



Front row, (left to right) Carole Gottschalk, vice president of program; Diane Christensen, vice president of membership; K. H. Keiber, advisor; Phil Capling, president; Dick Minkley, vice president of publicity; second row, (left to right) Edwin S. Harris, Carolyn A. Smith, Doris Thompson, Diane Norberg, Cathy Sassin, Thomas A. Tomato, Judi Madeley, Sue LaBelle, Debbie Croci, Bill F. Smith; third row, (left to right) Robert A. Goodenough, Kurt R. Jeske, Jack Van Oeveren, Ronald Brownell, Ron Zuhl, Fred Ignash, Terry Grenell, Joseph G. Lucidi, Katherine F. Wierzbicki, Marilyn K. Eichorn, Monica E. Gehopolos; fourth row, (left to right) Donald Taylor, George H. Hooper, James Comensoli, Charles Crete, Gary Mancini, Thomas MacQueen, Larry Steffes, Donald Mal-

burg, Douglas Bradley, Tom Surowka, David Hamill, Charles McKuin; fifth row; (left to right) Harold W. Fredrickson, Thomas F. Dertinger, Alex R. Crinzi, Steven L. Draksler, Thomas R. Cowan, Paul R. Rau, Robert P. Wallace, Robert K. Haarz, Thomas Miller, Doug Smith, Bob Malone, Duane Russell, W. S. Munger; sixth row, (left to right) Fred Decker, Steve Markee, Jim Marcacci, Ken Jaworski, John Noirot, Dave Fishman, Richard Brandt, Dave Nieb, Doug Campbell, James Buch, Robert E. Tabor; seventh row, (left to right) Richard L. Stevens, Fred Will IV, Dennis Tester, Dennis Miller, Karl T. Kertschman, Lawrence D. Sprague, Robert Kusala, Ted Komperda.

Marketing Club draws top speakers as membership reaches peak

Since its inception in 1957, the Ferris Marketing Club has grown into one of the largest collegiate chapters of the American Marketing Association. During the year, six outstanding speakers presented talks in the areas of sales management, advertising, market planning, and sales.

The club also sponsored an Advertising Agency Day program with Alpha Delta Sigma, advertising fraternity, and a joint Marketing-Management program with the Society for the Advancement of Management, business administration fraternity. A special panel program composed of five marketing alumni handled the topic "After Graduation—What?"

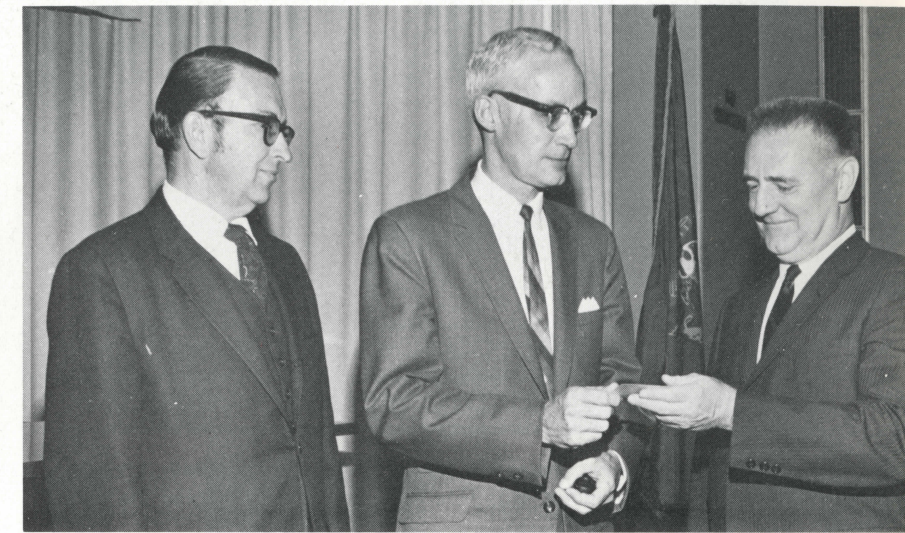
In March, twenty-nine seniors attended the Industries New Talent Recruiting Conference held in Chicago, Illinois. The officers of the club also attended a Western Michigan Marketing Association meeting as representatives of the Marketing Department.



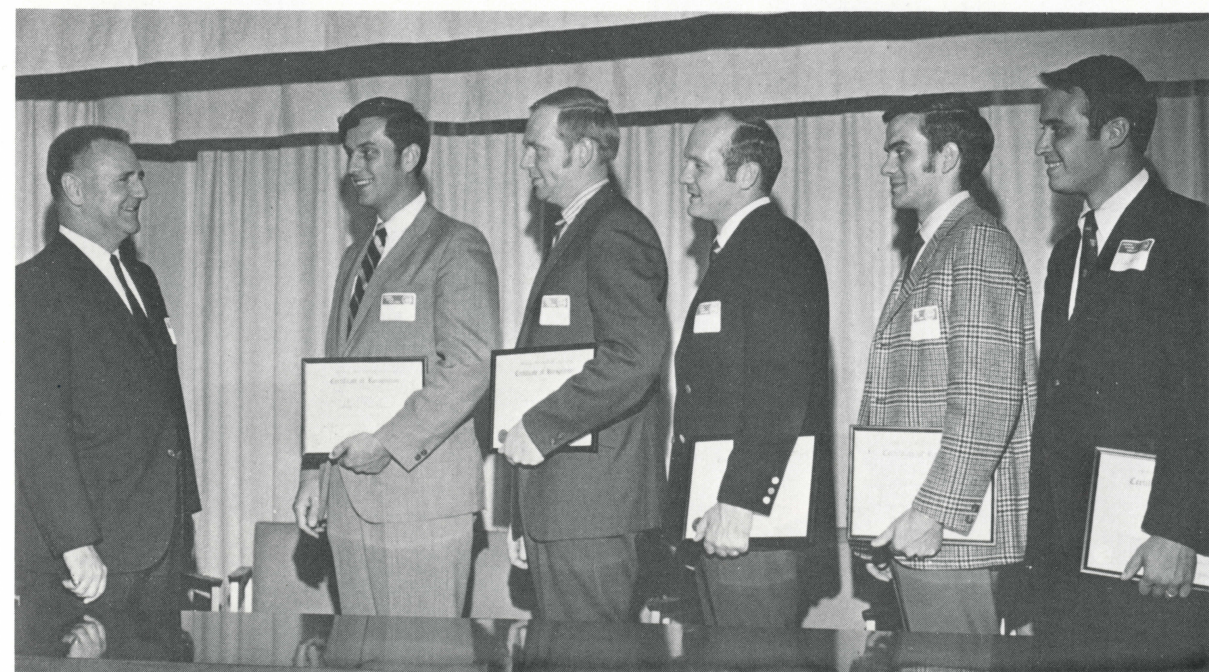
Dick Minkley, vice president; Diane Christensen, vice president; Mr. Keiber, advisor; Phil Capling, president; Carole Gottschalk, secretary, plan a future Marketing Club program.



Dr. Robert Huxol, Vice President for Instruction at Ferris receives a plaque from Prof. Keiber in recognition of his sustained loyalty and support to the club. Mr. Jack Griffin, guest speaker, looks on.



Dean Adams, School of Business, is given an honorary membership in the Marketing Club from Mr. Keiber, advisor. Dr. Lucas, head of the Marketing Department, looks on with approval.



Alumni panelists Gary Sherwin, Lee Buning, Tom Parker, Cal Bonzelaar, and Bill Isenberg are congratulated by Prof. Keiber for a job well done in providing the answer to the question, "After Graduation—What?"