

S0912 Koetting, Gerald A. And Annora K., Papers
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BOX 1 (43729)

American Marketing Association series:

American Marketing Association, 1993-94

AMA St. Louis Chapter Directories

Book: *National Roster*, 1950-1951

Survey of Marketing Research, 1968

AMA, 1992-1993

AMA Chap Communications, 1991-1992

AMA Communications, 1989-90

American Marketing Association, St. Louis Chapter, Newsletters and other communication, from 1982-83 years through 1988-89

Koetting series:

Book: *Journal of Marketing*, Vol. XXII, 1957-1958

Dik Twedt, Marketing Pioneer and UMSL Faculty

Normandy

G. Koetting - Misc. (A. Koetting)

"Four St. Louis Women: Precursors of Reform" (Virginia Minor; Mary Bulkley; Phoebe Couzins; Fannie Cook) Annora Koetting's Master's Thesis (St. Louis University)

Emotional Factors Underlying Industrial Purchases, A Motivational Research Study by Dr.

F. Robert Shoaf, 1959

CHAP. Communic. Lemberg, 1991-1992

sa912 KOETTING, GERALD A., PAPERS
ACCESSION: 11/7/1997

BOX 1 (104893)

1. 1973 International Conference, Planning
2. Hospitality and Entertainment
3. Programs and Publicity
4. 1965 St. Louis Chapter Philosophy and Plan
5. Advertising and Sales Promotion Roundtables, 1963-1965
6. Market Research Roundtable, 1961-65
7. Early Industrial Roundtables, 1961-1965
8. Marketing Management Roundtables, 1976-80
9. (Marketing) Small Business Conference, 1958
10. 1960 National Winter Conference in St. Louis
11. Survey — Programs and Attendance, 1968-69
12. St. Louis Chapter Past Presidents
13. Program Calendars, Officer Nomination, some past history

Chapter Directories: 50-52-54-56-59/60-75-78/9-80-82-83

14. V. P. Membership, 1976-77

15. Christmas Dinner Parties, 1970-79 (and donations other years)

16. Basic Chapter History

Newsletters (Monthly) and Other Communication files for each Chapter Year from 1960-61 to 1981-82. (These plus earlier files donated give complete Chapter Year files from 1960 through 1993-94.)

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ACCESSION: 6/26/1999

BOX 1 (114324)

20* St. Louis Marketing Conference, 2/27/81

17th St. Louis Marketing Conference, 2/24/78

14th Annual Student Marketing Conference, 2/75

13th Student Marketing Conference, 3/74

Stu. Marketing Conference, 3/72

Student Marketing Conference, 1971

9th Student Conference, 2/70

Student Conference, 2/28/69

Marketing in Action Conference, 2/68

Marketing in Action Conference, 1967

Student Marketing Conference, 1966

Third Student Marketing Conference, 11/63

St. Louis Student Marketing Conference, 1962

AMA File

Chapter Plan, 1999

Photographs

Chapter Plan

Chapter of the Year

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ACCESSION: 2/5/2001

BOX 1 (102069)

Dik Twedt Scholarship

National Conference, American Marketing Association, 1957-1962

CBS Poll, 1986

Various Trips

Lincoln Trips

Industrial Trip, 10/81

CBS Election Poll, 1988

St. Ann's Shows

Display Glass

C and F 38 Display

Ad Club

JA.C.

National Conference, AMA, 1963-1969

Analysis of New Members, 1977-1978
Membership
AMA St. Louis History
AMA Long Range Planning
GK/AMA Conference, 1973
Museum of Science/VP parade
SME Board
SME Train the Trainers Conference, 1983
National Conference of Christians and Jews, Brotherhood Week
Correspondence on Speaking Engagements
Correspondence on Speaking Engagements
Speaking Engagements, Religious
St. Louis Public Library
Radio Talk KWK
Religious Organizations
JACTalk