

"Marketing in the New Millennium" is Theme of Conference at AU

3/31/99

Alfred, NY -- "Marketing in the New Millennium" is the theme of a regional conference to be hosted Friday, April 9, by the Alfred University chapter of the American Marketing Association. Ten local AMA chapters have been invited, as well as marketing classes from local high schools. The event is also open to the public. It's free except for a special "business etiquette luncheon" -- a hands-on lesson in manners for business meals -- which costs \$5 for students and \$15 for the public. Aside from the luncheon, anyone interested is free to show up, without registering in advance, for any part of the all-day program. The schedule is: 10 a.m., Howell Hall -- Introduction by David Clay, conference coordinator and AMA chapter co-president, followed by a welcome by AU President Edward G. Coll, Jr., and keynote address by AU Trustee Donald H. McConnell. McConnell recently retired as vice president for science and technology at Corning, Inc. 11 a.m. to 1 p.m., Howell Hall -- Business Etiquette Luncheon, Howell Hall, co-sponsored by the AU Career Development Center in conjunction with Fine Host. For reservations, call CDC, 607 871-2164, or David Clay, 607 871-3314, by Friday (April 2.) 1-5 p.m., Franklin W. Olin Building -- Eight seminars will be offered, two each hour, so that participants may go to as many as there is time for. They are: "Politics and Marketing" by Dr. William Hall, Alfred mayor and AU professor of sociology. "It's all in the Image" by Katherine McCarthy and Cathleen Johnson, director of admissions and coordinator of graduate admissions. "Emerging Paradigms" by Dr. John Howard, professor of marketing. "Promotional Entrepreneurship and Family Business in the 21st Century" by Dr. David Pistrui, professor of family business, and Joseph Astrachan, associate professor of family business at Kennesaw State University. "Web Promotion" by Abby Brody, Webteam Director. "Stress and Time Management" by Dr. Frances Viggiani, assistant professor of management. "Mass Media and Marketing in the New Millennium" by Dr. Joe Gow, assistant dean of the Alfred University College of Liberal Arts and Sciences. Anyone who has questions about the day's events may call David Clay, 607-871-3314.