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AMA Hosts Miller Brewing Company

The Grand Valley collegiate chapter of the American Marketing Association (AMA) held its first meeting for 1982-83 on September 14. The highlight of the meeting was a presentation given by Greg Plowe, program coordinator and marketing representative for Miller Brewing Company. The presentation centered on Miller Brewing Company's market history and its present marketing strategies, and included a showing of slides and filmed commercials. The meeting was attended by 125 people, including AMA members, Grand Valley students, and Grand Valley faculty.

The purpose of the AMA is to further develop marketing principles and professionalism through interest and involvement. One of its main goals for this school year is to feature representatives from national and international companies at its monthly meetings. The AMA's faculty advisor is Ben Rudolph, and this

year's president is Barb Yedinak. Other officers include Scott Dunham, secretary-treasurer; Khristie Christiansen, vice president of membership; Gary Ells, vice president of promotion; Lori Kriesel, vice president of fund-raising; Steve Smith, vice president of social activities; and Tom Walczak, vice president of programming. The chapter has 30 members.

A representative from Herman Miller will be the featured speaker for the AMA on Tuesday, October 19, at 11:30 in the Campus Center at Grand Valley. Pepsi-Cola will be the highlight on Tuesday, November 16. In January, the vice president of the Federal Reserve Bank will be speaking on the economic conditions. Eastman Kodak will be featured in February, and Turner Broadcasting will be the highlight for the AMA's March meeting.

Facilities Management

This fall Seidman College offered the first undergraduate course in a new major, facilities management. Forty-eight students enrolled in the course, entitled Concepts of Office Productivity.

The Facilities Management program is structured to prepare graduates to assume responsible positions in this new field. Industry demand is slowly getting the attention of academia, and Seidman College is one of the few schools approaching the need head on. This new profession demands a business management base, people management skills, and adeptness at managing the multiple disciplines that interact in the modern office environment.

Our Facilities Management program is structured to develop a technical as well as a practical awareness on the part of the students to those activities that must be managed in the office environment.

The undergraduate program is now under way. Under development is a graduate program and a research program, both of which are being structured to address current and future industry needs.

The undergraduate program really addresses tomorrow's demands, says Robert D. Vrancken, Director of the Facilities Management program. Today's needs are for those individuals who find themselves suddenly thrust into the role of Facility Manager, without adequate background and/or knowledge to handle the job effectively. Thus, there is a need now for graduate study in this field. Complementing both the undergraduate and graduate programs will be a research program in the office facility management field which will help to develop education material for the profession as a whole.

Evaluating Employee Performance

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In summary, personnel executives in Grand Rapids area private and non-profit organizations are strongly committed to some form of employee evaluation. The most popular type of system in use is based on the traditional, somewhat suspect, personal trait evaluation. Few organizations are using a variation of MBO to appraise employee performance. Finally, regardless of the evaluation system used, few organizations provide a formal internal appeal procedure.

¹Meggison, Leon C. *Personnel and Human Resources Administration*. Richard D. Irwin, Inc., 1977.

²Kahalas, Harvey. "The Environmental Context of Performance Evaluation and Its Effect on Current Practices," *Human Resource Management*, Fall, 1980, p.34.

³*Ibid.*

⁴Klasson, Charles R. "How Defensible Is Your Performance Appraisal System?," *Personnel Administrator*, December, 1980, p. 8.

⁵Heshizer, Brian, and Harry Graham. "Discipline in the Nonunion Company: Protecting Employer and Employee Rights," *Personnel*, March-April, 1982, p. 76-77.

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