

GENERAL ASSEMBLY—7:00 P.M. WEDNESDAY, MAY 4

EXECUTIVE SWEET - THE UNIQUE ROLE OF THE MANAGEMENT WIFE (An Abstract)

Chairman: BILL C. LOVIN, Supervisor of Training, Granite City Steel Company, Granite City, Illinois

Introduction: WILLIAM LEVY, Executive Director, National Management Association, Dayton, Ohio

Speaker: MR. and MRS. MAX H. FORSTER, Manager of Management Development, International Minerals and Chemical Corporation, Skokie, Illinois

The primary characteristics of a successful modern executive, as listed by the W. E. Henry study, are a strong desire for achievement and social advancement, identification with superiors, and being decisive, assertive and practical.

Fortune magazine says "They must have an intuitive grasp of figures, an emotional feeling for abstractions, and be able to analyze men rationally."

A summary of studies shows the executive needs a strong drive toward specific objectives without deviation, high mobility and adaptability, dedication and hard work, and skills in power usage to control and guide others. He must be an autocrat with democratic skills, have patience and maturity, be a positive man of action and realize that he will be alone on a communication isle.

An AMA study shows that Mr. Management devotes 11 to 18 hours overtime per week, he has constant involvement with other people, and his work is the hub of his whole life.

The executive must be a generalist with appreciation and skills of a specialist. He must understand the complex roles of business, home and community, and realize there is extreme competition in a fast changing environment. The executive must establish a self-picture in terms of being the boss as well as a leader-helper. Mr. Management should

understand that he plays roles on stages set by others.

Mrs. Forster, in explaining the role of the management wife, stated that we must look first at the American woman of today.

Catherine Marshall said, "That to be a woman today is exciting, challenging but difficult."

It is exciting in presenting endless opportunities and modern freedom. It is challenging in that status is constantly shifting; population is changing, people are living longer and are generally better educated. It is difficult because new freedoms and privileges lead to new responsibilities and duties; there are new demands and pressures. The woman is shifting from homemaker to multiple roles all demanding her energies, time, emotions and interest.

These multiple and overlapping roles consist of: (1) home, where there is a changing relationship in the family toward matriarchy. (2) Community, where there are tremendous civic and social demands. At least 65% of all women belong to at least one service organization. (3) Business world, where the shift is most predominant. Figures from the Bureau of Labor Statistics on women in the working world show that over 1/3 of all women are now employed. More business responsibilities in the home and

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Guy B. Ford
General Chairman

17th Annual ASTD Conference

As indicated by the proceedings published in this month's *Journal*, the St. Louis Conference brought forward many worth while and stimulating ideas for all members of the training profession.

Unpublished, but probably even more important to those who were there, are the enlarged and lifted insights gained from on-the-spot exchanges with training theorists and practitioners from all parts of the country.

The seriousness of today's training responsibilities, plus the built-in personal advantages in conference partici-

pation, challenges the Philadelphia Chapter to urge all-out attendance in '61 at "the Conference you can't afford to miss."

In Philadelphia, this phrase is foremost as Conference plans progress: "Professional Trainers—Producers of Profit." The word "profit" is construed in its largest sense—for the professional trainer, his fellow employees, his company, and his country.

Plan ahead to profit from attending ASTD's Annual Conference. In '61 it's Philadelphia.

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Guy Ford is Assistant Manager, Employment Practices and Training, The Pennsylvania Railroad Co., and a past president of the Philadelphia ASTD Chapter.

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