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News Release

GRADUATE RESEARCH CENTER OF THE SOUTHWEST
SOUTHWEST CENTER FOR ADVANCED STUDIES

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RELEASE ON RECEIPT



Al Mitchell
Director of Information

(Business/Education)

JOSEPH T. ORCHARD JOINS DEVELOPMENT STAFF OF GRADUATE RESEARCH CENTER

DALLAS --

Joseph T. Orchard has joined the Development Office staff of the Graduate Research Center of the Southwest. He was named (September 6) as Associate Director of Development; his primary responsibility will be in the field of corporate gifts.

Mr. Orchard was president of Pecan Joe Enterprises, Inc., Texarkana, Texas, from 1956 until the present. This is a chain of seven retail outlets in three Southwestern states, retailing a variety of gift merchandise, foods, and candies.

He also has served as general manager of Tilson Farm in the Texarkana area; was an account executive with Batten, Barton, Durstine and Osborne advertising agency, and was assistant product manager of the Vick Chemical Company (now Richardson Merrell). Mr. Orchard served in the Navy during World War II, and is a graduate of Fordham University. In addition, he did graduate study at New York University.

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