



1944 1969 . . .

The Fulfillment of a Need

A brief, pictorial history of the AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT

This torch . . . symbolizing, for 25 years, our mission of education . . . is sending its newest light higher and further than was ever dreamed possible by our founders. The American Society for Training and Development remains a vital, growing, professionally relevant organization as it continues to fulfill the need out of which it was born one-quarter of a century ago. As that need has expanded, so, too, has this society. That need . . . for a body of working professionals in the area of training, management development and organization development . . . *is* greater now than ever before! As business, industry, government agencies and service organizations enlarge their requirements for skilled manpower, the responsibilities of the training professional can only increase. And so, as our profession has continued to meet the demands of our society, ASTD has kept pace in fulfilling the needs of a demanding profession . . . through education and the development of its members' skills and standards. The 25-year story of ASTD is best told through the pages of our nation's family album . . . a time of crisis, a time of change . . . but most of all, a time of growth.

The earliest years . . .

INVASION START

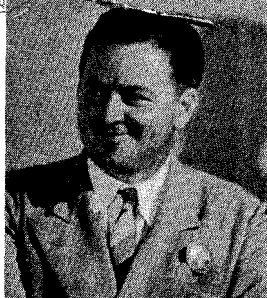
General Eisenhower Announces Allied Landin In Northern France Under Aerial and Navy C

THE FULFILLMENT OF A NEED

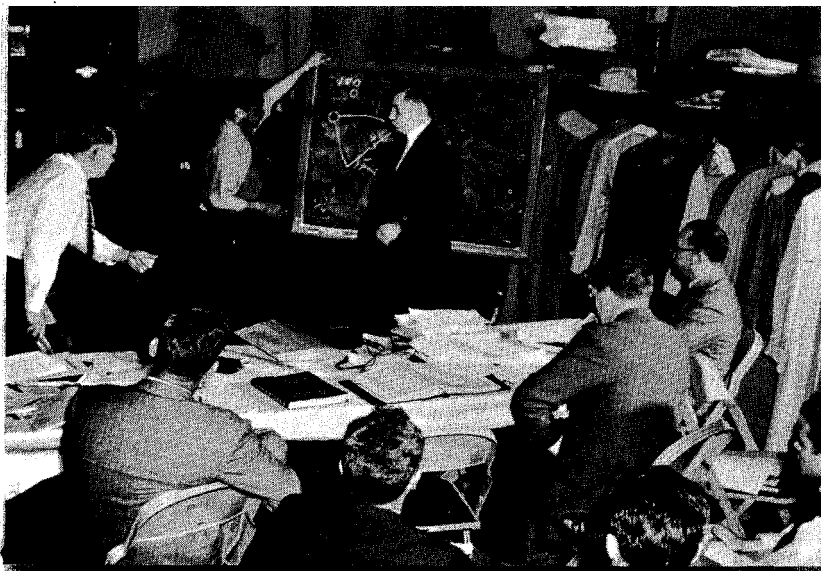
The war which was threatening the torch of freedom in so many corners of the world, ignited other sparks in New York, Chicago and Baton Rouge. While World War II siphoned off virtually all of the nation's available manpower, the demands on American industry were double and triple normal capacity. A new work force had to be trained almost overnight!

Industry seized upon the small pool of training directors equipped to shoulder the giant responsibility. And, they responded heroically in a time of crisis. There was a lesson to be learned from all of this . . . for the training profession, and for the nation as a whole: where the need is great enough, proper organization can fill it.

In 1944, Hallmark Cards honored the service of its personnel and training department by providing them with these new offices.



One of the founding fathers of ASTD, and its first president, Thomas S. Keaty of Baton Rouge, Louisiana.



In many parts of the country, training directors recognized the lesson and began to think in terms of effective organization *beyond* the local level. Just as the earliest local groups of men with practical training backgrounds had sought to meet to exchange information and common experience, so, too, could this pooling of professional know-how work on a national scale.

In the mid-40's, the classrooms at Caterpillar Tractor Company were frequently makeshift and portable . . . set up where room would permit.

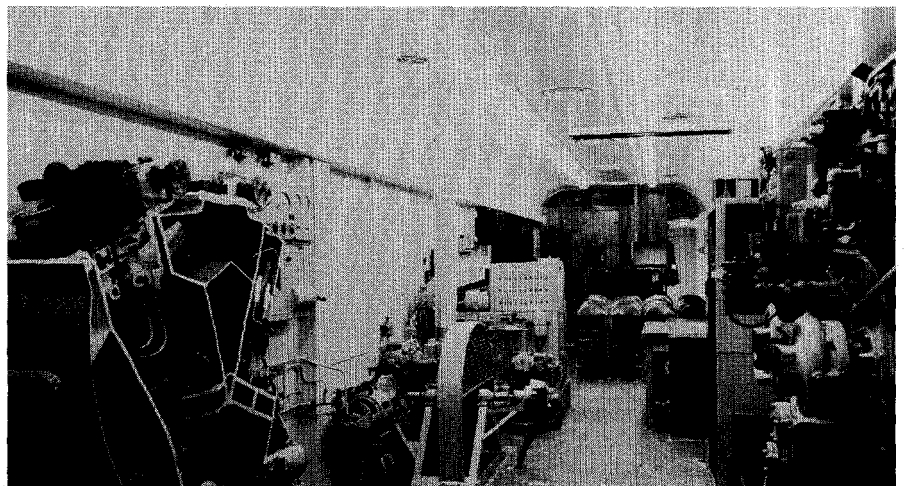
Certainly, in 1944, the need was there...and there was no end in sight. Already, men of vision anticipated the even larger training demands which would be made on their talents at war's end...with thousands upon thousands of returning workers loosed upon an industrial community whose requirements were new and different.

H. Walter Shaw in New York... William Bachrach in Chicago... Thomas S. Keaty, Doug Parks and Andrew Trisch in Baton Rouge were all grappling with the same problem. The answer, at least to the men in Louisiana, was to form a necessary organization. With Keaty, Parks and Trisch as leaders... they formed the American Society of Training Directors.



Churchill, Roosevelt and Stalin met at Yalta in 1945 to resolve the fate of Germany and to discuss the future of eastern Europe and the Far East.

These five, and 51 other training and development men, met in Chicago in September of 1945 for the first truly national convention of ASTD. The beginning was already history. The first president of the young organization was the very same Tom Keaty. And the editor of the brand new journal, *Industrial Training News*? Tom Keaty.



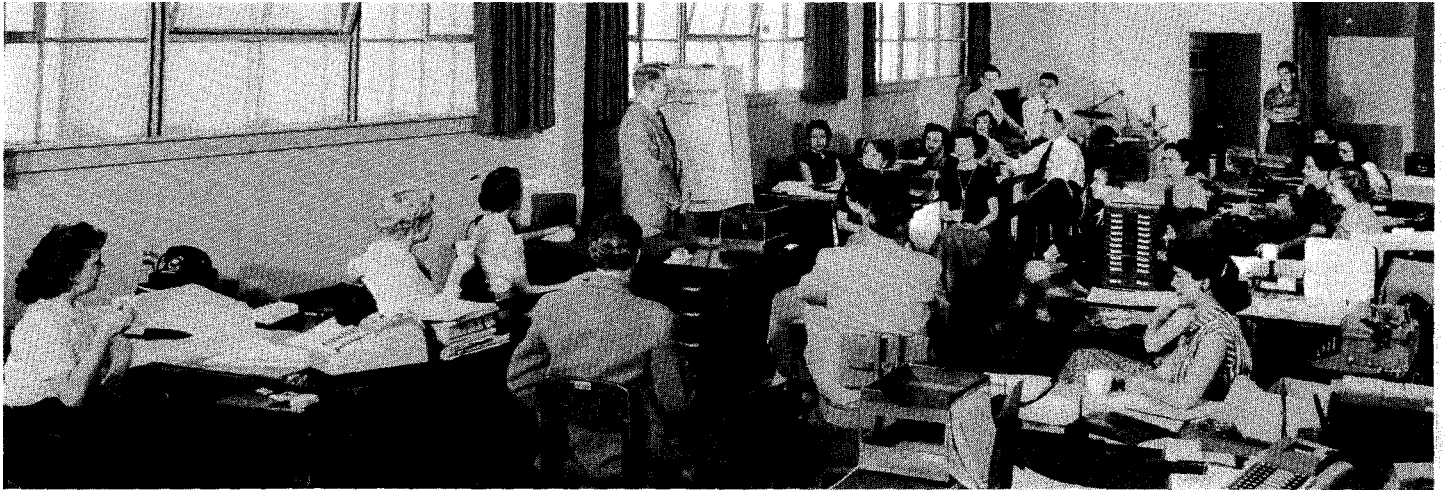
The Illinois Central Railroad turned one of its cars into a diesel classroom. (See folding chairs at the far end.)

