

ASTD CONFERENCE SPECIAL . . .



More than 1700 persons, some from as far away as Australia, the Philippines, South America, Africa and India, attended ASTD's 31st National Conference in Las Vegas, May 11-15. Participants were treated to what post conference evaluators described as "the best conference ever" and a "real showcase of training excellence." Some of the highlights of the program are covered in the following pages.

Christianson Focuses On Love As the Bottom Line Of Living and Management

"Two things make us *professional* human beings; (1) knowing we can love and be loved, (2) knowing we can make a positive contribution to mankind"

These were the words of Chris Christianson, president of Idea Mountain, as he addressed an overflowing Monday morning crowd of ASTD Conference participants.

Speaking on "Better Living Through Better Management," Christianson proceeded to tell the audience that they should start out each day with a positive mental attitude . . . and let their love show! "Don't take yourselves so darn seriously," he exclaimed. "You and I were born to win and we are winners, but winners do lose from time to time!"

Focusing on ASTD's awards presentations, which were also a part of the Monday general session, Christianson pointed out, "The greatest single motivator of people is recognition of a job well done. You are a better person, manager, executive, etc., if you have a handle on your own life You've got to believe in

yourself and build your own self-esteem."

Continuing with his collection of human maxims, Christianson left the audience with several thoughts, all revolving around the fact

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people must care for each other, themselves and their work. "Help people with their personal problems," he concluded. "The more senior management can share with people, the better team you will build Humor is a great builder of top flight management Love is the bottom line of living and management And, 'way of life' is the world's greatest diet!"

Tarkenton Says You Must Believe In Yourself

"How good are you at proving how good you are?"

Focusing his comments on this question while addressing participants at ASTD's 31st National Conference in Las Vegas, Fran Tarkenton, chairman of the Executive Committee for Behavioral Systems, Inc. and professional football player for the Minnesota Vikings, proceeded to correctly gauge the group's interest in accountability.

Drawing parallels between the game of football and the world of work, Tarkenton pointed out that

accountability, being responsible for your acts, is the key to the two most critical issues facing industry today: (1) productivity and (2) job satisfaction.

"Today you don't hear enough people saying they *can* do something You only hear them saying how they *can't*! You will never be able to accomplish anything by saying you can't do it! Ask yourself how you can find a better way to accomplish what it is you wish to accomplish! The people with the greatest success are those who say, 'I can' and can

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outlast the others," Tarkenton exclaimed.

"You must believe in yourself," he continued. "You must believe you really can do better in life — and you can do better if you maintain an open mind to learning and remain dedicated to improvement!"

Tarkenton, using parallels drawn from his experiences as both a consultant and a football player, demonstrated how training professionals must set goals, build in accountability and evaluate their results.

In closing, Mr. Tarkenton suggested four ways for setting up accountability systems: (1) pinpoint the performance you want to achieve, breaking it down into small units; (2) collect baseline data; (3) implement the change with feedback and positive reinforcement systems; and (4) evaluate.

Drucker Cites Training Challenges

Providing a stimulating wrap-up for ASTD's 31st National Conference, Peter F. Drucker, noted management consultant, author and lecturer, offered three expansive challenges to the training and development profession . . . challenges that most trainers should already be tackling.

In his speech, entitled "The Future Challenge For Training and Development Professionals," Dr. Drucker pointed out . . .

". . . We are just about halfway through an extraordinary demographic development — the tremendous surge of young people joining the work force for the first time, which is the result of the baby boom that began around 1948 and, within five or six years, pushed the nation's birth rate up almost 50 percent

". . . An important part of this development is that the largest single job category of the 50s



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and 60s has disappeared — jobs (as teachers) for educated young women in the schools. We will have to learn to employ and put to productive work exceedingly well-educated, exceedingly ambitious and exceedingly able young women. In such fields as accounting, one can predict that, within 10 years, it will be largely taken over by women," Drucker exclaimed.

Noting his second challenge, Drucker predicted that, five years from now, we will face a complete shift to an extreme labor shortage.

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"The baby bust of the early 60s, resulting in a 25 percent drop in the birth rate, will begin to shape the work force," he continued. "There will be an immediate reversal from our concern about finding jobs for all the young people to finding young people for all the jobs!"

Drucker's third challenge involved the largest single employee group of professional, technical, managerial and clerical people. "This is where you will get growing pressure for second careers beginning much earlier," he added. "This talk about 'burned out' people is mostly nonsense! What people need most is 'repotting' and it perhaps is the greatest human need in a society of organizations"

Telefax

DR. DONALD KIRKPATRICK, PRESIDENT
AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT
31ST ANNUAL CONFERENCE
CARE MGM GRAND HOTEL [C/O ASST HOTEL MGR ON DUTY]
LAS VEGAS, NV.

