

Sharp Is New Advertising Director



Joining the AOCS staff in Champaign and assuming the newly restructured role of Director of Advertising and Promotions is Cleo Rich Sharp, who joins the Society with a variety of sales and marketing experience.

Sharp's most recent experience was in the area of market development with an advertising and direct mail house in St. Louis.

Sharp is a graduate of Kansas State College with a degree in journalism. Upon graduation he served in the U.S. Air Force as an aeromedic. His service stint was followed by a role as a college admissions counselor.

For ten years, Sharp represented two major publishers, Addison-Wesley and Academic Press, as a fieldman, mid-western manager, and regional editor. His sales and marketing experience in the publishing industry was primarily centered in the areas of math and science.

Graphic art and photography are two of his special leisure interests which will blend well with his job responsibilities. Tennis also takes up a good share of Sharp's off hours.

Sharp replaces S.M. Gaskins, who passed away last September. However, the responsibilities of the job have been expanded beyond that of advertising salesman to include sales program planning and the promotion of membership and other AOCS goods and services.

Sharp will maintain his office at the AOCS headquarters, 508 S. Sixth St., Champaign, IL 61820 (telephone 217-359-8028). Inquiries about AOCS advertising programs can be made directly to him. ■

CALL FOR NOMINATIONS: Award of Merit

The Society's Award of Merit is to be presented to qualified Society members at the 68th Annual Spring Meeting, New Orleans, LA, April 21-24, 1976.

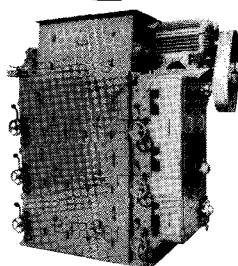
The Award is given to recognize current and past achievements in serving the Society, including:

- (a) active productive service to AOCS committee work;
- (b) marked leadership in technical, administrative, or special committee or Society activities;
- (c) outstanding activity or service that has particularly advanced the Society's prestige, standing, or interest; or
- (d) any distinguished service to the Society not herein otherwise specifically provided for.

Past winners of the Award of Merit include W.T. Coleman and D.L. Henry, 1969; R.T. Doughtie and R.A. Burns, 1970; E. Jungermann, 1971; D.S. Bolley and T.J. Potts, 1972; A. Rose and E.R. Hahn, 1973; R.A. Reiners and R.G. Krishnamurthy, 1974; and L.S. Crauer and H.G. Salomon, 1975.

Nominations should cite the record of the nominee which qualifies him/her for the Award. Two copies of the nomination should be submitted to Arthur E. Waltking, Technical Coordinator, Best Foods Research Center, Box 1534, 1120 Commerce Ave., Union, NJ 07083 before February 15, 1976. ■

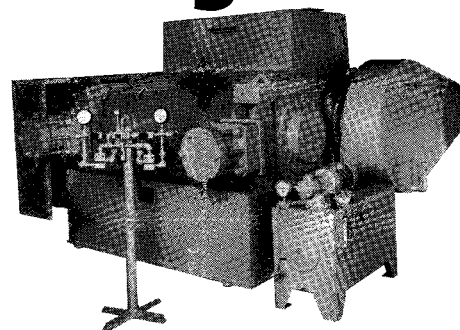
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2. 28 x 52 Flaking Mill

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