

THE ASTD EXPO- "WHAT'S NEW IN '79"

The 1979 ASTD Exposition, to be held during ASTD's 35th annual National Conference April 29-May 4 at the St. Louis Gateway Convention Center in St. Louis, will be the finest hands-on learning experience ever created for the training and development professional. It will also be the largest in ASTD's history!

Well over 180 different exhibiting companies and organizations will be represented in one large Exhibit Hall covering some 30,000-plus square feet. Films, slides, audio equipment, video equipment, books, packaged training programs, consultant services — these are but a few of the many different types of products and services that will be on display

for the ASTD Conference-goer.

"What new product or service will revolutionize the profession?" "How does it meet the needs of the training professional?" "What will it cost?" "How much time or money will it save?" These and many other questions will be asked and answered at the 1979 ASTD Exposition.

Here, you will find a new product being demonstrated first-hand, a new service being explained in person, a new concept being outlined by its creator. Here, you will find the finest hands-on learning experience available anywhere, anytime.

The following listing highlights just a sample of the training products and services that will be on exhibit. . . .

Publishers For Conventions, Inc.

A free reference book, *The National Conventioneer* featuring product literature on Training and Development Education will be available. **Both 307.**

LEARN Incorporated

Offered will be "Power Writing," a complete self-study or classroom program featuring three workbooks and



a writer's library. Also available will be a book focusing on writing advanced applications, reports and proposals. **Booth 428.**

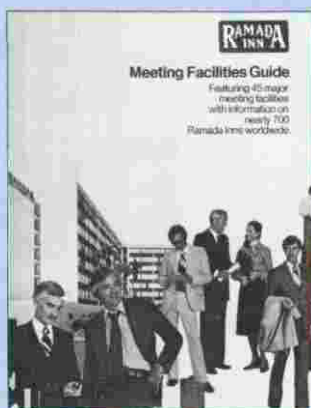
Communication Dynamics Press

Communication Dynamics Press announces "The Non-sexist Communicator" by Dr. Bobbye Sorrels Persing. The program is the first affirmative action communication training program for use in organizational communications. Also included with the program is a free comprehensive Leader's Guide. **Booth 640.**



National Educational Media, Inc.

See a demonstration of new films from NEM's library of color/sound motion pictures in management, business and sales. New titles this year include "Selling" and "The Fine Art of Keeping Your Cool." **Booth 716.**



Ramada Inns

Ramada Inns will offer a free reference book, *A Meeting Facilities Guide*, featuring information on Ramada Inns' 45 largest meeting facilities. **Booth 302.**

United Learning Institute, Inc.

United Learning Institute offers a new ten-part video cassette program, "Increasing Human Effectiveness." The self-management program concentrates on personal performance and accountability for one's own actions. **Booth 301.**



DuKane Corporation

Its small size and built-in screen make the new Mini-Matic Sound Filmstrip Projector easily transportable. The Mini-Matic provides the opportunity to present a complete audio-visual show anywhere. **Booth 606.**

Harpenu Hotels

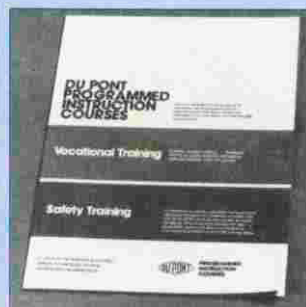
The Kings Island Inn, Mason, Ohio, combines a unique resort-like atmosphere with the sophistication of a modern conference center. The latest in audio-visual equipment, individual sound-proofed classrooms and other services contribute to making the Kings Island Inn a self-contained Conference center. **Booth 810.**

John Wiley & Sons, Inc.

John Wiley & Sons, publishers of the most comprehensive selection of books in the field, will feature several new titles from their Wiley-Interscience, Halsted Press, Wiley Medical and Ronald Press Divisions. Also highlighted will be their Professional Development Programs and Self Teaching Guides for training and development professionals. **Booths 702 & 703.**

Follett Publishing Company

Highlighted is a resource for the self-directed learner titled "Self-Directed Learning: A Guide for Learners and Teachers" by Dr. Malcolm S. Knowles. **Booth 836.**



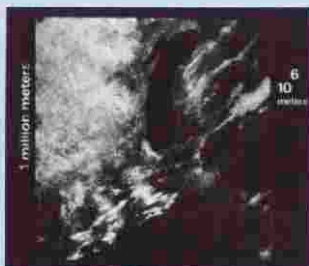
E.I. du Pont de Nemours & Co. Inc.