THE MILWAUKEE JOURNAL

Sixty-third Year Monday, May 7, 1945

All Germans Surrender to Three Major Allies

The formative years . . .



Ernest Loen of Los Angeles is pictured conducting an in-the-office training session — a typical post-war scene.

MEMORIES OF THOSE PIONEERING YEARS: IDEALS, GOALS, SMILES!

ASTD's second Conference was held in New Castle, Pennsylvania. The attendance hit a surprising 180 training professionals, but New Castle's only hotel could accommodate but a third of them.

To handle the emergency, attendees were put up at homes and farms within a 20-mile radius of the city. Men from the nation's largest industrial giants found themselves in strangely rural settings. But the spirit of '46 remained undaunted.

The New Castle pioneers elected Robert D. Boden the second ASTD president and adopted a constitution which set down two primary goals: to raise the standards and the prestige of the industrial training profession . . . and to further the professional's education and development.

His smile is proof enough . . . the *Chicago Tribune* was all wrong about the man from Missouri, Harry S. Truman.



To achieve these goals, ASTD sought to unite the efforts of training professionals and to make both industry and public aware of the profession's vital role in the growth of the nation's economy. The challenge of uniting many regional organizations into one national society was termed "idealistic". But the founding fathers, as men of vision, felt that, with perseverance, it could be done.

In many ways, this was a heyday for a young ASTD. In 1947, the official publication was renamed *The Journal of Industrial Training*. In that year, the Conference was attended by 460 training men, though not all of them were, as yet, members. They elected Russell L. Packard president, and by the end of 1947, ASTD claimed 247 paid-up members.

By the next year, ASTD had chalked up a record of proven competence. The re-mobilization of the nation's manpower was practically complete, and a booming peacetime economy attested to the effectiveness of training and development efforts. ASTD more than doubled its membership once again. The first and only Canadian chapter was acquired with the affiliation of Ontario. In that same year, the infant society increased its membership dues from \$3 to \$5 a year. Despite the hesitation of some on the Board, no loss of membership resulted. At the close of 1948, ASTD boasted 508 members.

BY THE END OF 1948, ASTD PROUDLY HAILED THESE CHAPTERS:

Central Pennsylvania Chapter ASTD
Greater Cleveland Chapter ASTD
Greater Detroit Chapter ASTD
Illinois Training Directors Association
Chapter ASTD
Indiana Chapter ASTD
Iowa Chapter ASTD
Ontario Society of Training Directors
Chapter ASTD
Philadelphia Chapter ASTD
Pittsburgh Chapter ASTD
St. Louis Chapter ASTD
Wisconsin Training Directors Association
Chapter ASTD

In 1948, at the age of 35, Richard M. Nixon ran for the U.S. Senate from California on the Republican ticket. Waging a campaign of anti-Communist issues, he won a huge plurality.



Years of westward expansion . . .

The Detroit

ESTABLISHED 1881
PUBLISHED WEEKLY
BUREAU: 1950, 78th Year, No. 6
Largest Reading Area Circulation, 1,000,000



Public Officials Are Electe

People Pay

... night speech Campaign: Truman—
... Democratic nominees for Congress
... on today's high wages and great
... entirely forgot today's high prices and
... take him at his word and vote for
... ke a look at that one angle of the

... * * *
... t is just a vast collection of families,
... mutual benefit.
... air to measure the wisdom of what the
... the standard of what a family does
... pen finally to a family which borrowed
... owed and spent, to create a false
... serity?

... spectacular career of impressing others
... more, but there would come a day of
... someone, perhaps the children or the
... d have to pay the debt.
... * * *
... ith the Government. The Fair Deal.

MAC
O.K.T

Vote Fight China Re
Goes On to

In 1950, H. Walter Shaw became *Journal of Industrial Training* editor. Then, as always, Mr. Shaw contributed greatly of his time, energy and talents to building ASTD's membership and prestige.

WAR IN ASIA INTENSIFIES TRAINING DIRECTORS' INTEREST IN ASTD

War clouds gathered over Asia, and, again, American boys were fighting and dying in far corners of the world for principles and the defense of freedom. At home, a free people were being called on once more to gather up their resources for the duration. ASTD President F. S. "Doc" Laffer, who had been elected at the Cleveland Conference in 1949, addressed the 619 who attended the 1950 Conference in Chicago. He spoke of the new and heavy demands which the Korean police action had placed on industrial trainers and urged all ASTD members to "do twice what is expected of us."

Once again, we were *fulfilling the need* created by war. As the conflict continued, ASTD served as a clearing house of information and a valuable link between training men in government and those in industry.

In the West, especially, the need to become affiliated with the national organization brought in new chapters at a rapid rate. In January, 1949, the North Texas Chapter . . . in March, Northern California Chapter and the Hawaii Chapter . . . New York Metropolitan Chapter was the feather in the cap of 1950 . . . with Los Angeles for 1951 making the 22nd chapter . . . and 1,233 members!

1000 People Who Do Not Vote

THUR SEEKS OMB CHINA

Picture in Korea UN Told Red Move of Peining Denounced



When the 1951 Conference was held in Philadelphia, 705 members elected Herman J. Gemuenden the new president. They also voted for a part-time business manager . . . the beginning of a regular staff . . . Russ Moberly, from the University of Wisconsin. This was an eventful decision, as it determined the site for ASTD's permanent home — Madison, Wisconsin — where the move was made in 1951.

REFLECTIONS UPON ASTD'S 25th ANNIVERSARY BY DOROTHY PROESCH, AMERICA'S FIRST WOMAN TRAINING PROFESSIONAL L. S. AYERS AND COMPANY, INDIANAPOLIS,

"A quarter of a century is a comparatively short time to liberate a segment of our society — women executives. When many of us entered the training profession, we thought of ourselves as disadvantaged. We sensed discrimination. With millions of males away as soldiers, sailors and fliers, business opened its doors to females . . . and I hope we contributed to winning a war and keeping our economy alive."

With the inevitable caste system of business, it took time to determine our status. As pioneers, women were the loneliest persons in the organization, not knowing if we were especially important, dedicated employees, or if we had some role in the main man-

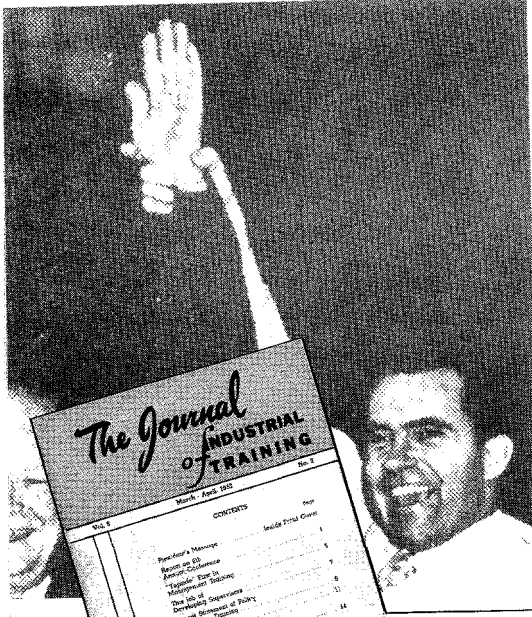


agement workshop. We also had moments of doubt when we wondered if the profession was here to stay; or if it was just a wartime expediency; or if an enlightened management would continue to feel training could contribute materially to a company's profitable operation. Today, of course, the answer rings loud and clear. Our profession is solidly established as the integral force in the constantly growing and changing economy.

I have been in the profession since its infancy. Twenty-five years has brought many benefits through ASTD, and I am sure that the next five or ten years will mean even greater achievements.



