Credit and Sales Management Conference Coming to the University of Dayton

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DAYTON, O. — "Coordinating the sales effort and credit policy for profitable operations under varying economic conditions" is the theme of a one-day Credit and Sales Management Conference to be held at the University of Dayton January 30.

Co-sponsors, with the University, are the Dayton Association of Credit Men, the Dayton Credit Women's Club, and the Dayton Sales Executives Club. Expected to gather at the University's Wohlleben Hall auditorium for the program are chief operating executives, credit management personnel, and sales management personnel from around Ohio and neighboring states.

A number of well-known experts in those fields are scheduled to take part in the conference. Among them are Dr. Thomas J. Hailstones, director of business programs at Xavier University, Cincinnati, who will open the program with "The Economic Outlook for 1961" as the morning session gets under way at 8:45 a.m.

Dr. Hailstones, along with R. D. Logan, assistant credit manager of Armco Steel Corp., Middletown, and William H. Nolan, vice president for marketing with the Moto Mower Co., Richmond, Ind., will later discuss "Coordinating Sales Effort and Credit Policy."

Barb Simpson, director of credit sales, American Lubricants Co., Dayton, will discuss "Productive Cooperation Between Sales and Credit."
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Earl Clark, credit and office manager, Allied Supply Co., Inc., Dayton, and Claude Scott, vice president, Braun Bros. Packing Co., Troy, will join together to discuss "Dealing with Marginal Accounts."

To lead off the afternoon session are representatives of the National Sales Executives Club and the National Association of Credit Management. Alan Jeffrey, executive vice president of the NACM, New York City, and Dolph Jansen, the NSE regional director, will speak at 1:30 and 2 p.m. Mr. Jansen, who's also director of marketing in the management service division of the Cleveland office of Ernst and Ernst, will speak on "Markettechnics."

Dayton attorney Thomas Talbot will treat "Legal Aspects of Credit Sales" and Dayton Sales Consultant A. D. Ackerman will talk on "Developing Business by Developing Customers".

Robert M. Luckey, manager of the Cincinnati field office of the U.S. Department of Commerce, will bring the program to a close with a rundown on that department's services to business and industry.

Advance registrations for the conference may be made by writing or calling the Division of Specialized Educational Services, University of Dayton, Dayton 9, Ohio. Single registrations are 15 dollars a person. Total registration for a chief operating executive, the credit manager, and sales manager of a company is 25 dollars. The fee in each case includes lunch.

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