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## 11/18/1982 - CBAC Schedules Two Workshops

University Marketing and Communications

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EASTERN ILLINOIS UNIVERSITY  
Charleston, Illinois

# news

November 18, 1982  
Local 600

HARRY READ, Director of Information and Publications (217) 581-2820

## FOR IMMEDIATE RELEASE

CHARLESTON, IL--The Community Business Assistance Center of Eastern Illinois University's School of Business has scheduled two December workshops. Co-sponsor is the Charleston Area Chamber of Commerce.

On Dec. 4 from 9 a.m. to noon, Dr. Rosanne Sanders will conduct "An Overview of Microcomputers and Word Processing" in Blair Hall, Room 200. The workshop is designed to familiarize participants with microcomputer hardware and software related to word processing. Preregistration deadline is Nov. 30. Fee is \$20.

Dr. Jerry Geisler and Gary Clark will present "Improving Sales and Profits With Marketing Research" on Dec. 13 from 1:30 p.m. to 4:30 p.m. in the Paris Room of the University Union.

Focus will determine what data is needed, the best source of the data, and how research findings can be effectively used. Enrollment deadline is Dec. 8 and the fee is \$20.

Information about the workshops and registration may be obtained by calling Dr. Geisler at 581-2020.