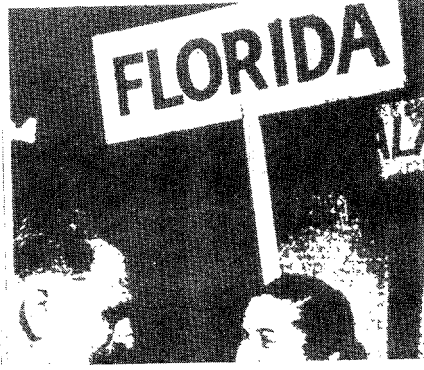
Victorious Ike Chooses Nixon, Pledges Crusade



Taft Pledges Support To Eisenhower

General Pays Call Of 'Friendship' On Ohioan And Gets 'Warm' Response

By The Associated Press
CINCINNATI (AP)—Gen. Dwight D. Eisenhower, in a dramatic pay-
line aimed at healing bitter
Republican rift, said a hurried



GOP Accents Y With Selective Running Mate

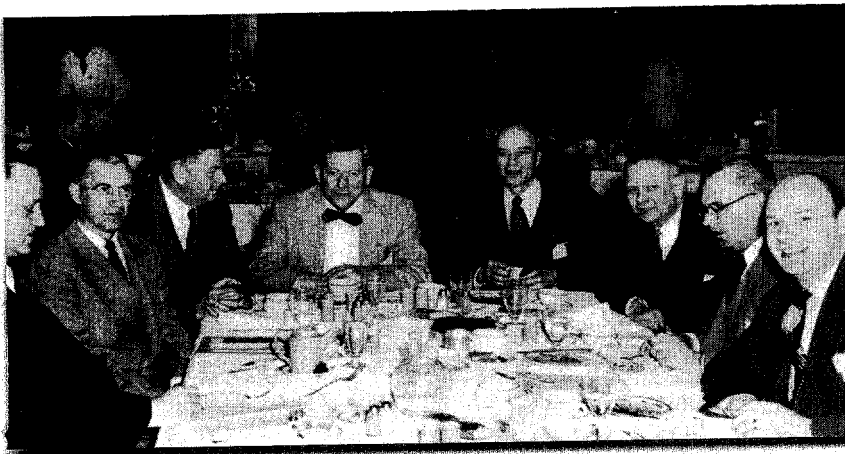
HIGHLIGHTS OF THE CO

And They Predicted Ike Would Teach
Answering an Ad Launched Nixon on His
Test of Ike's Speech Accepting the Nom
GOP Old Guard Falls Again But It's No
Victory Won By Progressive Repu
Ike's Victory "No Surprise." Miami

628 ATTEND ASTD CONFERENCE IN 1952

Out of a total membership of 1,517 training professionals, 628 came to French Lick, Indiana for the 1952 Conference. Here, several of the founding fathers first began to promote the idea of a full-time paid executive director — an event which came to pass seven years later.

One of the features of the 1952 Conference was a breakfast gathering of ASTD's founding fathers. It brought together, at one table, eight ASTD charter members, and the crowd of over 700 members around them was clear indication of just how far the organization had come in eight years.



Pictured at the founding fathers breakfast of the 8th National Conference are (left to right):

- H. Walter Shaw, O. M. Aders, Thomas S. Keaty, Richard Greiner, Herman J. Gemunden, Russell L. Packard, W. D. Parks, Robert O. Boden.

Among the statistics and attitudes discovered in a 1953 ASTD survey . . . the *Journal of Industrial Training* published the following highlights:

Over 50 percent of training professionals are under 40 years of age (42 percent was the finding in the 1965 survey conducted by Pat Farbro.)

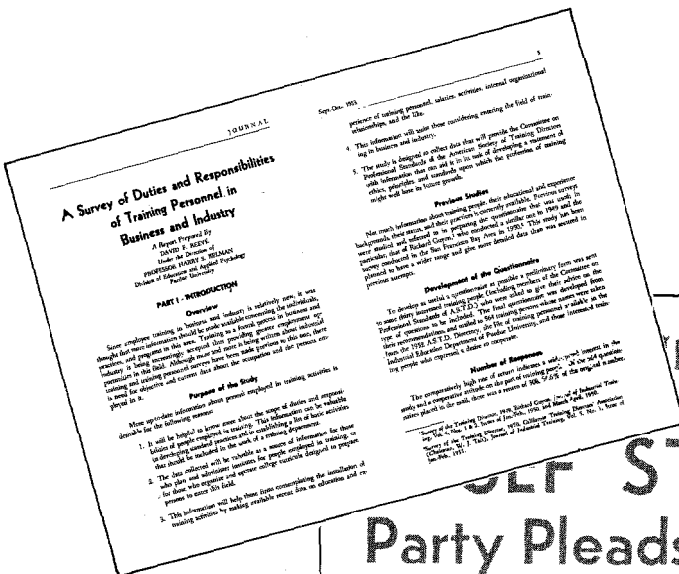
Training is one of the world's newest professions. 50 percent had less than three years experience (only 10 percent had less than two years experience in 1965.)

There may be need for specialization within the training field.

Very few companies with less than 1,000 employees are as yet supporting the training function.

Over 85 percent of the training professionals hold bachelors degrees or better (this figure stayed remarkably constant in the 1965 survey.)

The year 1953 brought renewed hope for peace in Korea. And peace came. On July 27, more than three years after its start, the "war that was not a war" came to an end. In this same year, ASTD's membership jumped to 1,882. With 30 active committees, the young organization was thriving. The membership took another bold step. Under the leadership of their president W. C. Christensen, dues were raised to \$10. ASTD was gearing itself to better serve all the nations training professionals as war's end heralded the beginning of a new technological revolution.



Minneapolis Morning Tribune

MINNEAPOLIS, MINN., FRIDAY, MARCH 6, 1953

Price 5 Cents

STALIN IS DEAD AT 73 Party Pleads for Russians to Remain United

Ike Acts to Unfreeze Top Jobs

Order Will End Civil Service Rights for 'Super Grades'

By RICHARD WELLS
WASHINGTON



Ike Sends Official Regrets

WASHINGTON (AP)—President Dwight D. Eisenhower today sent his official regrets to the Soviet government on the death of Premier Stalin of Russia.

Malenkov--Can He Hold the Reins?

By GEORGE WELLES
The future of the Soviet Union will be determined by the fate of the man who today is believed to be the most powerful man in the Kremlin.

The Man Stalin



7 to Organize State Funeral

LONDON (AP)—Josef Stalin died Thursday he died, aged 73, behind the 12-foot-thick wall of the Kremlin from which he dominated the world's peoples as the most powerful man in history. He ruled one-sixth of the earth's surface the Baltic sea to Bering strait.

Milestone years . . .

10th ANNUAL CONFERENCE DRAWS 721 ASTD MEMBERS

After "trying out" various months of the year for their annual Conference, members of ASTD settled on May as the regular date. In 1953, the 9th Conference drew 568 to Boston. And in 1954, out of a growing membership of 2,082, the attendees in Milwaukee hit 721. It was ASTD's 10th Anniversary.

