



**MARKETING CLUB ROW 1:** John Sobocienski, Prof. K. Keiber, advisor, Hugh F. Broersma, president, Joanne Lentine, secretary, Carolyn Thiele, vice president (membership), Kenneth Bauer, vice president (publicity), James Jump. **ROW 2:** Bernard Putt, Duane Pletcher, Mary Ann Mathews, Peg Peck, Karen Jensen, Anne Fosler, Lorraine Duchene, Donna Laizure. **ROW 3:** David Berry, Jon Merri-man, Jack Van Oeveren, Ronald Smith, Brent Knight, Dean Mur-

doch, Donald Lightfoot, Cathy Leverenz, Dan Dysarz. **ROW 4:** Tom Cram, James Bixler, Bill Albrecht, Doug Olin, Rick Rizzuto, Tom Nowak, Dale Perd, Patricia Gamble, Dennis Scramblin, Bill Merrill. **ROW 5:** Christine Gran, Shari Riggs, Patricia Kuiper, Carolyn Henk, Donald Schmidt, Joe Re Hunter, Joy Snyder, Michael Johnson, Kenneth Smith, Richard Bosco, Richard Roller.



**MARKETING CLUB ROW 1:** Karen Burdo, Cathy Sessin, Gordie Hershberger, Arden Cnossen, Donald Sakowski, Donald Vincent. **ROW 2:** Richard Hawk, Ronald Rycus, Gary Mudge, Jerald Rushmore, Walter Hannan, Thomas Prince, Earl Steiner, Steve Potter. **ROW 3:** J. Roger Malette, G. Thomas Foster, Thomas Olkowski, Donald Zale, Hugh King, Dale Dehaan, David Whiting, John Za-

wacki, Mike Pohlod. **ROW 4:** Stuart Wall, Kingsley Keiber, Jr., James Collins, Gary Hartwig, Daniel Woolner, Melvin Seiter, Marc Cutter, Terry Moore, Clare Travis, John Chlystek. **ROW 5:** Robert King, Scott Michael, F. Bill Pike, Bob Reagin, James Price, David Dirkse, Brent Smith, J. P. Bull, Daniel Cassler.

## Marketing Club Sponsors Guest Speakers

During the past year, six outstanding speakers presented talks in the areas of sales, advertising, sales management, purchasing, market research, and marketing management. The club co-sponsored an Advertising Agency Day program with Alpha Delta Sigma advertising fraternity. A special panel program composed of six marketing alumni handled the topic "The Pitfalls After Graduation—What to Do?"

In March, twenty-one seniors attended the Industry's New Talent Recruiting conference in Chicago, Illinois. The highlight of the year was the Eleventh Annual Marketing Conference and Banquet held in May.



Marketing students sign up for membership in the Marketing Club.



Steven Saboff, vice president of Leonard Refineries, receives his plaque from Hugh Broersma, Marketing Club president.

Royce Clay, American Seating Company, opened the panel session on "Purchasing's Contribution to Company Profit."

