



**IIAM Convention
February 22-24, 1983**



Jeff Davidson, Manager of the Energy, Management and Marketing Division for the IMR Corporation, has a marketing plan for you and he's going to share it during a seminar at the Convention. Have you every thought about:

- the value of voluntary action?
- revenue forecasting?
- the four P's of marketing?

Davidson is a leading expert on small business operations in the U.S. and has an extensive background in management consulting. A published author, he has recently finished the compilation of a second book and his articles appear in several top magazines. With so many credentials we cannot even begin to list them all here, he promises to be one of the many highlights of your Convention schedule. **Take time to stay ahead... unlock every door!**