AMERICAN SOCIETY OF
TRAINING DIRECTORS



*10th Annual Conference
Milwaukee, Wisconsin*

1954
May 5-6-7

PROGRAM

Start Every
Day Right

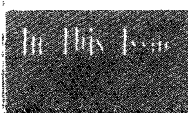
The Hartford G

ESTABLISHED 1764, VOL. (DAILY EDITION) CXLIX HARTFORD 2, CONN., SUNDAY MORNING, SEPTEMBER 25, 1954—174 PAGES IN 10 PARTS

Entered by Second Class Matter Post Office, Hartford, Conn. 20 CENTS

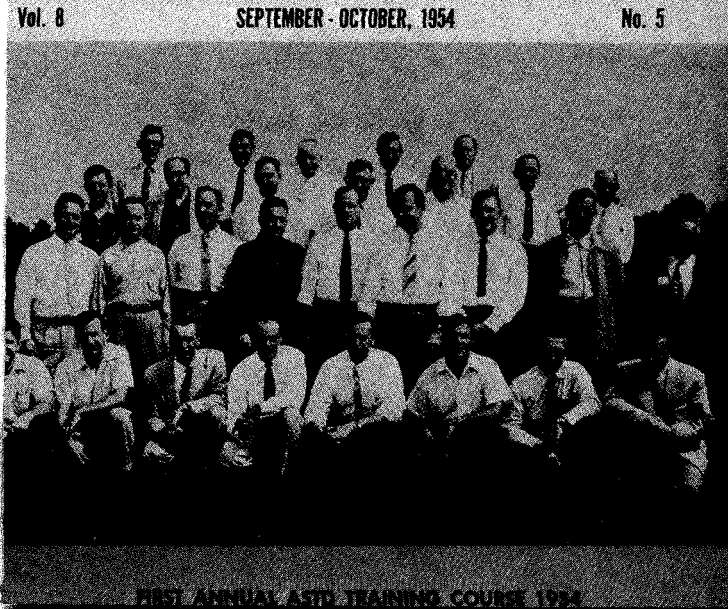
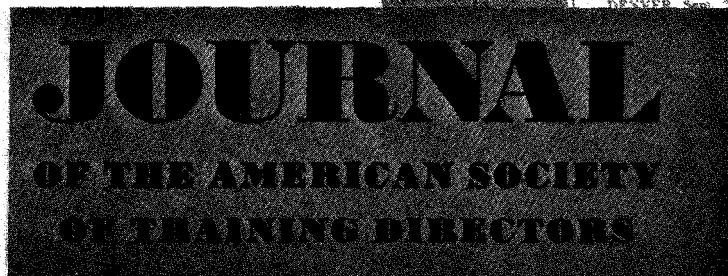
Eisenhower Stricken With Heart Attack Prospects For Recovery Termed 'Good'

State Advisers To Aid
in Red Cross Work



Rests Comfortably
After Initial Pain

DENVER, Sept. 24 (AP) — President Eisenhower is recovering from a heart attack and has been hospitalized for several days, a physician said today. The attack occurred about 2:45 a. m. (MST) today at the Walter Reed Army Hospital in Washington. A physician who treated the president at the time of the attack described it as a "myocardial infarction" but made no mention of that word.



FIRST ANNUAL ASTD TRAINING COURSE 1954

FIRST ANNUAL INSTITUTE

A noteworthy milestone was reached when the first Training Institute was held in 1954 at Wisconsin Dells. (Since that date, this ASTD membership service has grown by popular demand to the point where four units of the Institute are slated each summer . . . two more in winter.)

Twenty-five members attended the first Institute. (Today, the Institute serves an average of 440 members each year, and the annual attendance is increasing regularly.)



Training professionals, in government and industry, became deeply involved with Civil Defense. (Note the man being rescued above the second window as the ground men hold a taut rope.)



Cloyd S. Steinmetz, ASTD national president, is shown in the center of this photo presenting an ASTD chapter charter to Francis L. Docken of the Iowa Chapter when it became affiliated in 1954. Looking on, right, is Ralph M. Hartmann, who became president four years later.

**40 CHAPTERS!
2,371 MEMBERS!**

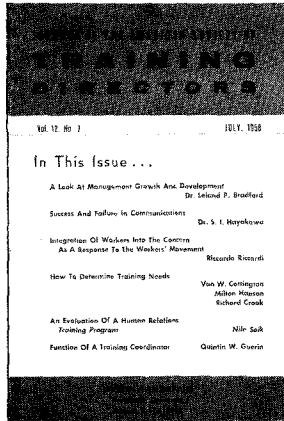
New chapters of ASTD became affiliated each month. By the end of 1955, after only 11 years, ASTD brought in its 40th member chapter.



In recognition of their efforts toward making ASTD's first Training Institute such a giant success, plaques were presented to Milt Gordon, left, and Russ Moberly, center, by Charles Kendall. The second Institute was then slated for Eagle River, Wisconsin, in August, 1955.

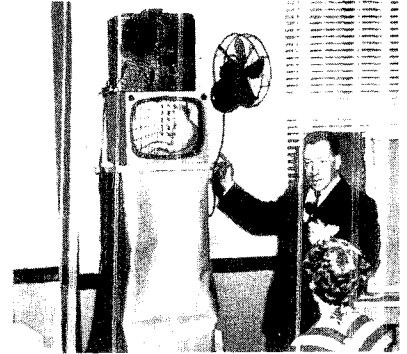
Into orbit . . .

In 1957, H. Walter Shaw, pictured at right, turned over the reigns of the *ASTD Journal* to its new editor, Robert L. Craig. He has served in that capacity ever since.



The *Journal* of the American Society of Training Directors takes on a "new look."

During the 1957 Christmas rush, the Newark post office utilized closed circuit TV to train Christmas assistants . . . a real innovation in the training field of the time.

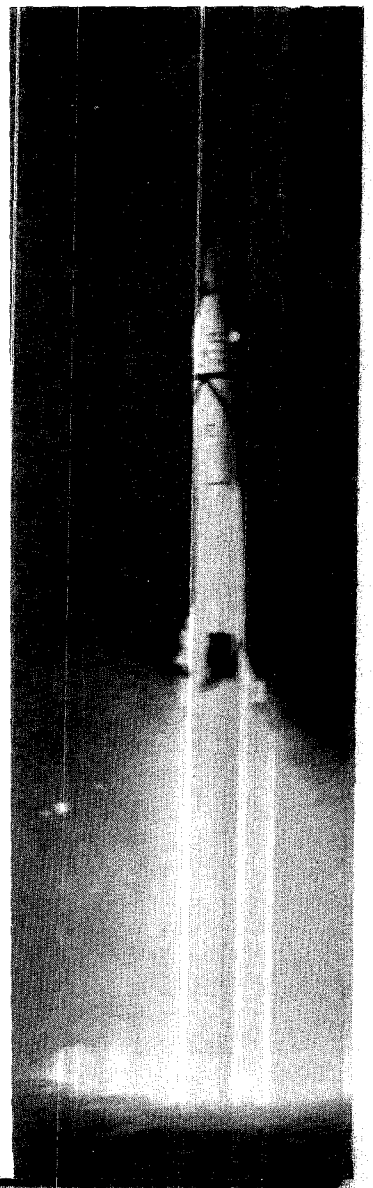


ASTD's membership figures were booming . . . as compared to the original Chicago 56. In 1957, the number of paid-up members jumped from 2,753 to 3,201 . . . increasing to 3,441 in 1958.

The 13th Annual Conference in Fort Worth, Texas was attended by 725 members. The 1958 Conference in Washington, D.C. hosted 953. It was the Space Age, and the profession faced new demands in training for a myriad of Space Age occupations. New jobs were invented almost as fast as new training programs could be designed to fill them. And it was an age where technological growth made training and development a truly international concern.

A milestone was reached when the Far East/Japan Chapter became affiliated on March 15, 1957. ASTD had orbited as a global society! There are, today, well over 400 foreign members . . . and an International Society for Training and Development may be realized within the next decade.

The first American satellite, Explorer I, was launched on January 31, 1958.



1956 1957 1958



At ASTD's 14th Conference in Washington, D.C., six past presidents gathered for this photo. From left to right: Herman J. Gemuenden, W. C. Christensen, Cloyd S. Steinmetz, Andrew A. Daly, F. S. "Doc" Laffer and Thomas S. Keaty.

By 1958, the fifth annual Training Institute had expanded Westward . . . there were two summer units offered in the East, and two in the West. It might be noted, as one impressive measure of our growth, that ASTD *now* offers four units meeting three times a year. The Institute for the Training Professional, cosponsored by the University of Wisconsin Management Institute, trains 440 members a year!



At the Conference in Washington, D.C., outgoing president Andrew A. Daly turned over the gavel to the new leader, Ralph M. Hartmann. As Daly left office, he and his officers distributed a brochure entitled, "Your Officers' Report," showing an ASTD membership gain of 632 members during their time in office.

JUPITER CARRIES DETROIT KNOW-HOW

SNOW
Little temperature change.
Low 27 to 34, high 35 to 36
Max and Min for the 24
Hour period in parentheses
1958 FEB 1 10:00 AM

The Detroit Free Press

METRO FINA
EXTRA!

SATURDAY, FEBRUARY 1, 1958

On Guard for 126 Years

Vol. 127—No. 373 22 Pages Seven Cents

U. S. FIRES MOON!

Army's Juniter Sends It into Orbit

Approaching the New Frontier . . .

June 1959

Bliss Is New ASTD Executive Director

This announcement reproduced from the June, 1959 *Journal* tells a happy story! In addition to having a permanent home, ASTD would henceforth be guided by a full-time executive director. Chosen for this key position was Gordon M. Bliss, who, for nearly a decade, provided strong, administrative leadership to the organization during its period of greatest expansion and "coming of age."

