

FOR RELEASE: IMMEDIATE

Mailed February 25, 1988

YOUNGSTOWN, Ohio - The marketing of products, services and organizations will be the subject of a teleconference to be held at 11:30 a.m. Saturday, March 19 at Westminster College.

Sponsored by Youngstown State University's Office of Continuing Education and Education Outreach and the Ohio-Pennsylvania Higher Education Network (OPHEN), the intensive workshop will feature nationally syndicated columnist Dr. Jeffrey Lant in a live satellite hook-up.

The five-hour program, "Money Making Marketing: Finding People Who Need What You're Selling and Making Sure They Buy It," is based upon Lant's latest book by the same name. Dr. Lant also writes "Sure Fire Business Success" articles in nearly 100 publications in three countries, and is the author of eight highly successful business self-help books.

Guest marketing experts for the teleconference will be representatives from OPHEN colleges and universities: Dr. E. Terry Deiderick, professor of Marketing at YSU; Robert Leffingwell, assistant professor in the Department of Communication at Slippery Rock University; David Miller, professor of Economics and Business Administration at Thiel College; John Marino, assistant professor of Business Management at Kent State University, Trumbull Campus, and Gail Miller, associate professor of Business at Westminster College.

All participants will receive a copy of Dr. Lant's newest book, Money Making Marketing: Finding People Who Need What You're Selling and Making Sure They Buy It. They will also receive a copy of Dr. Lant's Business Resources Guide, which lists 100 of the best available business development

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source materials for entrepreneurs' problem solving needs.

According to Dr. John Loch, director of YSU's Office of Continuing Education and Education Outreach, the program will help people to identify prospects, develop persuasive marketing documents, create compelling and inexpensive marketing campaigns and upgrade existing customers so that they buy more, sooner.

Participants are encouraged to bring their current marketing documents to distribute at the conference.

The cost for this teleconference is \$49. For further information, contact Dr. John Loch at the YSU Office of Continuing Education and Education Outreach at (216) 742-3358.

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YOUNGSTOWN, Ohio - The Youngstown State University's Women's Club will be awarding three \$500 scholarships for the 1988-89 academic year.

Each applicant must be a full-time YSU student, have a minimum grade point average of 3.0, have a declared major in one of the six undergraduate colleges of the University, and complete a personal statement of academic and career goals.

The scholarships are based primarily on academic performance and need. Involvement in YSU academic and civic groups will be considered as well as the personal statement.

The applications can be obtained from the Kilcawley Information Center. The deadline is 5 p.m. March 4. Scholarship recipients will be notified by April 1.

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NEWS DIRECTORS/NEWS EDITORS

There will be a press conference at 9:30 a.m. this Saturday, Feb. 27, in the trustees' meeting room of Tod Hall at Youngstown State University.

State Sen. Harry Meshel (D-33) of Youngstown, Senate minority leader, will announce funding for a radon sampling survey in Mahoning, Trumbull, Columbiana and Ashtabula counties by Youngstown State University.

Radon is an invisible, odorless gas found in the ground which can leak into homes. The American Lung Association and U.S. Environmental Protection Agency have said significant exposure could lead to cancer.

One of the purposes of the survey is to determine radon concentrations in the four-county area.

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