

# ASTD Charters Sales Training Division

In a history-making event at the ASTD 23rd National Conference, Patrick C. Farbro, President of ASTD, presented the Sales Training Division with a charter recognizing it as a chartered division of the Society. The charter was presented on May 9, 1967 at a Tuesday morning session of the Sales Training Division which was attended by more than four hundred members of the Society. This is the first charter ever issued to a special interest group of the Society.

President Farbro spoke briefly on the background, the need and the formation of the Sales Training Division and expressed with great anticipation that this is the forerunner to other such divisions.

Mr. Farbro outlined the objectives of the Division as: To provide for the

needs of the Society's members in the area of sales training and development; to provide guidance and assistance to the National Conference and National Institutes Committees and Chapters in developing programs in the sales training area; and to encourage the expansion of the dissemination, through the publications of the Society, of the knowledge of sales training.

The new Division of ASTD has as its officers: Calvin Cooley, General Chairman, Consultants, Inc., Wichita, Kansas, William Cain, Vice Chairman, Merck Sharp & Dohme, Manager of Sales Training, West Point, Pennsylvania; Carol Cook, Secretary-Treasurer, Luzier, Inc., Beauty Director, Kansas City, Missouri.



(l. to r.) ASTD President C. Farbro congratulates Sales Training Division Officers Calvin Cooley, General Chairman and Carol Cook, Secretary-Treasurer.