The first full-time executive director for the Society appointed by the Board of Directors is Gordon M. Bliss, formerly a training director with Koppers Company and National Tube Division of U. S. Steel. On June 1, 1959, Gordon will assume administrative responsibility for the national office in Madison, Wisconsin as well as the duties of secretary and treasurer. It is expected that the services and value of the national society to its members and chapters may be significantly increased and the burden of routine affairs upon elected officers reduced as this new position is developed.

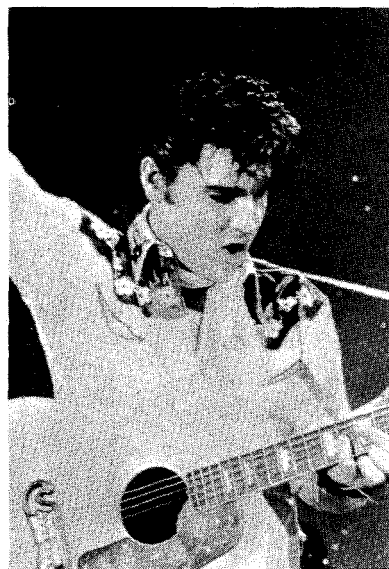


For ASTD, 1959 was a year of study, reorganization and renewal . . . a year that marked the selection of the University of Wisconsin campus as permanent home for future training institutes.

Nineteen-fifty-nine was also the year of the Edsel . . . Liz and Eddie . . . and the year when a hip-swinging truck driver from Memphis named Elvis Presley reigned as *the* symbol for a restless younger generation in search of symbols. This was a generation with whom "dialogue" and "confrontation" would soon become

essential in an explosively changing society. ASTD would soon have an even larger, more crucial role to play in keeping these young people on the road of positive contribution to the nation's growth.

In 1960, St. Louis members were singing "Meet Me in -----" to promote attendance at that year's Conference. A total of 702 members responded and voted to increase the dues to *today's* figure of \$20! The year came to a close with 3,341 members on the roster . . . in 56 chapters!



New York World-Telegram

The Sun

VOL. 127—NO. 209—NEW YORK, SATURDAY, MAY 7, 1960

SPORTS
FINAL

Feature Section

Agonized Monday Edition

Khrushchev's 'Amazing' Story!

Downed U.S. Flier Is Alive, Admits Spying, Reds Say

Underground Atom Tests To Be Resumed, Ike Says



'Incidents' Risk H-Bomb Reprisal,

KENNEDY IS ELECTED PRESIDENT

DALTON AND LONG PACE MISSOURI SWEEP

KERNER AND DOUGLAS WIN IN ILLINOIS

DEMOCRATS WIN MAJOR RACES AS STATE LINES UP WITH KENNEDY

Candidates for Governor and U.S. Senator Pile Up Huge Majorities Over Farmer and Hooper.

By HERBERT A. TRASK
State Political Correspondent of the Post-Dispatch.

Assembly General John M. Dalton was elected Governor; and Edward V. Long was named United States Senator by over

Less Than One Vote Per Precinct Puts Kennedy Over in Illinois

Democratic Winner's Once Huge Lead Was Steadily Whittled Away — Nixon Moved Out in Front Temporarily.

CHICAGO, Nov. 8 (AP)—Senator John F. Kennedy today captured Illinois' 27 electoral votes by a margin of less than one vote per precinct.

The Illinois voters gave the President-elect an assured total of 299 electoral votes. Minnesota's earlier 11 electoral votes had put the Democratic nominee over the top of the 288 electoral votes needed for election.

In Illinois, Kennedy had led his Republican opponent, Vice President Richard M. Nixon, most of the way since yesterday's count began. However, Kennedy's once huge margin of 300,000 votes was steadily whittled away during the morning hours of a bitter electoral

KENNEDY ASKS ALL TO HELP NATION 'SAFELY THROUGH' '60S

He Accepts Election, Plans to Begin Naming Cabinet Members After Thanksgiving Day.

By RICHARD BUDMAN
A Staff Correspondent of the Post-Dispatch.

WASHINGTON, Nov. 8 (AP)—John F. Kennedy, formally accepted today election as the next President of the United States, today called on the

The President-Elect

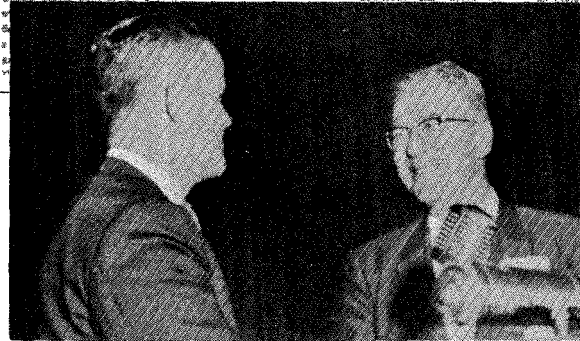


MINNESOTA VOTE GIVES SENATOR VICTORY MARGIN

11 Electoral Votes From State Decide Issue—Impact of Democratic Candidate's Catholicism Felt in Many Areas of U.S.

WASHINGTON, Nov. 8 (AP)—John F. Kennedy won the presidency today. He is the first Roman Catholic and the youngest man, 43 years old, ever elected to the nation's highest office.

Minnesota gave the Massachusetts Senator its 11 electoral votes and put him over the 288 mark needed



John E. Monaghan (right), 16th Annual Conference Chairman, accepts award for successful Conference from President Burr.

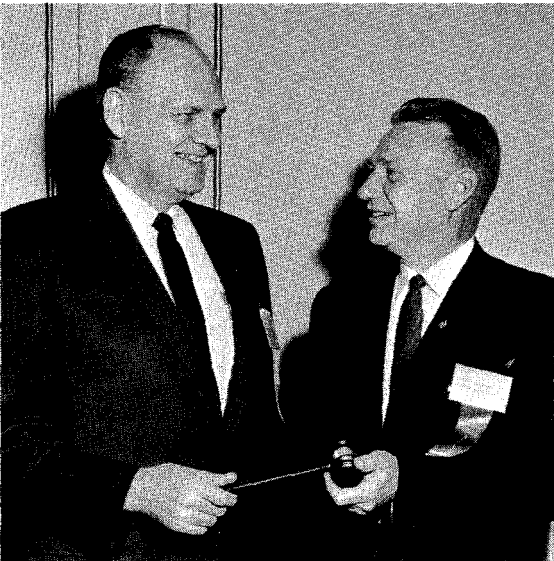
President Robert B. Burr is shown conducting the General Council of Delegates meeting during the 1960 Conference.



MINNEAPOLIS TEMPERATURES
 Midnight ... 9 5 a.m. ... 1 10 a.m. ... 4
 1 a.m. ... 2 6 a.m. ... 3 11 a.m. ... 8
 2 a.m. ... 3 7 a.m. ... 4 Noon ... 10
 3 a.m. ... 2 8 a.m. ... 5 1 p.m. ... 13
 4 a.m. ... 1 9 a.m. ... 6 2 p.m. ... 15
 Precipitation 12 a.m. to 1 p.m., 0. Forecast Snow.

THE MINNEAPOLIS STAR

Tuesday, Feb. 20, 1962 EAKIN-1962 75 Two Sections 44 PAGES ***** Telephone PL 12111 FAX



Glenn Lands After Three Orbits

DAY BEGAN AT 2:20 **Glenn Was Cool and Confident** **THREE LITTLE GREMLINS HELD UP ORBIT FLIGHT** **Rescue Ships Heading to Pick Him Up at Sea**

By FRED S. HOFFMAN
 CAPE CANAVERAL, Fla.—(AP)—With confidence, astronaut John H. Glenn Jr. sat in the spacecraft, where something could go wrong. A breeze will in his capsule, a jiggling (compass) and a shak (only all caused fiddly in the countdown. But there are fans of thousands of parts in an Atlas rocket and in the spacecraft, where something could go wrong. A helicopter from the rescue fleet in the Atlantic Ocean plucking Astronaut Glenn from the water at 2:41 p.m. (Minneapolis time). The capsule after three successful orbits of the earth, splashed into the ocean six miles from shore. Scientists prepared to bring him up in a rescue capsule.

Robert A. Graham, retiring president, at right, turns over the gavel to the new president, Vernon B. Sheblak, at the 1961 Philadelphia Conference.

