Thomas Lamoreaux.

Marketing Club Sponsors Top Speakers



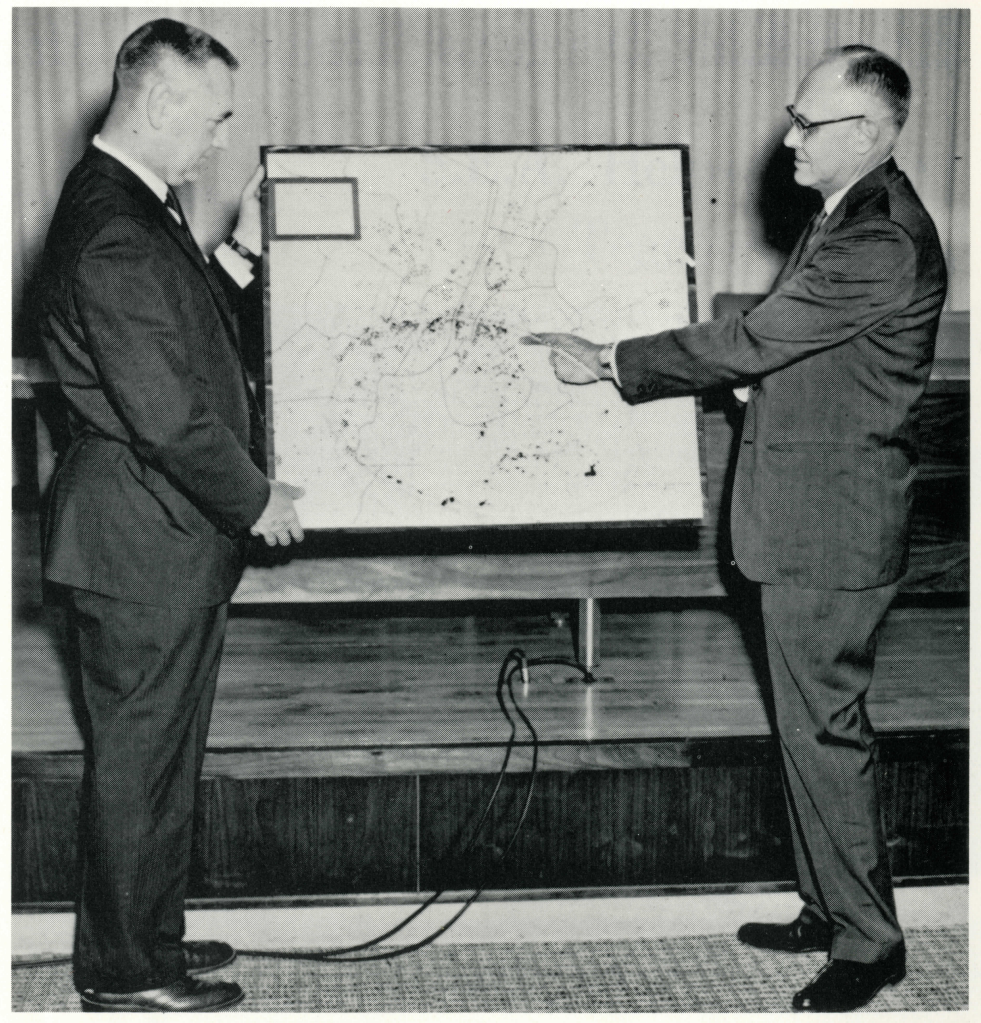
Brian Klumpp, President of the advertising fraternity, Alpha Delta Sigma, and Graeme W. Stewart of Wallace-Blakslee Inc., Advertising, compare the theoretical and the practical aspects of the profession.



Mr. Keiber, adviser; Dave Bowers, vice-president; Tom Ingles, president; and Dave Bassett, vice-president; discuss activity plans.

Mr. Fredrick Rector, Director of Marketing Research, Fruehauf Corporation, receives guest speaker award from Tom Ingles.

Mr. Rector points out a territorial marketing problem to Mr. Keiber prior to a club meeting.



During the year six outstanding speakers presented talks in the areas of retailing, sales management, market research, selling, market planning, and advertising. The club co-sponsored an evening Advertising Agency Day program with Alpha Delta Sigma, advertising fraternity.

This club also participated in the National Intercollegiate Marketing Competition conference held at Michigan State University in April. Tom Ingles, Dave Bassett, Steve Bramble, and Don Miller were the team members.

Ferris' Marketing Club, one of the largest educational-professional organizations on campus, is in its seventh year and is affiliated with the American Marketing Association.