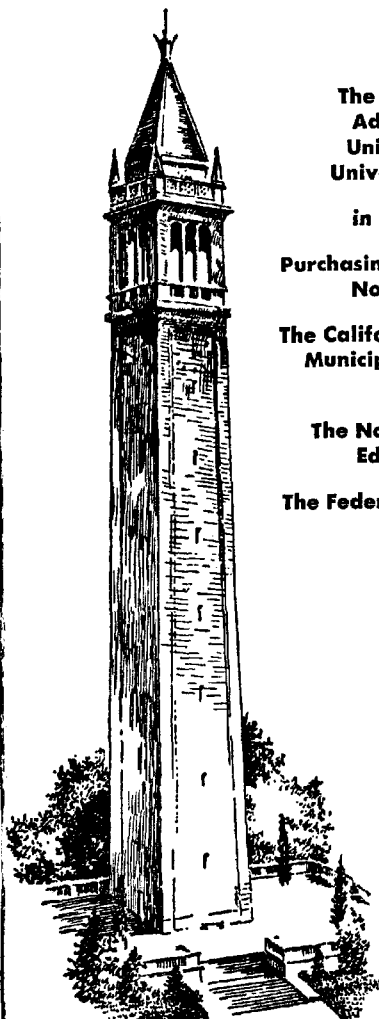


Purchasing Seminar

APRIL 30—MAY 1, 1954



Presented by

The School of Business
Administration and
University Extension
University of California

in cooperation with

Purchasing Agents Association of
Northern California

The California State, County, and
Municipal Purchasing Agents
Association

The National Association of
Educational Buyers

The Federal Procurement Officers
Association

Registration Form

Department of Conferences and Special Activities
University Extension
University of California
Berkeley 4, California

Enclosed is a check drawn payable to THE REGENTS
OF THE UNIVERSITY OF CALIFORNIA in the amount
of \$10.00 for which I will receive a registration card for
the Purchasing Seminar to be held April 30 and May 1.

Name (Please print).....

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UNIVERSITY EXTENSION
UNIVERSITY OF CALIFORNIA

PURCHASING SEMINAR

54-36

Theme: *Education—the formula for good purchasing*

145 Dwinelle Hall

University of California, Berkeley

PROGRAM

Friday, April 30

8:30 a.m. Registration

9:30 a.m. General Session

Chairman

L. G. BAKER, Chief Purchasing Agent, University of California, Berkeley

Welcome

BALDWIN M. WOODS, Vice-President—University Extension, University of California

Response

WILLIAM S. FLOYD, President, Purchasing Agents Association of Northern California, Inc.

Introductions

J. DAVID BRODIE, President, California State, County, and Municipal Purchasing Agents Association

REV. CHARLES F. GUENTHER, S.J., Chairman, Northern California Group, National Association of Educational Buyers

BENJAMIN F. BLOUNT, Chairman, Federal Procurement Officers Association, San Francisco Area

10:00 a.m. *Chairman:* H. W. CHRISTENSEN, Director of Purchases, Columbia-Geneva Steel Division, U. S. Steel Company

Selling Purchasing

E. F. ANDREWS, Director of Purchasing, Pitman Moore Company, Division of Allied Laboratories, Inc.

11:15 a.m. *Chairman:* WILLIAM G. WATT, Purchasing Agent, California and Hawaiian Sugar Refining Corporation, Ltd.

Sales Management Looks at Purchasing

G. J. TICOULAT, Vice-President, Crown Zellerbach Corporation

1:30 p.m. *Chairman:* CHARLES F. GUENTHER, S.J., Purchasing Agent, University of Santa Clara

Interpretation of Market Information

FRANK L. KIDNER, Professor of Economics and Director, Bureau of Business and Economic Research, University of California, Berkeley

2:45 p.m. *Chairman:* W. G. OWEN, Assistant Purchasing Agent, W. P. Fuller & Company

Materials Handling

LAURENCE BOUQUE, Assistant General Storekeeper, Southern Pacific Company, Oakland

4:00 p.m. *Chairman:* BENJAMIN F. BLOUNT, Chief, Purchase Branch, S. F. Port of Embarcation

Long-range Forecasting

ROBERT A. GORDON, Professor of Economics, University of California, Berkeley

Saturday, May 1

9:15 a.m. *Chairman:* J. DAVID BRODIE, Purchasing Agent, City of Palo Alto

Problems in Open Price Agreements

LAWRENCE VOLD, Professor of Law, Hastings College of Law

10:30 a.m. *Chairman:* WILLIAM S. FLOYD, Manager, Purchases and Stores, Shell Oil Company

Value Analysis

L. D. MILES, Manager, Value-Analysis Unit, Purchasing Department, General Electric Company, Schenectady, New York

11:45 a.m. *Chairman:* L. G. BAKER, Chief Purchasing Agent, University of California, Berkeley

Summary of the Seminar

WILLIAM HUNRICK, JR., Director of Finance, City of Berkeley

Advisory Committee

Lewis G. Baker	Helen V. Hammarberg
Edwin G. Chambers	William G. Owen
William S. Floyd	Royal A. Roberts
Ewald T. Grether	William G. Watt

NOTE: In accordance with the state-wide nature of the University of California, University Extension is offering a similar Purchasing Conference on the Los Angeles campus of the University on the same dates (April 30 and May 1). For those who find it more convenient to attend the Conference on the Los Angeles campus, please write the Department of Conferences and Special Activities, University Extension, Los Angeles 24, California, and a complete program will be sent to you immediately.