



Journal of Vocational Rehabilitation 10 (1998) 183

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## Announcement

### **Marketing, Managing, and Merchandising in the BEP**

Dallas, TX

March 29–April 1, 1998

Keynote Speaker: Mr. Barry Ford, Southwest Airlines

Sponsor: RRTC on Blindness & Low Vision

Contact: John Maxson

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Goal: Identify and implement specific strategies for meeting multiple BEP market demands in an ever-changing business environment.