

ADULT EDUCATION WEEK — RADIO PROGRAM

A panel discussion on the increasing interest of business and industry in the education of adults was presented by the Maryland Society of Training Directors over Radio Station WFBR, Baltimore, Maryland. The program was presented in cooperation with the Department of Education, Adult Education Division, and the Enoch Pratt Free Library, as part of Adult Education Week activities.



Moderating the panel discussion was James Francey, supervisor of Industrial-Vocational Education of the Baltimore Department of Education. John H. Pond, coordinator of supervisory training and publications at Martin Aircraft, and President of the Maryland Society of Training Directors, opened the discussion by outlining the aims and objectives of the American Society of Training Directors.

Roy Andrews, Education Director of Martin Aircraft, described the scope of educational activities in industry today and emphasized the increasing investment which industry is making in order to provide an environment for continued growth and development of the individual at every level. He further pointed

out the impact of this investment on the employee, the company and the community as a whole.

Ed Barney, Industrial Relations supervisor, Armco Steel Co., explained some of the reasons why industry is so conscious of training today. He went on to describe Armco Steel's policy on training stating that his organization believes that only through increased education can its people make their fullest contribution and gain maximum personal benefits.

Clyde Hartlove, Director of Training, Schluderberg-Kurdle Co., explained, "We believe that only through intelligent management can the meat packing industry produce the best kinds of products at a cost that the public can afford. Technical skills are very important, but today we are realizing an ever increasing

need for training in administrative skills throughout all levels of management."

"For a number of years," said Matt Bradway, Director of Training, B & O Railroad, "the Baltimore and Ohio Railroad has been interested in supervisory management training. Supervisors are sometimes brought in from the outlying districts for a special period of training. A careful evaluation of the program has indicated to the satisfaction of management that the expense involved is worthwhile."

MR. Pond then explained some of the programs which the Maryland Society of Training Directors has helped establish, in connection with the Baltimore Department of Education, in order to fulfill adult education needs. Particular recognition was expressed for the excellent cooperation which city, county and state school officials have provided to Maryland industries.

Mr. Francey in summarizing the panel discussion, stated that outstanding training opportunities are available today to meet the needs of all members of business and industry, including technical workers and management personnel. Through in-plant courses, public school programs and the interest shown by universities and colleges, more satisfying results are being realized by the people, their companies and the community in which they live.

ASTD members who read French will find CNOF, Revue Mensuelle De L'Organisation, a worthwhile publication. It is the official magazine of the Comite National De L'Organisation

Letter to the Editor-

Dear Walt:

I would like to "crash" this next issue of the *Journal* with a little note on the coming membership drive to be conducted by all chapters in January.

Yesterday I reviewed our Membership Committee's plans with "Steinie," and he has given me the green light to suggest that we kick off this drive in the chapter's January meeting.

A manual entitled "*Membership Recruitment and Retention*" embodying scads of ideas for conducting a drive for new members and bringing delinquent members back into the fold, will be in the hands of Chapter Membership Chairmen by late November. This manual is a product of the Membership Committee which is composed of R. B. Blomfield, Region I, Douglas W. Pongratz, Region II, William M. Russell, James F. Long, Region III, and W. R. Clark, Region IV.

I intend to send you another "blurb" to be used in the December issue of the *Journal*. However, realizing how busy you are, I am suggesting the attached eye catcher for this issue, thus not necessitating any rewriting on your part.

Very truly yours,

R. Guyon

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Francaise and is published monthly at 57, Rue De Babylone, Paris 7, France. During the past year an increasing number of articles on employee training and education have been run.