Featured will be the Safety Training Observation Program (STOP), a comprehensive safety training program designed to prevent accidents in the workplace. **Booth 612.**



Voxcom, Division of Tapecon, Inc.

Turn your cassette recorder into a card reader with the VOXCOM Satellite. The Satellite is perfect for individualized audio-visual training and in-house communication. **Booth 545.**



Pyramid Films

Man's size in relation to the universe is explored in Pyramid Films "Power of Ten-1978," the newest version of the original film "Powers of Ten." **Booth 314.**

University Associates & Learning Resources Corp.

Featured will be information on "Training Technologies: A Workshop for New Trainers," to be held in Indianapolis, July 29-August 3, Boston, October 7-12, and San Francisco, November 4-9, in 1979. **Booths 333 & 335.**



The VSC Corporation

The VSC Corporation has developed new heavy-duty speech compressor expanders. These expanders increase learning efficiency through self-paced listening. Pictured is the AV1 with the VSC Utilized Wollensak transport. **Booth 220.**

Learning Unlimited, Inc. Learning Unlimited, Inc. presents a variety of training materials and services designed for engineers and operators of systems producing steam, pulp, paper and distillates. **Booth 303.**

Ken Cook Co., Industrial Training Systems Division Ken Cook Co. provides low-cost training systems to bring



independent installation, set-up and operator training for your product. **Booths 725 & 727.**



Eastman Kodak Company, Business Systems Markets Division

A new alternative in developing effective training materials and programs, "Microimage Publishing . . . The Efficient Way To Communicate," will be featured in **Booth 209.**

North American Publishing Company

Training Management Motivation & Incentives Magazine will display their most recent issues. The Magazine has a circulation of 30,018 training managers and administrators. Also featured will be "What's New in Training Co-op Post-Cards." This service reaches 42,945 training professionals. **Booth 708.**

Fairchild Industrial Products Division

On view are two new 35mm slide projectors that feature automatic slide and sound synchronization. The 3505R model can also record. **Booth 434.**

Personal Dynamics Institute Identify your behavioral style, understand different styles and identify and minimize areas of potential conflict by using the "Personal Profile System." **Booth 415.**

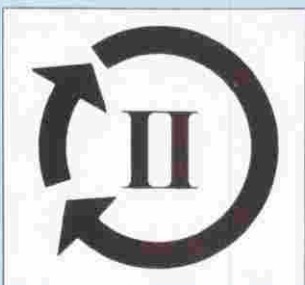
Drake-Beam & Associates, Inc. and The Psychological Corporation-ISD

The merging of these two companies has produced an expanded Human Resource Management Consulting firm with six offices across the United States and Europe. Training and consulting services include selection interviewing and campus recruitment training, management training and custom-designed studies. **Booth 411.**

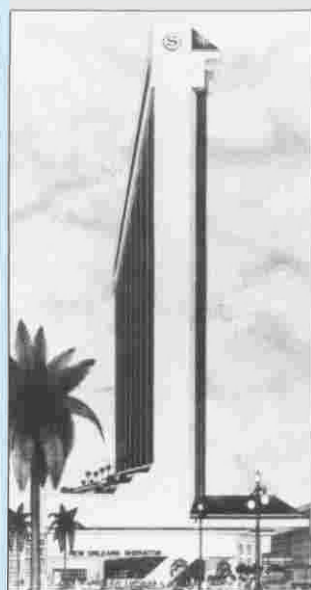


Communitronics Corp.

