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11/05/1984 - Dave Carpenter Donates To EIU

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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

November 5

Select 3

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

FOR IMMEDIATE RELEASE

CHARLESTON, IL--Dave Carpenter, Senior Vice President of Marketing for World Color Press Inc. in Effingham, Ill., has presented Eastern Illinois University's chapter of the American Marketing Association with a \$500 donation.

Dr. Jerry Geisler, Chairman of the Management/Marketing Department at Eastern, said, "such a contribution to a student organization is rare at Eastern and reflects a commitment by World Color Press Inc. to promoting excellence in marketing education."

"The gift will be used to recognize and reward AMA participants who have contributed to that end," he added.

Carpenter was assisted by Earlene Berkbigler, Director of Communication for World Color Press Inc., in presenting a discussion focused on the company's efforts to diversify its products offerings.

The company specialises in the printing of magazines and is branching out into other types of printing.