

ASTD In 1958

During the past year great improvements have been made in the means of developing people in business and government. Training is becoming a dynamic and essential activity in periods of competitive survival. Many object lessons of outstanding training exist and all of us should capitalize on their merits.

1957 has seen the membership in the American Society of Training Directors increase by 450 persons to a total of 3201 members. There are now 54 chapters including those in Japan and Venezuela. The Conference at Fort Worth was an outstanding success as was the ASTD Institute in Pittsburgh. Today, we are stronger in terms of members, services and worth-while committee projects than at any time in our history.

What will occur in 1958? The 14th Annual Conference in Washington on May 6, 7, 8, promises to be the outstanding Conference in Society history. The "Journal" will be published on a monthly schedule and will continue the planned editorial improvements. The demands to improve continually the skills of training directors has demonstrated the need for the two concurrent Institutes which will occur in the Los Angeles and Boston areas during late July or August. The first International Conference on Industrial Training will occur in Rapallo, Italy during February.

Current and comprehensive catalogs for the ASTD Library and the Training Materials Exchange Service will be published. New and increased committee services, training research and publications will be provided to members.

As many as ten new chapters are now in the process of formation and it is expected the Society will have 4000 members at the end of this year. We will work in close liaison and cooperation with educational institutions, government groups and other professional societies here and abroad.

Every new year presents new opportunities. Periods of austerity and of national preparedness should result in increased emphasis on training. It is sincerely hoped that each member will support and invest in the 1958 ASTD program by renewing his membership so that the valuable benefits and services may be expanded. Let us minimize our difficulties and magnify our possibilities in 1958. ASTD is the only international training organization that gives you aid in your professional development.

A. A. Daly
President