

**Seminar: Business Graphics for Managers**

**Ms. Maxine Brown, Chairwoman**

**9:00 Why Graphics?/Brown**

**9:15 Graphics in Advertising/Demos**

**10:15 Break**

**10:30 Hardware/Software/Systems: Introduction and Overview/Orr**

**11:15 Acquiring and Justifying a Business Graphics Facility/Chappell**

**12:00 Lunch**

**1:30 Case Study: Artists and Computers/Frye**

**2:30 Panel Discussion: How Customers Use Business Graphics Products/Gafner, May, Ferguson,  
Carroci, Samit, Berard, Miller, and Folk**

**3:30 Break**

**3:45 Panel Discussion (continued)**