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DAYTON, Ohio, November 9, 1971 --- John W. Berry, President of L. M. Berry and Company and Chairman of the Dayton Area Committee, Ohio Foundation of Independent Colleges, opened the 1971-72 Dayton area campaign this morning for the 35-member Ohio private university and college organization.

Mr. Berry and his committee, at a kickoff breakfast this morning in the Sheraton-Dayton Hotel, assigned eleven teams of area business executives and professional men, and university presidents, vice presidents and development officers to the 21st annual OFIC fund-raising drive.

The state organization does not set specific goals, but urges that committees attempt to increase the amount 20 per cent over the preceding year. The Dayton committee raised \$139,103.50 for the 1970-71 campaign through 227 contributors.

Total amount in the state was \$1,633,341.44.

OFIC committees concentrate their original fund-raising efforts throughout November with university executives spending three days in each area personally soliciting business and industry. Dayton's campaign is being conducted over the three-day period, November 9-11.

The present campaign ends on May 31, 1972, and aids the operating budgets of the 35 universities and colleges. The enrollments of the schools exceeds 50,000, a 500 per cent jump since the OFIC was founded in 1950.