See JVC's newest compact, lightweight, easy to operate color camera that produces crisp, clear pictures in normal or even low-light conditions. Price is \$1,299.00. **Booths 919 & 921.**



National Conference On Age and Employment (Sponsored by Bankers Life & Casualty Co.) Find out what a rocker, free picture and an over-65 worker have in common. **Booth 642.**



The Sheraton Corporation

The Sheraton Corporation announces several new hotels: Sheraton Anchorage, AK; The Sheraton Centre and Sheraton City Squire, NYC; Sheraton-Charleston, SC; Sheraton-Jacksonville, FL; Sheraton in Montreal; New Orleans Sheraton, LA; Sheraton-Washington, DC, and the Sheraton Seattle, WA. **Booth 216.**

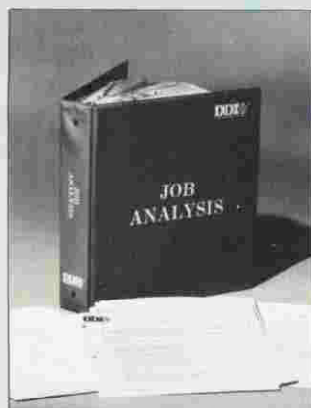


ORI/Organization Renewal, Inc. The Gordon Lippitt Consulting Group

Highlighted is a new series of international training programs from ORI. Developed by Dr. Mel Schnapper, these programs are designed for international trainers, multinational team members and international project teams. **Booth 1019.**

Praxis Corporation

Praxis Corporation will present two popular workshops. Performance analysis has well over 2000 ASTD member alumni and stress needs analysis. Managing the performance system is designed to motivate and improve subordinate's performance. **Booth 920.**



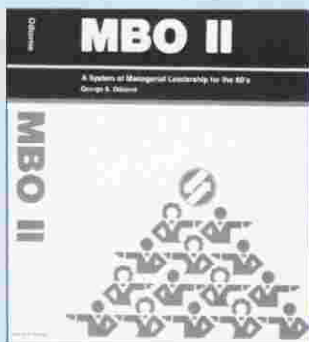
Development Dimensions International

DDI offers a three-day workshop that trains participants to conduct a legally defensible job analysis relevant to selection, promotion, or development systems. Complete job-analysis manual is included. **Booths 614 & 616.**



ROA Films

ROA presents "The Order of the Silver Platter," a new sales training film featuring TV's Ed McMahon. **Booth 413.**



Fearon Pitman Publishers, Inc.

Featured is a new 24-hour workshop, "Blueprint for MBO," to help managers manage more effectively. Also available is "MBO II," the newest book by George Odiorne. **Booth 214.**

Wilson

Learning Corporation

See "Results You Can Measure," a program that provides performance feedback that keeps you growing and involved by helping you look objectively at your work. **Booths 205 & 207.**



Bosustow Productions

Bosustow Productions presents a comprehensive training system featuring the film "Your Attitude is Showing" plus additional support materials. The system is designed to improve employee attitudes and increase productivity. **Booth 534.**



Evelyn Wood Reading Dynamics

Highlighted is information on increasing employees' reading effectiveness. Programs stress comprehension, concentration, recall, technical reading and speed. **Booth 646.**

Deltak, Inc.

Highlighted is a video-based course, "The Effective Manager," where students apply concepts and practical experience to challenging management situations. **Booth 926.**

Harrison

Conference Centers

Harrison Conference Centers opens a complete environment for corporate, training and other group



meetings when they introduce The Houstonian Inn in Houston, Texas, in January, 1980. **Booths 844 & 846.**



Bernard Hodes Advertising, Inc./Jensen-Tracy Consultants, Ltd.

A new board game, "Fair Play," based on an EEO/Affirmative Action training program, is now available. Designed for managers and supervisors, the game provides an opportunity to secure information about legal requirements and to apply them. **Booth 444.**



Batten, Batten, Hudson & Swab, Inc.

An award-winning film, "Keep Reaching: The Power of High Expectations," helps people increase their self-confidence, discover their potential, improve their understanding of human behavior and strengthen their motivational skills. **Booths 613 & 615.**



Buhl, Inc.

The new Buhl Porta-Fax thermal copier quickly, easily and inexpensively makes transparencies for overhead projection as well as spirit masters, mimeo stencils, laminations up to a quarter-inch thick and photocopies. **Booths 826 & 828.**

American Learning Systems, Inc.

Presented are three programs: Supervisor Training in Human Relations, Creative Selling and Supervisory Skills. **Booth 714.**

The Pacific Institute, Inc.

Highlighted is "Achieving Your Potential," a powerful and comprehensive program that is designed to improve performance at all levels. **Booths 309 & 311.**

Elden Enterprises, Inc.

