

# MILWAUKEE HAS EVERYTHING

The 10th Annual National Conference of ASTD scheduled for May 5, 6 and 7 in Milwaukee, Wisconsin, holds great promise as the program shapes up. Members of the Wisconsin Industrial Training Directors Association, host chapter, have been working together for over a year planning the myriad details which go with the running of a national convention.

The 1950 census gives Milwaukee a population of 637,392. It is closer to 650,000 now. The February 1 issue of *Time* magazine describes the people there as being largely the descendants of Germans and Poles who have a healthy respect for civic discipline, orderliness and hard work. The article continues by saying that the three B's of Milwaukee are not Beethoven, Bach and Brahms but beer, baseball and bowling!

## May Weather

Milwaukee has 380 churches, 37 hospitals, 18 golf courses, 4 airports, 8 colleges, and 30 hotels. It is 620 feet above sea level, covers 51 square miles and has a mean temperature in May of 55 degrees. Its harbor, formed by the Milwaukee, Menomonee and Kinnickinnic Rivers and Lake Michigan, is considered the most beautiful on the Great Lakes.

Manufacturing establishments in the city produced industrial items valued at more than \$2,000,000,000.00 in 1952. Among these items were engines and turbines, automotive equipment, electri-

cal control apparatus, mining machinery, metal-working machinery and malt liquors. Milwaukee leads the world in the manufacture of Diesel engines, outboard motors, motorcycles, tractors, wheelbarrows, padlocks and beer.

## A Friendly City

The outstanding feature of this great mid-west metropolis is the friendliness of its people. It is a *gemutlich* city where hospitality bubbles forth continually.

The Schroeder Hotel, Milwaukee's leading hostelry, will be the Conference headquarters. J. E. Conway of the A. O. Smith Corporation is General Chairman of the Conference and he has assembled a remarkable group of training directors to work with him.

The program is being built under the direction of the program chairman, C. P. McBride of the Pabst Brewing Company and D. L. Kirkpatrick of the Industrial Management Institute of the University of Wisconsin. As with all ASTD national conventions in recent years, the day before the opening will be given over to special meetings of training directors representing trade groups.

After registration, which begins at 8:30 a.m., Wednesday, May 5, the opening meeting will be addressed by Fred Smith, Vice President, Industrial Relations, Gruen Watch Company, Cincinnati, who has as his topic "Take a Look at Yourself, Mr. Training Director."

Walter Kohler, Governor of Wisconsin, is expected to be the featured speaker at luncheon meeting.

Fourteen concurrent sessions will get under way at 2 p.m. Each of them will be repeated so that everyone can attend two. Emphasis will be placed upon presentation followed by questions and discussion. Topics of the sessions will be:

1. Planning a Management Development Program.
2. Successful Management Development Techniques.
3. College Graduate Training Programs.
4. Running a One-Man Training Department.
5. How to Make Meetings Effective and Interesting.
6. Gimmicks as Aids to Training.
7. Make Your Own Visual Aids.
8. Using Operating Personnel as Trainers.
9. Determining Training Needs.
10. Sales Training.
11. What is the future of Apprenticeship Training?
12. Role Playing.
13. Vitamins for Your Safety Program.
14. Developing Retail Management Personnel.

These sessions will present Lincoln Lenzi, Mead Corporation; Norman Allhiser, University of Wisconsin; Milton Hanson, Abbott Labs, Chicago; Don Smith, International Harvester Company, Chicago; Lou Lerda, Esso Standard, New Jersey; Dr. Norman Maier,

University of Michigan; Clayton Orcutt, Orcutt Industrial Engineering Company, Milwaukee; and other outstanding leaders in their fields.

The Conference banquet will be held Wednesday evening and the ASTD business meeting Thursday morning. After the business meeting there will be an address "What Top Management Expects from the Training Department." Thursday afternoon will be devoted to a panel discussion of "Training's Role in Improving Communications." The late afternoon and evening will be devoted to a tour of Milwaukee's leading industries.

Friday morning's program will be a "wrap up" session which will cover: 1. Evaluating Training. 2. Preparing a Training Budget. 3. Reporting on Training Activities. 4. Ray Trimble, Visual Aids Specialist, 9th Naval District, Great Lakes, will present a demonstration of visual aids and their use. The Conference will close with a luncheon.

Please direct questions and requests for information about the Conference to the General Chairman,

John E. Conway  
10th Annual American Society  
of Training Directors' Conference  
3533 North 27th Street  
Milwaukee 16, Wisconsin

You will have an opportunity to visit commercial exhibits showing the latest development in equipment, publications, services, supplies and various training aids. Among the nationally known firms sponsoring exhibits are: McGraw-Hill, International Correspondence Schools, National Foremen's Institute, Squibb-Taylor, Bell & Howell, Orcutt Indus-

trial Engineering Co., American Technical Society, L. A. Whitney Displays, Emboso-graph, National Research Bureau, Electro-Engineering Manufacturing Co., Keystone View Co., Charles Beseler Co., Macmillan, Jam Handy.

The Schroeder Hotel has reserved all its space for our use for the Conference period. Special arrangements have been made with the Chamber of Commerce so that any reservations the Schroeder cannot fill will be automatically referred to them. A hotel room will be found by the Chamber of Commerce for you so that you are assured of a hotel reservation close by.

Milwaukee transportation facilities are excellent. Three important railroad systems—The Chicago, Milwaukee, St. Paul and Pacific Railroad; The Chicago and Northwestern Railroad; and the Minneapolis, St. Paul and Sault Ste. Marie Railroad; and two interurban lines, the Chicago North Shore and Milwaukee Railroads link Milwaukee with every important city in North America. Six airlines—American, Capital, Northwest, United, Northwestern, and Sky-coach provide direct service to the East and West Coasts and to important cities between our coastlines. Nationally known bus lines offer extensive bus serv-

ice from Milwaukee to practically all parts of the country.

Since wives of delegates have frequently attended previous conferences, special arrangements are being completed to provide a varied but leisurely program of activities for them. In addition to these special get-togethers, wives are invited to attend luncheon, dinner, and general sessions which may prove to be of interest to them. Members of the Wisconsin Host Chapter are confident that wives will enjoy the unexcelled facilities for relaxation and recreation that are at command in Milwaukee. No registration fee will be required for delegates' wives to participate in the sessions of the 10th Annual Conference.

Advance registrations are being accepted by the Registration Committee Chairman,

Mr. L. E. Brandt  
A. O. Smith Corporation  
10th Annual ASTD Conference  
3533 North 27th Street  
Milwaukee 16, Wisconsin

Registration fees are \$25.00 for ASTD members and \$30.00 for non-members. Checks should be made payable to the 10th Annual Conference of the American Society of Training Directors.



## ASTD NATIONAL ELECTIONS COMING

The complete list of nominations for national officers has not yet been made available by the Inaugural Nominating Committee, therefore it is not possible to publish the list of nominations at this time. However, the Committee has as-

sured the *Journal* editors that the qualifications of all candidates, as well as a picture of each candidate, will be mailed with the ballot form which is to be sent to all members not later than March 6.