

## *"Look Out In Front"*

**O**ur Society is devoted to the advancement of training in business, industry and related fields. Its purpose is to raise the standards and prestige of the profession through further advancement and development of training directors and their associates. One of the greatest services is the Annual Conference being held this year at Fort Worth on May 14, 15 and 16, 1957, where the most effective training techniques will be discussed and case studies of successful programs in all areas of employee development will be reported.

The Conference provides a "common ground" of interest at which all training directors may meet to exchange and share ideas and ideals—and "look out in front" to extend and broaden their vision.

The Society members will be impressed by the outstanding professional program organized by the Conference Committee. If you have a training problem, the answer will be at Fort Worth. The only limitation is that of space—so register early.

When the Conference ends the members will have acquired positive Guide Posts for their future in a competitive economy.

An important feature of the Conference is the Annual Business Meeting of the Society on Wednesday, May 15, at 8:30 A.M. All members are encouraged to be present in order to be fully informed about our Society. Each member should become an active person in planning the future of the training profession.

Invest in your future—attend the 13th Annual ASTD Conference.

*A. A. Daly*