

# The ASTD Record

## June 1, 1958 To May 31, 1959

The current Constitution and By-laws of the Society adopted on February 1, 1959, require that the President of the Society shall report to the membership at the Annual Conference concerning the activities of the Society during his administration. It further requires that such report be published annually in the official Society publication.

I am pleased to make this report concerning the activities of the Society during the past year.

### ASTD RE-ORGANIZATION

A major activity during the past year concerned an intensive study of the organization and operations of the Society to determine what changes might best be made to improve administrative effectiveness and to equip ASTD for a greater role in the future. The survey disclosed a number of areas requiring study if the Society was to advance in the years to come. It also disclosed a need for restating objectives; maximizing the contribution of the board; clarifying top management responsibilities; improving organization and control of Society programs; strengthening the Society's administrative staff; and a more coordinated and intensive planning program in both administrative and financial areas.

The principal recommendations related to these needs were: provide for the creation of a General Council, a legislative and electoral body consisting of board members and chapter presidents; reconstitute the Board of Directors as a small policy body of eleven members; revise the regional structure to nine geographic areas; employ a full-time Executive Director as administrative head of the Society; increase membership dues; and revise the present Constitution and By-laws to reflect the survey findings and recommendations.

Subsequently, following the various steps as provided for in our prior constitution, a new Constitution and set of By-laws were overwhelmingly adopted by chapters and members which was stimulating and encouraging to the officers. It certainly indicated that you wished the Society to grow and become more effective. The new Constitution and By-laws provided the physical implementation to accomplish these goals.

### ASTD NATIONAL OFFICERS

A group of most capable individuals has been elected to serve the Society for the next year. At the Council Meeting in Detroit, May 4, Robert Burr, Manager

of the Training and Development Section of Pittsburgh Plate Glass Company was elected President effective June 1, 1959. Robert Graham, Staff Superintendent of Training, United Air Lines, Inc., in Denver, was elected Executive Vice President effective June 1, 1959.

With the creation of five additional regions during the past year, the following Vice Presidents were elected to a two-year period - June 1, 1959 to May 31, 1961.

Region I - William B. S. Clymer	Supervisor of Training Pratt & Whitney Aircraft East Hartford, Connecticut
Region III - Duncan Hunter	Employment & Training Supervisor Olin Mathieson Chemical Corporation Pisgah Forest, North Carolina
Region V - Bert G. Catron	Supervisor - Training & Methods Union Carbide Nuclear Company Oak Ridge, Tennessee
Region VI - Francis L. Docken	Director of Training The Maytag Company Newton, Iowa
Region VIII - Robert A. Graham	Staff Superintendent of Training United Air Lines, Inc. Denver, Colorado

The vice presidents of Regions II, IV, VII, and IX were elected June 1, 1958, and will continue in office until May 31, 1960. They are:

Region II - J. W. Cunningham	Manager of Training and Education Metropolitan Life Insurance Company New York, New York
Region IV - Charles F. Kendall	Management Training Specialist A. O. Smith Corporation Milwaukee, Wisconsin
Region VII - J. E. Gallagher	Training Director Texas Electric Service Company Fort Worth, Texas
Region IX - Frank Wickhorst	Kaiser Company Oakland, California

Note: A new Vice President will be elected in Region VIII soon to replace Robert A. Graham.

### NATIONAL ASTD COMMITTEES

The scope and complexity of ASTD operations is such that Board responsibilities cannot be effectively discharged by a few meetings a year. Thus, committee operations, deliberations and reports are vital to Society accomplishment. However, program development and coordination is quite difficult when a vast number of committees is involved - as of June 1, 1958, there were some thirty-three national committees. Committee structure has been realigned to reorient committees more closely towards basic Society objectives.

Through the years, it has been extremely difficult to assemble committee members for regular meetings. This has been principally due to the national character of the Society and the geographical dispersion of its membership.

Since committee projects and responsibilities are an excellent vehicle for closer cooperation with chapters, it was decided that ASTD committees, particularly those of the study or deliberative type, be comprised of members all in the same region. In this manner, the Board decided to give national responsibility to a regional group of chapter members within a reasonable geographic proximity. It was further decided that the appropriate elected regional Vice President be assigned to give direction to such a "national" committee and be assigned direct responsibility for committee progress.

