

# Field trips highlight busy year . . .

Since it received its charter 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 area of general marketing. Two panel programs were presented in the fields of retailing and pur-

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



Front row, l-r: Richard Moeckel, President; Karne Fabry, Vice-President; Margaret Large, Vice-President Membership; and K. Keiber, Faculty Advisor. Row 2: John Miscisin, Tony Boyle, Diane Christensen, Sue LaBelle, Tami Schmidt, Debbie Croci, Mija Sheplen, Maureen Dailey, Wayne Heminger, and Kamel Harami. Row 3: Ron Joppie, Rick Sosha, George Tapinka, A. Paul Newmann,

Ramzi Nehme, Michael Mertz, Jerry Large, Kenneth (Bud) Coulter, Tom C. Schewe, and Jim Merritt. Back row: Vernon A. Lietz, Tom Connor, Ray Mangini, Tom Dertinger, Alan Kehrier, Mike DeWard, Merrill Austin, Lov Merucci, Dave Shipps, Eric Keiber, Samuel Wright, Jr., and Bruce Odell.

Recruiting students prior to a meeting, Margaret Large presents the first membership receipt.

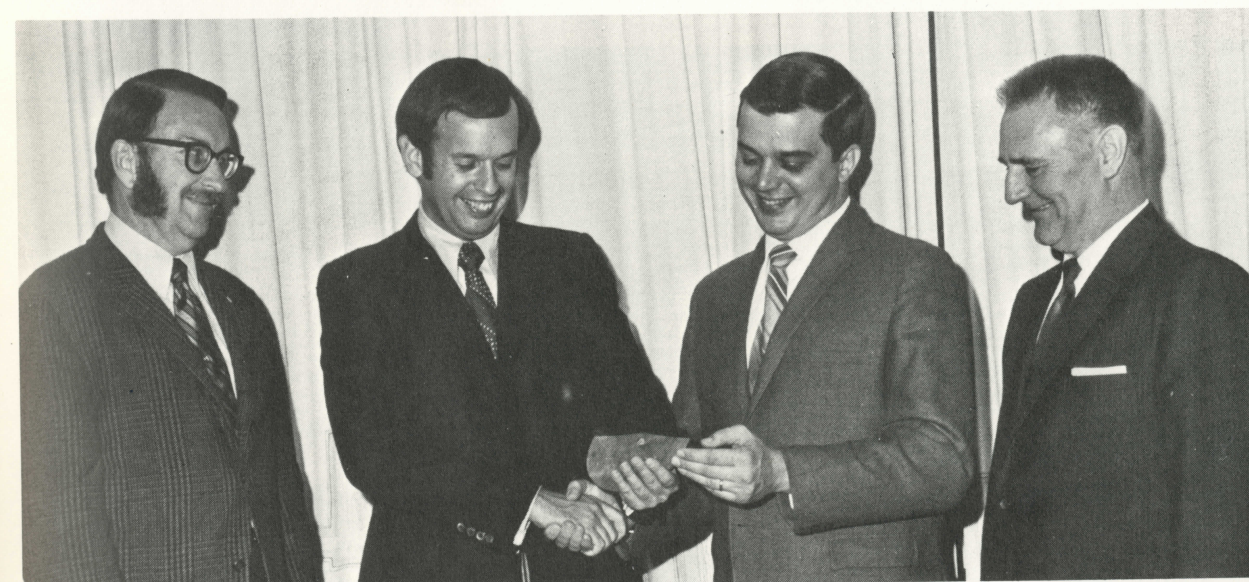


Karen Fabry, Vice-President publicity; Mr. Keiber, Advisor; Dick Moeckel, President; and Margaret Lare, Vice-President Membership; plan a Marketing Club program.



## . . . as Marketing Assn. grows in membership

Mr. Kenneth S. Case, President, Wolverine Industries Inc., emphasizes a point in his talk "Marketing Uniquely at Wolverine."



Mr. Victor C. Krause receives a plaque from Dick Moeckel, president of the Marketing Club. Dr. Keith Lucas, Head, Marketing Department, on left, and Mr. Keiber, advisor look on with approval.