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President's Message

Here I am again and I wish as I write this I might know what is going to happen in the world tomorrow and the next day and the next day until you readers read this. One thing I do know, things are popping with your officers who are deep in trying to plan with the Government to make ASTD useful if the country strikes an emergency where they need us to function full force.

I have long felt that there are those among us doing some very futile desiring to attain a professional status. In my opinion no amount of calling ourselves professionals as trainers will succeed in getting us that status. We will get it only by individual and collective performances on such jobs as it is our privilege to receive.

Now there comes an opportunity of which you have heard to throw ASTD into mobilization plans to an extent that it will greatly raise our prestige if we perform the job and do not fumble the ball. Let's every individual of us resolve that if such an opportunity arises, we will do twice what is expected of us.

F. S. "Doc" Laffer

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You are cordially invited to become a Member or an Associate Member of the American Society of Training Directors, an organization devoted to the advancement of training and education, especially as it applies to the American industrial system. The avowed purpose of the Society is the development of the profession of training. It functions as a coordinator of activity, a publisher of important and timely training information, a sponsor of Research; its JOURNAL provides a medium of exchange of ideas and publishes the results of special studies, training programs, and analysis of training and related activities.