The reorganized national ASTD committee structure is as follows:

Budget and Finance Committee—composed of Board members only - President of the Society will serve as chairman

Planning Committee—composed of Board Members only - Executive Vice President will serve as Chairman

Awards Committee—Robert B. Burr, Executive Vice President

Annual Institute Committee—William Clymer, Vice President - Region I

Publication Committee—J. W. Cunningham, Vice President - Region II

Chapter Promotion Committee—Duncan Hunter, Vice President - Region III

Nominating Committee—Charles Kendall, Vice President - Region IV

Research and Development Committee—Bert Catron, Vice President - Region V

Public Relations Committee—Francis Docken, Vice President - Region VI

Membership Committee—J. E. Gallagher, Vice President - Region VII

Annual Conference Committee—Robert Graham, Vice President - Region VIII

Chapter Service Committee—Frank Wickhorst, Vice President - Region IX

Note: The names and addresses of all committee members will be furnished to chapter presidents and will appear in a future issue of the *Journal*.

#### EXECUTIVE DIRECTOR EMPLOYED

The ASTD organization has reflected the absence of full-time administrative and promotional leadership in terms of day-to-day operations. This, of course, has happened through no fault of the Board. Individual members have given unstintingly of their time and energies. But intermittent, if devoted, attention to the Society's affairs cannot substitute for full-time and consistent application to the task of advancing the interests of the Society.

The Board of Directors authorized the employment of an Executive Director at the time of the Fort Worth Conference. It was decided, however, not to take any action until such time as the study of ASTD was completed. It was announced at the Detroit Conference that an Executive Director had been employed, effective June 1, 1959.

Gordon M. Bliss is the Society's Executive Director. He is currently Personnel Development Administrator for Koppers Company, Inc., Pittsburgh. Mr. Bliss has had prior experience as a Supervisor of Training with the National Tube Division of United States Steel Corporation. He served as Personnel Director of McConway & Torley Corporation. He has also had some prior association experience.

Mr. Bliss is 39 years of age. He is married - his wife's name is Barbara. They have four children: Nancy, Janet, Donald, and William. He has been a member of ASTD for a number of years.

The place of the Executive Director in ASTD will be somewhat as follows. Within the policies of the Board and subject to the direction of the President, the Executive Director will be given wide latitude to perform the administrative, business and promotional activities of the Society. Of course, he will be delegated sufficient authority to carry out his responsibilities. His principal duties will be to provide effective executive management of ASTD; direct and coordinate the work of the staff and assist the Board in coordinating the work of standing committees; develop and recommend to the Board suggested, new, or amended operating policies; prepare the Society's budget for Board approval and operate within the budget plans; develop and carry out a membership acquisition program; keep abreast of problems and developments in the training field and suggest related programs to the appropriate standing committees for their consideration; serve as an ex-officio member of the Board without voting power; serve as ex-officio member of all standing committees, except the nominating committee, without voting power, and provide counsel on the development, execution, and coordination of their programs; and act as an ASTD spokesman with the advice and concurrence of the President.

#### AUDIT - FINANCES

An audit of the Society's financial picture for the past administrative year will be made early in June. This audit could not be completed in sufficient time to appear in this report. It will be published in full in the July issue of the *Journal*.

#### INSTITUTES

During the past year two institutes were conducted - one on each coast. The first was held at Phillips Academy near Boston, June 22 - July 3, and the other at the Huntington-Sheraton Hotel in Pasadena, California, from August 3 - 15. The directors of the East and West Coast Institutes were Herman V. LaMark and Dr. Milton Gordon.

Attendance at these institutes and subsequent enthusiastic appraisal by those in attendance proved their value.

The 1959 ASTD Institute will be held during the first two weeks of August (August 3 - 15) in the new \$2,500,000 Wisconsin Center Building at the University of Wisconsin in Madison. Norm Allhiser will be the Institute Director; Donald Kirkpatrick - Assistant Director. Both are on the Management Institute staff at the University of Wisconsin.

Changes have been made in the curriculum for the advanced Units III and IV. Unit III will be devoted to Planning, Running, and Evaluating Specific Programs and Unit IV will be devoted to various areas of Executive Development.

Our Business Office reports that interest is high in the 1959 Institute with quite a number of paid registrations already made. Each unit is to be limited to twenty-eight conferees.