Presented is an economy slide viewer and computer indexing and labeling service. **Booth 329.**



Training Magazine

Training Magazine will hold its 3rd annual conference and exposition, Training '79, at the Sheraton Center, NYC, December 3-6, featuring more than 150 seminars and workshops. **Booths 539 & 541.**

Xicom, Inc.

How to effectively handle decisions is the focus of a new film, "Decisions, Decisions," starring John Cleese. **Booth 305.**

Weldo Plastics

Highlighted is the "Super-Combi" binder that offers 25% additional volume, increased durability and unique design. **Booths 825 & 827.**

MOR Associates

Featured is a complete trainer/consultant certification program on the effective implementation of "Management by Objectives and Results," personally conducted by George Morrissey, author of *Management by Objectives and Results for Business*. Upon completion of this program, an individual is certified to conduct MOR seminars and to provide consultation assistance in MOR implementation. **Booths 328 & 330.**

Practical Management Associates, Inc.

Highlighted will be "Fundamentals of Supervision," a complete curriculum on the basics of supervision. **Booth 230.**

Future Directions For A Learning Society

Future Directions for a Learning Society directs College Board activities in life-long education. Services are being developed in management training, community-need assessment, adult counseling, prior learning evaluation and worker counseling. **Booth 435.**

Creative Universal, Inc.

Featured is "Using Time," a comprehensive workshop that increases efficient time use and management through individual analysis of work habits and effective time planning and scheduling. **Booth 319.**

Eastman Kodak Company

Highlighted is a series of audio/video equipment: Kodak Ektagraphic Slide Projectors, Kodak EC Digital Remote Control and Kodak Ektagraphic Write - On Slides. **Booths 439, 441, 443, 445, 540, 542, 544 & 546.**

Applied Skills Press, Division of

CMA Publishing Company
Applied Skills Training Series is a comprehensive library of training modules in basic skill areas for Management Development. The series features detailed organization, implementation, and evaluation materials. **Booth 740.**

BNA Communications Inc.

Presented is a new EEO training program featuring three films supported by materials and a Leader's Guide. The program focuses on hiring, promotion, transfer, discipline and discharge. **Booth 420.**

Roundtable Films

New employee orientation and the role of a supervisor are the subjects of two new films, "Catching On" and "After All You're the Supervisor!", to be featured at the Roundtable Review Theatre in **Booth 505.**

Thomas Blodgett Associates, Inc.

The redesigned "Account Development Program" reinforces team and group application of selling skills within the execution of an account plan. **Booth 905.**

Personal Strengths Assessment Service, Inc.

Personal Strengths Assessment Services announces a new Leader's Guide to Relationship Awareness Training and the Interaction Requirements Inventory. **Booth 830.**

Einstein Associates, Inc.

Einstein Associates, Inc., features "The Personnel Selection Clinic," just one of the techniques taught managers to assist them in making successful selection, promotion and transfer decisions. **Booth 910.**

See us at the ASTD National Conference and Exposition in St. Louis . . .

**. . . and be our guest at free film showings
April 30—May 2, 1979**

**in the Presidential Suite of Stouffer's Riverfront
Towers across from The Arch.**

**Here's a great opportunity to see without charge . . . and judge for yourself . . .
these highly acclaimed motivative films starring Dr. Eden Ryl, A Motivative Force!**

TAKE THIS SCHEDULE WITH YOU

6:30 pm and 9:00 pm

Monday, Tuesday, and Wednesday

7:00 pm and 8:30 pm

Monday, Tuesday, and Wednesday

8:00 pm and 9:30 pm

Monday, Tuesday, and Wednesday

SPECIAL SHOWINGS ARRANGED ON REQUEST

In addition GRAB HOLD OF TODAY has been selected for showing at an Exhibitors Showcase Session. Check your program for time and date.

For more information call or write today!

Ramic Productions

Producer / Distributor of Motivative / Human Behavior 16mm films
P.O. Box 7530/4910 Birch Street, Dept. 661, Newport Beach, CA 92660 714-833-2444
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Introducing The Four Levels of Teachability
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GRAB HOLD OF TODAY

Introducing The Pike Syndrome
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