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NEWS

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stewart
9-28-66

"CREATIVE THINKING" IS TO LEAD
MBA SALES CLINIC ON UM CAMPUS

How "creative thinking" can develop sales will be demonstrated by Fred Herman of Long Beach, Calif., when he conducts the major session for the second yearly Sales Clinic of the Montana Broadcasters Association this weekend.

Earl Morgenroth, sales manager of KGVO-TV in Missoula and secretary-treasurer of the MBA, said Herman will be featured in the Saturday (Oct. 1) afternoon session. All sessions of the two-day clinic will be held on the University of Montana campus.

The clinic is to begin Friday (Sept. 30) noon in the UM Lodge. Welcomes are scheduled from Missoula's Mayor H. R. Dix and Robert T. Pantzer, UM acting president.

Other topics and topic leaders for the clinic are "Morals, Selling and Personal Life," Rev. Frank Court of Denver; "Peanuts Plus Popcorn Equal Steak," Edward Patrick of KAVI in Rocky Ford, Colo.; "Importance of Community Affairs," Richard Schoon, manager of the Missoula Chamber of Commerce.

Scheduled for Saturday are "Sell It-Collect It," Rob Spargur of Montana Credits Inc.; "Creating New Radio Dollars," John Lyon of KSEN in Shelby; "Anyone Can Fail If They Try," Al Thomas of KLUB in Salt Lake City; "Idea Selling," Dale Moore of KGVO in Missoula and "Merchandising," Dr. Glenn R. Barth, UM associate professor of business administration.