## MEMBERSHIP

During the past year we have seen a steady increase in ASTD membership. As of June 1, 1958, we had 3210 members and on June 1, 1959, we have 3,550 members. A further breakdown is as follows:

	<i>Total Membership</i>	<i>New Members</i>
June 1, 1957	3,039	760
June 1, 1958	3,210	730
June 1, 1959	3,550	775

## NEW CHAPTERS

During the past year we have seen the addition of eleven new ASTD chapters - nine regular chapters and two student chapters. These chapters are as follows: Sabine Chapter (Texas-Louisiana area), Pacific-Riviera Chapter (just west of Los Angeles), Southern Minnesota Chapter, Nebraska Chapter (Omaha), Valley of the Sun Chapter (Phoenix), Mid-South Chapter (Memphis), Central Illinois Training Association (Peoria), Richmond Chapter (Virginia), Kanawha Valley Chapter (Charleston, West Virginia), Purdue University Student Chapter, and University of Alabama Student Chapter.

## NATIONAL CONFERENCE

A truly "quality" conference was held at Detroit, May 5-7, 1959. It was also a highly successful conference "financially," which is important to our Society's operation. Some 875 people were in attendance. Highlights of the conference were speeches by Dr. William Alexander, Minister, First Christian Church, Oklahoma City; George W. Romney, President, American Motors Corporation; Hoyt Steele, Manager of Government Relations, General Electric Corporation, New York; and Reverend Bob Richards, Director, Sports Federation, General Mills, Inc.

Fourteen special trade group meetings were held on Monday preceding the conference, and a special feature was some twelve "Cracker Barrel" sessions conducted in the evenings on various training subjects. These sessions were well attended and very productive.

Plan now to attend the St. Louis Conference, May 2-6, 1960.

## CONFERENCE PROCEEDINGS

This year a change is being made in the method of making conference proceedings available to ASTD members. The proceedings for the Detroit Conference will appear in the July issue of the *Journal*.

## DUES INCREASE - EFFECTIVE JANUARY 1, 1960

Following a complete and thorough review of the Society's financial status, the Council, meeting at Detroit, voted an increase of \$10.00 in membership dues effective January 1, 1960. Annual dues beginning as of that date will be \$20.00.

## PHILADELPHIA - SITE SELECTED FOR 1961 CONFERENCE

The Board, functioning as the site selection committee, selected Philadelphia as the conference site for the 1961 ASTD Conference. Within the next few months the Annual Conference Committee will make a detailed study of the various subjects having to do with the Annual Conference, including selection of sites. When this study is completed, the results will be made known to the various chapters and membership so that chapters having an interest in bidding for future conferences will know the procedure to follow.

## ASTD LIBRARY MOVED TO THE BUSINESS OFFICE

Each year more of the activities and services of the Society are handled directly by the Business Office. In an effort to make the library service more effective to members, the library was moved to the Business Office last February. The Business Office reports that there are some fifteen requests received each week for materials. A new catalog is being prepared and will be distributed to ASTD members soon.

## ASTD JOURNAL

During the past administrative year the *ASTD Journal* was distributed for the first full year on a monthly basis. Reports received from members and chapters indicate that our *Journal* is now a truly professional publication - one that is rendering a worthwhile service to the membership.

## GREATER CLEVELAND CHAPTER WINS FORT WORTH AWARD

The Greater Cleveland Chapter received the Fort Worth Chapter Award in "recognition of outstanding accomplishments in planning and executing over-all chapter operations and activities representative of the highest standards of the Society."

The basis of the award covers eight areas as reported by the competing chapters for the period from October 1 to April 1: 1. Meetings and programs; 2. Attendance; 3. Membership efforts; 4. Publications; 5. Financial operations; 6. Chapter honors; 7. Chapter service; 8. Reporting status.

As I complete my year of service as President of ASTD, I wish to express my appreciation to fellow officers and board members, to chapter officers, and to all of those ASTD members who so generously assisted with the various ASTD activities this past year. It is my personal opinion that your Society is now, for the first time, so organized and staffed to render greater and more effective service to the members. The immediate years ahead should show the Society's greatest growth in members, in chapters, and in services furnished the membership.

I have enjoyed and profited greatly from this experience. My best personal wishes for the continued success of ASTD.

RALPH M. HARTMANN