1962 was the year of emblems for ASTD



Members of the Turkish Industrial Training Team are shown with two ASTD officials, President Robert A. Graham, first row-third from left, and Gordon M. Bliss, executive director, first row-extreme left.

In February of 1961, ASTD announced a new publication—*Training Research Abstracts*—as it joined a growing list of services to members. Five years later, *Abstracts* was incorporated into the *ASTD Journal*.

Another highlight of the year was a six-month visit by members of the Turkish Industrial Training Team. Their visit was co-sponsored by ASTD and the Bureau of Apprenticeship and Training. By year's end, we had grown to 3,334 members.

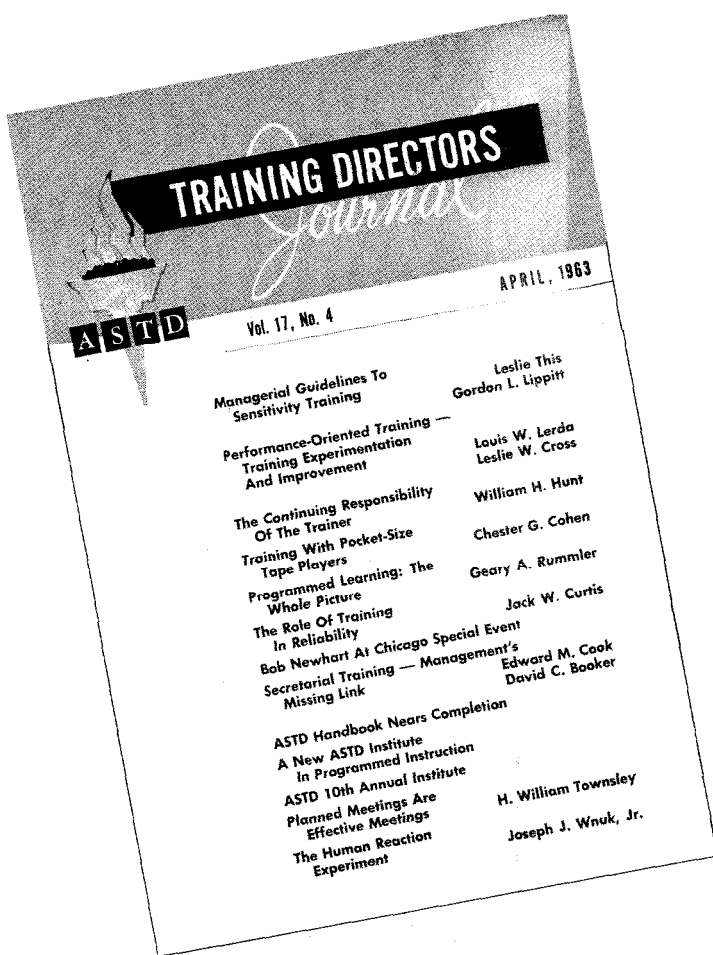
The society's logo underwent a modernization, appearing as you see it on this page, for the next six years. And a U.S. postage stamp, commemorating the National Apprenticeship Act on its 25th Anniversary, was issued. Robert B. Sale was the new president.

In 1962, 3,565 ASTD members welcomed the Honorable Arthur J. Goldberg by presenting him with an outstanding leadership award, for his contributions, as Secretary of Labor, to the Apprenticeship Training Program. Pictured with Mr. Goldberg, left to right, are Robert B. Sale, Vernon B. Sheblak, Elliott French, Gordon M. Bliss, George Koenig and John P. Walsh.



In June of 1961, President Kennedy met with Khrushchev in Vienna to avoid a head-on collision between their two nations.





The years 1963 and 1964 were muscle-building years for ASTD, as the membership grew to 3,851. The 1963 National Conference drew an attendance of 1,075 in Chicago. Training people began to recognize that the opportunities to exchange hundreds of ideas...view hundreds of services and exhibits...and to just feel a part of this vital organization and national family of professionals were big attractions to attend the Conference.

Keeping step with the times, ASTD's monthly publication took on a "new look" and change of name... *Training Directors Journal*.



In the summer of 1963, ASTD and McGraw-Hill sponsored a highly successful Programmed Instruction Institute. Another need was fulfilled for members operating in a new age.

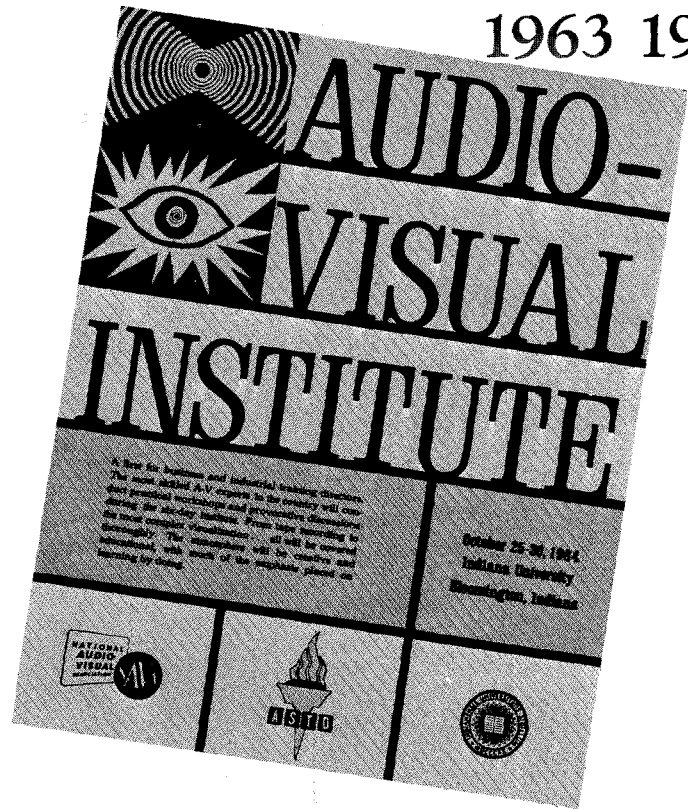


In November of 1963, the nation was swept with remorse at the assassination of its young President. He had reminded the entire world that the United States is a country where young ideas and the pioneer spirit still flourish abundantly.

ASTD continued to expand its vital services to a roster of nearly 4,000 members. In 1964, cooperating with the National Audio-Visual Association, the society sponsored a highly successful Audio-Visual Institute. Its wide acclaim turned it into an annual feature for the next five years.

That year also marked the society's second West Coast Conference in two decades. It was held in San Francisco, where the members voted to change the name of the organization. In 20 years, the training director's responsibilities had increased markedly...and so had the skills which now involved him in the development of a vast spectrum of human resources, right up to top management. The organization had grown along with him, and it would henceforth be called the *American Society for Training and Development*.

Spearheaded by future president Partick C. Farbro, ASTD made 1964 a landmark year in research by establishing The Fund for Research in Training and Development. ASTD was 20 years young, and its sights were on the future. (This program expanded to such proportions, that in 1969, special research projects were undertaken.)

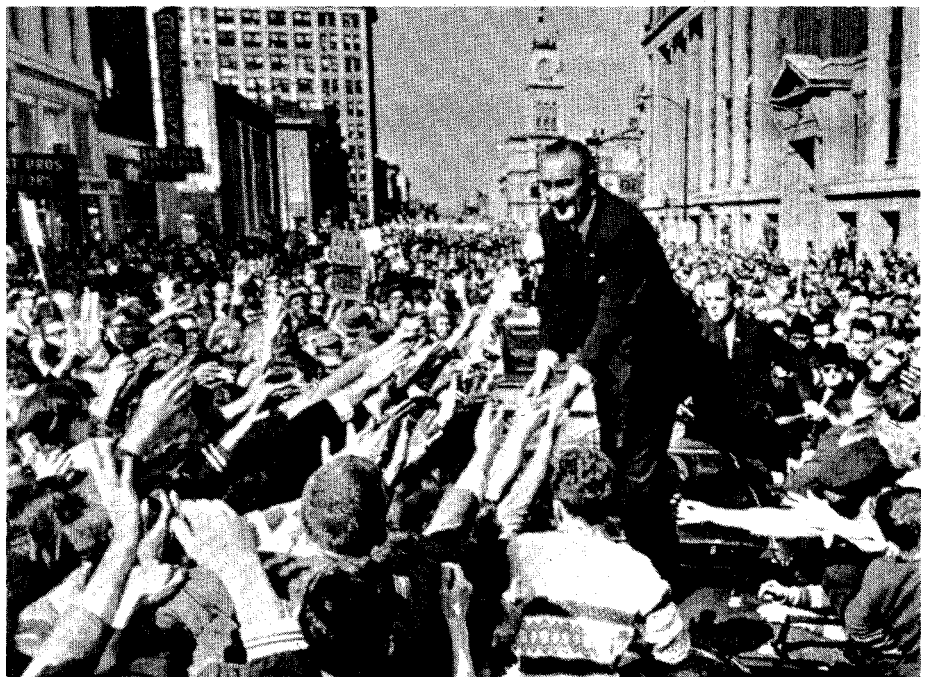


Ralph E. Boynton, ASTD's 1963-1964 president, presided at the National Conference in San Francisco.