IT IS A GREAT PLEASURE FOR ME TO GREET THE DELEGATES AT THE THIRTY-FIRST ANNUAL CONFERENCE OF THE AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT. OUR NATION FACES A GROWING CHALLENGE IN TRAINING WORKING PEOPLE FOR PRODUCTIVE CAREERS. SUCH TRAINING IS BASIC TO OUR CONTINUED TECHNOLOGICAL DEVELOPMENT AND TO INCREASED PRODUCTIVITY IN OUR NATION'S INDUSTRIES. CAPABLE, WELL-TRAINED WORKERS CAN PLAY A VITAL ROLE IN PRODUCING GOODS AND SERVICES FOR OUR EXPANDING POPULATION. YOUR ORGANIZATION IS PLAYING A CRUCIAL ROLE IN HELPING WORKERS TO COMPLETE EFFECTIVELY IN TODAY'S TIGHT JOB MARKET. YOU ARE ALSO GIVING VALUABLE ASSISTANCE IN DEVELOPING THE SUPPLY OF TALENT AND SKILL THAT IS SO ESSENTIAL TO AMERICA'S ECONOMIC VITALITY.

AS YOU MEET TO EXCHANGE INFORMATION AND EXPLORE NEW IDEAS FOR THE YEARS AHEAD, YOU HAVE MY BEST WISHES FOR A MOST USEFUL AND REWARDING SESSION.

GERALD R. FORD

1975 Expo Provides Training

RIBBON SNIPPING — Conference Design Chairman Ed Scannell (right) observes ASTD Exposition Grand Opening, as (from left) Society President Don Kirkpatrick, Exhibitor Advisory Chairman Al Joseph and General Session Speaker Fran Tarkenton cut the ribbon. Exposition was held at the MGM Grand Hotel, May 12-14.



Literature Distribution and Booth Drawings comprise but some of the activities on the floor of the 1975 ASTD Exposition in the Grand Ballroom of the MGM Grand Hotel. The Conference and Exposition registered attendance was in excess of 1,700 persons.

Supermarket'

The 1975 ASTD Exposition, held May 12-14, at the MGM Grand Hotel, Las Vegas, can be called the greatest training "supermarket" ever produced. More than 105 exhibiting organizations occupied a total of 133 booths — a 43 per cent increase in exhibit space over the 1974 show!

Products and services exhibited ran the gamut from assessment center material to videocassettes. Exposition attendees were provided complimentary continental breakfasts on the Expo hall floor, free soft drinks and cocktails and a lavish President's Reception and buffet adjacent to the Exposition.

Exhibitor reactions to the two and one-half day show were overwhelmingly favorable. At *Journal* press time, Exposition Manager Joel Bradtke said the equivalent of 70 10'x10' booth spaces had already been reserved for the 1976 Exposition at the Rivergate in New Orleans, next May.

A new award was established by the 1974-75 ASTD Exhibitors Advisory Committee. It is the James R. Graven Memorial Award, established to honor individuals who make "singularly outstanding" contributions to the cause of the ASTD Exposition.

Albert M. Joseph, president of the Industrial Writing Institute, Cleveland, was named first

recipient of the James R. Graven Memorial Award. Mr. Joseph chaired the Exhibitors Advisory Committee for both the 1974 and 1975 Expositions. Jim Graven was Floor Manager of the ASTD Exposition in San Francisco in April, 1974, and had been an ASTD Life Member and a long-time supporter of the ASTD Exposition. He died in October, 1974.

Members of the Exhibitors Advisory Committee also announced several Exhibitor Booth Excellence Awards at an Exhibitors' meeting in Las Vegas. The "Best Single Booth" award went to DCA Educational Products of Warrington, Pa. Second place in that category was awarded Salenger Educational Media, Santa Monica, Calif.

The "Most Improved Single Booth" award was made to Vinyl Weld, Inc., of Chicago. The "Best Multiple Booth" award was made to Telex Communications, Inc. of Minneapolis.

Sterling Institute, Washington, D.C., was presented the "Most Creative Booth" award, and Xicom, Inc., of Tuxedo, N.Y., was given special mention in the same category.

Special mention was also made of the Batten, Batten, Hudson & Swab, Inc., (BBH&S) booth for being the show's "quietest" booth. The BBH&S booth featured a lounge area with sound films, and private earphones for listeners.

At the Exhibitors meeting, the appointment of Frank Gribbin of International Correspondence Schools (ICS), Scranton, Pa., as 1975-76 Exhibitors Advisory Committee Chairman, was announced.

PEEK OVER THE SHOULDERS of a handful of the 1975 ASTD Exposition attendees. Film producers, audiovisual hardware manufacturers, book and videocassette publishers, meeting facilities operators, consulting organizations and packaged training course producers were among the 105 exhibiting organizations.



Several of the photographs provided for this ASTD Conference Special are courtesy of Don Lubitz, International Correspondence Schools and member of the Hawaii ASTD Chapter.