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AID EMPLOYEE TO SPEAK IN SPOKANE  
ON CENTRAL AMERICAN COMMON MARKET

William V. Patten, a marketing specialist with the Agency for International Development in Guatemala, will discuss the Central American Common Market at the annual convention of the Advertising Association of the West in Spokane, Wash., on June 28.

Patten is director of the project "Operation Market" for AID's Regional Office for Central America and Panama (ROCAP), based in Guatemala City. The project, in which ROCAP and Central American businessmen cooperate, aims to improve marketing practices in Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama. The first five are partner countries in the Common Market and the way is open for Panama to join.

ROCAP was set up in 1962 under the Alliance for Progress to work with Central American organizations toward the region's social and economic development and integration. AID assists in ROCAP programs with financing and technical cooperation.

Patten will be one of three principal speakers at the AAW convention. The others will be Paul Rand Dixon, chairman of the Federal Communications Commission, and D'Arcy Brophy, chairman of the board of Kenyon & Eckhart, an advertising agency. The AAW, with a membership of 10,000 advertising workers in 13 western states, Alaska and Hawaii, is the sponsor of the "Discover the Gems" campaign which is giving free advertising to the five Central American republics in the western United States.

Joining AID as a contract employe in 1964, Patten was first assigned to Nicaragua as Industrial Development Advisor for the AID mission in that country. He was transferred to ROCAP last year. Before entering government service he worked for advertising agencies in New York, Los Angeles and San Francisco. He served in the U. S. Navy during World War II and emerged as a lieutenant commander. A native of New York City, Patten was graduated from Queens College and also attended Fordham Law School and Ohio State University.

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