At the San Francisco Conference, John F. Walsh, left, was elected executive vice president and Charles D. Campbell was elected president.



Another significance to the expression "Great Society" was becoming associated with a campaigning President, Lyndon B. Johnson.





The 1,278 members who met in Cleveland for the 1965 National Conference were greeted by members of the Pittsburgh Chapter, already building attendance for their Conference in 1966.



In 1965, the "escalation" was beginning in Viet Nam. American soldiers, for the third time in this quarter-century, were dying overseas... this time, in the "most unpopular war."

Training Directors

Members Can Participate in ...

The Fund For Research In Training And Development

A Service of the American Society for Training and Development

PATRICK C. FARRING

Article 3 of the American Society for Training and Development's Articles of Incorporation carries the formal statement of the purposes of the Society. Article 3, (d) concerns our responsibility to the Society by stating, "The purpose of the Society is to achieve a better utilization of human ability and potential in business, industry and government by ... encouraging or sponsoring appropriate research and publishing results in the field of training and development."

The ASTD Research Fund

The ASTD Research Fund was established by trust agreement in accordance with the laws of the State of Wisconsin, as a non-profit, non-exempt trust. Filing will be made with the Internal Revenue Service of the U. S. Treasury Department to receive gifts which are tax-deductible.

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The June, 1965 *Journal* proclaimed, "Members can participate in ... THE FUND FOR RESEARCH IN TRAINING AND DEVELOPMENT." The Fund's objectives were described, and the need for research outlined. Many of America's major corporations came forward with generous participation.

All four units of the 13th Annual Institute were filled to capacity, in spite of strike problems of the airlines in Summer 1966. As a result, the Board approved sponsorship of a Winter Session to begin the following year.

Talk of an international society was being heard in wider circles... ASTD's prestige and business-wide reputation were well assured. And Gordon Bliss had been visiting Turkey at the invitation of A.I.D. and the Turkish Society of Training and Development, to explore the possibilities of a global alliance of training professionals.

The training professional was no longer a "voice crying in the wilderness" nor could the nation afford to turn from his counsel and expertise. ASTD took steps to design programs to reach the hardcore unemployed and the disadvantaged. ASTD was keeping up with the times!



THE



TIMES

No. 56,228

LATE LONDON EDITION

LONDON MONDAY JANUARY 25 1965

PRICE 5d

SIR WINSTON CHURCHILL DIES



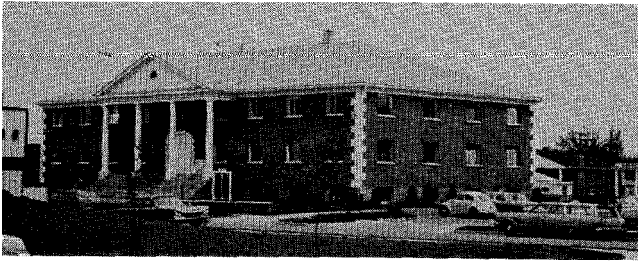
London, January 24 (AP)—Sir Winston Churchill, the greatest English statesman since the 17th century, died today at his home in London.

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Highlights of his Career

- Born : November 30, 1874
- Entered Harrow : 1888
- Commissioned in the 4th Hussars : 1895
- Captured from the Boers : 1899
- Entered Parliament : 1900
- Under-Secretary of State for the Colonies : 1905
- President of the Board of Trade : 1908
- Home Secretary : 1910
- First Lord of the Admiralty : 1911
- Chancellor of the Duchy of Lancaster : 1915
- Rejoined the Army in France : 1915
- Minister of Munitions : 1917
- Secretary of State for War and Air : 1919
- Secretary for the Colonies : 1921-22



A rapidly growing ASTD needed larger quarters. New offices were leased in the handsome colonial building shown here. ASTD was 68 chapters big, including a new student chapter at the Lawrence Institute of Technology.

ASTD's membership had now surpassed 4,400 and the annual institutes were doing well. New membership services were on the drawing board, including an Organization and Management Development Institute, and the annual Conference was growing in size and impact with every year. The decision was made to form the new post of assistant executive director... with James W. Pearson as its first appointee.

The year 1966 heralded ASTD's first Organization and Management Development Institute, held in Georgia with the full cooperation of the Georgia Center for Continuing Education.

ASTD's
INSTITUTE
IN EMERGING
TRENDS IN
ORGANIZATION
AND MANAGEMENT
DEVELOPMENT

November 18-18, 1966 Univ. of Georgia

AMERICAN SOCIETY FOR
TRAINING & DEVELOPMENT
in cooperation with
Georgia Center for Continuing Education

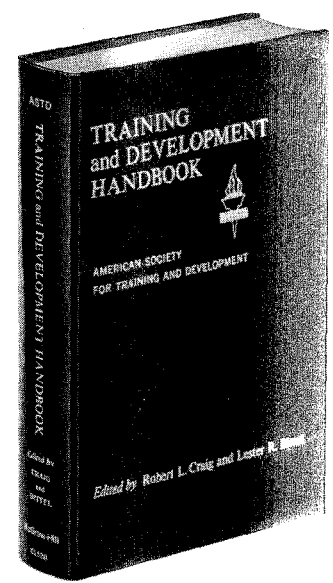


Seven past presidents were photographed with ASTD's new president-elect in Pittsburgh. Seated, from left to right, Andrew Daly, Cloyd Steinmetz, Tom Keaty, Russ Packard, president-elect Pat Farbro, Robert Burr, Charles Campbell, and John Walsh.

More than 1,300 out of 5,107 members (almost 25 percent) attended ASTD's 1966 Conference in Pittsburgh, the president, John F. Walsh, chairman.

During the Pittsburgh Conference, ASTD's Patrick C. Farbro, right, happily receives a contribution to the Fund for Research in Training and Development from Lockheed's Daniel J. Haughton.





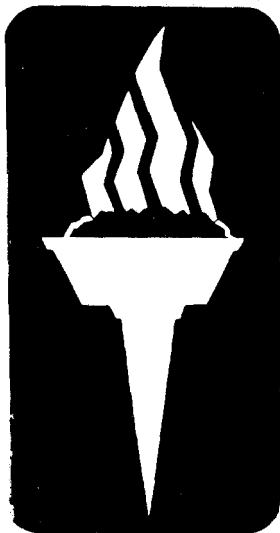
AS ASTD moved into the late 1960's, the needs of its members for communications and education increased steadily. Between the four summer units of the Annual Institute and the two new winter units, more than 300 training professionals were now coming to ASTD's facilities on the University of Wisconsin campus each year. And thousands more were benefiting from the long-awaited *Training and Development Handbook* which ASTD published in 1967. This 650-page volume has become, truly, the Bible of the training and development profession. In 1968, the *Members Memo* was begun, to facilitate better communications among the ASTD membership.

In 1967, ASTD's membership roster passed the 6,000 mark. Boston drew professionals who came, in part, to view the first truly *major* Exposition Conference. Prior to this session, each Conference included what amounted to "an exhibits program." But, here was a *full-scale* attempt to keep the members abreast of all in the profession. And, today, ASTD members can depend on their organization to keep them up to date on what's new . . . on every front.

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Attending the Board meeting in Boston were, seated left to right: A. L. Cress, Alan J. Young, John F. Walsh, Forrest R. Belcher, Richard B. Johnson, John W. Detlor, and W. D. Moore. Standing from left to right: Gordon Bliss, Alphonse A. Dobbs, C. Farbro, president-elect, W. Porter, Bill C. Lovin, Arthur D. Stearns, Jr., Gordon L. Lippitt, and Robert A. Nottenburg.





ASTD

To start off 1968 with an innovation, the ASTD torch was given a modern, stylized appearance. The new Logo was instantly recognizable as the ASTD symbol, but quietly stated a brand-new determination to pursue new worlds, while bringing enlightenment to our own.

Outgoing president Pat Farbro congratulates Calvin Cooley and Carol Cook, general chairman and secretary-treasurer, respectively, of ASTD's Sales Training Division.



Attendance at the 1968 New York Conference broke the 2,000 mark...and the Exposition boasted 133 exhibits. The subject of training the hardcore unemployed was heavily stressed at the 24th annual meeting. Pictured here, Len Nadler and ASTD president-elect Gordon L. Lippitt discuss "The Changing Role of the Training Professional."

The passing of Gordon Bliss occurred during his ninth year at ASTD's executive director. A memorial service was conducted at the 1968 Conference.



To succeed Gordon Bliss, the ASTD Board of Directors named James W. Pearson to the office of executive director in June, 1968. Later that year, he announced two key additions to his executive staff... Kenneth D. Rittenhouse as program director and Martin H. Bowerman as public and member relations director. Darius VanFossen was promoted to administrative services director.

This staff was assigned to work with the Board, chapter officers and committee chairmen.

Clerical and administrative staffs were also increased to over 30 people, and the time had come to seek larger quarters, once again.

As the calendar turned into 1969, ASTD, with its 7,422 members, was gearing itself for a vastly expanded program of service to a still enlarging membership.



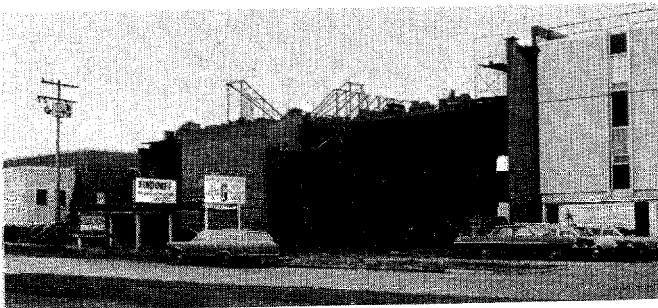
1969 and beyond.

It's 1969. Already, we have a *new Training and Development Journal* . . . more effective, more impressive, and more professionally useful.

Early 1969 membership stands near 8,300 and we are 73 chapters strong. The forecast for the end of the year is . . . 10,000 members! The second 10,000 may take *much* less time.

Conferences, Institutes, Seminars and committee meetings will bring *direct* educational benefits to more than 3,600 members. These include the Sales Training Institute; a three-day seminar, "The Next Step: Retaining and Advancing the Disadvantaged Employee," a Supervisory Development Institute and even a very special Institute for the use of television for training! These and others will double our previous Institute schedule by 1970 to 26 weeks of programs to serve over 5,200 members.

Dozens more programs are in the blueprint stage. All are designed to serve training professionals . . . to sharpen their skills and deepen their insight. For the goals of ASTD remain the reflection of that original "Fulfillment of a Need."



ASTD's newly leased quarters in Madison will be completed by year's end. These facilities will better enable us to serve the 8,300 members and more than 3,500 organizations worldwide who seek our direction and the channels we open between them

It is in this spirit of mutual concern and mutual professional exchange, that we have undertaken Project 25 . . . An organization and renewal project designed to make the society more relevant to the needs of the membership. As it is a survey *of* and *for* the *whole* of our membership, we seek your strength, your wisdom and your experience in a vast pooling of resources.

Our common vision of the future can only be bright . . . as bright as the torch which, for 25 years, has been our symbol. Let us be unafraid in our determination to follow that light as high and as far as it may lead.

view of future dimensions . . . future designs

To objectively evaluate the future prospects of training and development, and of ASTD in particular, one must view those prospects as they are now mirrored in trends and changes influencing *all* business and institutions. Such changes are rampant socially, economically, technologically and affect even the most mundane courses of legislation streaming from our diverse capitals. We do well to mark these signs of our time:

- a. An increasing gap between those *with* power and money — and those with *neither* . . .
- b. An increased stress on individual freedom and social responsibility . . .
- c. Increasing influence of local, state and federal government . . .
- d. Shift from a production to a service economy . . .
- e. Development of new vocations and avocations . . .
- f. Greater mobility of individuals — less commitment to organization or community . . .
- g. A post-industrial stress on human vs. material assets . . .
- h. A greater premium placed on the ability of a man to instruct and develop himself . . .
- i. The increased social involvement of business . . .
- j. A merging of university and private interests toward continuing education . . .
- k. Organizational development taking priority over individual development . . .
- l. Job enlargement and job enrichment . . .
- m. More fully developed employee feedback systems . . .
- n. Greater management focus on the future — less on day-to-day activities.

What does all of this bode for the future of the training and development profession? And what are the implications for the American Society for Training and Development?

The trend toward an even more sophisticated profession is inevitable. Our's is a future where;

- a. Learning systems must take priority over instructional programs — the trainer must become their architect . . .
- b. The need must be recognized for professional management of our social systems . . .
- c. We must increase our knowledge and skills about social systems and the process of change . . .
- d. People must be trained to tolerate change on every level of their lives . . .
- e. We must increase our sensitivity to the needs of the total community . . .
- f. Training must become oriented to individual development as well as to group and organizational confrontation . . .
- g. We must utilize all of the multi-discipline and multi-experience resources . . .

And the implications for the ever-evolving role of the ASTD become clear:

- a. A broadened, internationalized membership and activities base . . .
- b. Idea-exchange and the dissemination of influence through increased involvement with governmental and educational institutions . . .
- c. The establishment of a national academy for training and development to set standards, to certify and to meet the need for professional practitioners . . .
- d. Leadership in accelerating the flow of information and discriminating from among the flood of programs, products and services offered by vendors.

It is safe to project a three-fold increase in our membership over the next decade, as the profession emerges as a recognized group. Certainly we will need to reevaluate our methodology and our educational programs. There are already indications that, as the ASTD regions multiply and grow in local authority, our society will become far more decentralized in nature. But, regardless of its internal constitution, the ASTD organization will continue to pioneer in educational innovations. Our future dimensions and future designs portend an even greater contribution to our profession . . . and to our society.

THE ASTD CHAPTERS

- REGION 1 . . . Connecticut . . . Long Island . . . Massachusetts . . . New Jersey . . . New York Metropolitan . . . So. Connecticut
- REGION 2 . . . Central Pennsylvania . . . Eastern Pennsylvania . . . Hudson Mohawk . . . Industrial Training Council of New York . . . Maryland Society for Training and Development . . . Philadelphia . . . Washington, D.C.
- REGION 3 . . . Central Ohio . . . Cincinnati . . . Genessee Valley . . . Greater Cleveland . . . Kanawha Valley . . . Niagara Frontier . . . Northeast Ohio . . . Ontario Society for Training and Development . . . Pittsburgh . . . Western Ohio
- REGION 4 . . . Alabama . . . Bluegrass . . . Carolina Society for Training and Development . . . Florida . . . Georgia Society for Training and Development . . . Greater Chatanooga Area . . . Kentuckiana . . . Mid-South . . . Mid-Tennessee . . . North Carolina-Virginia . . . University of Alabama Student
- REGION 5 . . . Central Illinois . . . Fort Wayne Area . . . Greater Detroit . . . Illinois Training Directors Association . . . Lawrence Institute of Technology Student . . . Michiana . . . Mid-Michigan . . . Purdue University Student . . . Western Michigan . . . Wisconsin . . . South Central Wisconsin
- REGION 6 . . . Iowa . . . Kansas City . . . Lake Superior . . . Nebraska . . . Rocky Mountain . . . St. Louis . . . Southern Minnesota
- REGION 7 . . . Ark.-La.-Tex. . . Fort Worth . . . Houston . . . Louisiana . . . New Mexico . . . North Texas . . . Sabine . . . San Antonio . . . Tulsa
- REGION 8 . . . Hawaii . . . Los Angeles . . . Northern California . . . Oregon . . . San Diego . . . Sierra . . . Tucson . . . Utah . . . Valley of the Sun . . . Washington State
- OVERSEAS . . . Far East Japan . . . Korea