

Chapters Honored at Miami Conference

Outstanding activities and services by ASTD chapters during the past year were recognized at the awards presentation, held during the annual membership meeting last month at the 1973 ASTD National Conference in Miami Beach.

Awards to chapters for overall achievement during the past year were presented in four different groups. Group I, chapters with 12-30 national members, had no entries. Group II, chapters with 31-75 national members, listed a first place award to the Nebraska Chapter, a second place award to the Central Pennsylvania Chapter, a third place award to the Kansas City Chapter and honorable mention to the Tulsa Chapter.

Group III, chapters with 76-125 national members, was topped by the Wisconsin Chapter. Second place honors was awarded to the Central Ohio Chapter. The Valley of the Sun Chapter took first place in Group IV, chapters with 126 or more national members.

These overall chapter achievement awards are presented to the individual chapters that consistently apply sound business practices and functions in helping meet the overall objectives of the organization in various categories, including membership, programs, research, public service, publications and public relations, service to members, chapter management and objectives and planning.

A chapter doing outstanding work in increasing the number or percentage of national members among its membership, is eligible for membership promotion award consideration. Four ASTD chapters received such awards at the National Conference. The Carolina Society for Training and Development, the Georgia Chapter and the Greater Detroit Chapter were recognized for their work in public service. The Los Angeles Chapter was honored for chapter management.

Awards were also presented to those chapters doing outstanding work in improving the format, content and appearance of its meeting notice or chapter newsletter. First place honors for the *most improved* newsletter went to the Indiana Chapter and Russell Sutton, editor. The Utah Chapter

newsletter and Florence Wise, editor was presented with second place. Third place was awarded to the Illinois Training Directors Association publication with James McCormick serving as editor.

A honorable mention award was presented to the Kansas City Chapter newsletter. Richard Dinkins serves as editor for that Chapter. Judged the best newsletter to begin publication during the past year was the Hudson-Mohawk Chapter newsletter. Colin F. Campbell edits the publication.

Division Name Trainers of the Year

The ASTD Sales Training Division (STD) and the Community Development Division (CDD) named their "trainers of the year" at the ASTD National Conference in Miami Beach, May 13-17.

James R. Ball was posthumously presented the STD's Sales Trainer of the Year Award. Mr. Ball, former STD general chairman, died suddenly on



James R. Ball
1926 - 1972



Samantha Kendall
CDD Trainer of the Year

May 13, 1972 from a heart attack. He was active in the Michiana Chapter and the division for five years. He was marketing training manager for Ames Company, Elkhart, Ind.

Samantha Kendall, St. Louis Chapter, was presented with the Community Development Trainer of the Year Award for her outstanding services to the public. Ms. Kendall is director of training at the Yeatman District Community Corp., St. Louis.

The award recipients were announced at the Annual ASTD Membership Meeting in Miami Beach.

Conference Features 'Trading Post'



This trio, discussing *employee motivation*, is one of the "Trading Post" groups set up by the Miami Chapter, ASTD, at this year's National Conference. Trading Post sessions provided an opportunity for conference participants to come together in small groups to discuss subjects of common interest. Other groups dialogued on *orienting new employees, training first-line supervisors, encouraging continuing education, designing training programs, the disadvantaged employee, apprentice training, employee assessment center, sensitivity training and organization development.*

Liz Carpenter sees '73-75 as Years of 'Women in Business'

"Corporate action programs have to be more than good public relations."

Liz Carpenter, outspoken champion in moving women into the corporate mainstream, told an ASTD Conference audience in Miami Beach "It is obscene that in a nation of highly qualified women in the work force, that only one per cent earn more than \$15,000 per year."

"I still search for a decent way to free 1.9 million women from the poverty level," she said. "It has taken 200 years to get an amendment that makes us equal."

Mrs. Carpenter, who was press secretary to former President Johnson's wife, Ladybird, said that the women's political movement reached a peak in 1971 and 1972, when they organized for political power. With similar organization, she



"I still search for a decent way to free . . . women"

predicted, the period 1973 - 1975 could be the years that women move into executive positions in corporations.

The key to real action, Mrs. Carpenter observed, is follow-through. She recalled how former

President Johnson assembled his cabinet and asked that officials in every federal department look to see how they could move women up; - "Report to me next Friday," said Mrs. Carpenter, was the phrase the former President used to get the required action. She said the action resulted in significant promotions for 57 women in federal service within two weeks after that incident.

"Some of the most insidious sinners show up after women are in executive jobs," she noted. "They're the idea stealers; they write the newly-promoted women's ideas up in memos and don't credit their sources."

Society Charters Chapters

Two new chapters, the Piedmont Chapter and the Central Missouri Chapter, received Charters from ASTD President John F. Connors during the 1973 National Conference held in Miami Beach May 13-17.

The Central Missouri Chapter centers around the Jefferson City - Columbia, Mo. area. Donald Zick, manager of training, University of Missouri, Columbia will serve as chapter president.

Rodney H. Harm, area training manager, Burlington Industries, Greensboro, N.C., will serve as president of the new Piedmont Chapter. The Chapter will serve the Greensboro and Winston-Salem, N.C. area.

The Piedmont charter was the result of combined efforts of Jack E. Kimbrell, media training coordinator, North Carolina State University, Raleigh and Mrs. Donald Stone, executive vice president, American Cancer Society, Raleigh. The two have been responsible for several new chartered chapters in the North Carolina area.

Willard Wirtz Calls Trainers the 'Architects of Change'

Former Labor Secretary Willard Wirtz, addressing the opening session of ASTD's National Conference last month, called for a fresh look at the ways of determining our unemployment rate and our gross national product, noting that "the possibilities are infinite if training and development takes a hold."

Mr. Wirtz said he believed that our concept of gross national product did not have more than three or four years of "vitality" left. He referred to the Japanese system, begun last month, in which the net national worth is computed considering the values of leisure time and unpaid services, and the diseconomies of ecological pollution.

Suggesting that a "qualitative measurement of our social accomplishments as well as the economic elements" was in order, Mr. Wirtz reminded listeners of the importance of the human factor in labor. He cited a shift in emphasis on the "system's" interest to the individual's interest, and warned that we should never again consider labor as merely an element of production.

As Labor Secretary of the cabinets of former Presidents Johnson and Kennedy, Mr. Wirtz

"the possibilities are infinite if training and development takes a hold"



recalled his responsibility for producing the monthly unemployment figure. He noted that the figure denoted (and still denotes) an averaging of our successes and failures, by lumping the youth unemployment rate (a quarter of all those out of jobs) with the adult.

In order to more accurately deal with the problem, Mr. Wirtz said the United States should have a "youth dislocation rate" in addition to the standard unemployment rate, and education and manpower programs should be devised around the purpose of maximizing the potential of every individual.

To accomplish this, Mr. Wirtz suggested that high school guidance should be set up specifically for those high school students that are not college-bound. He called for development, largely on a local basis, of strong relationships between



CONFERENCE SPECIAL

employers and educators, and departure from "the absurd notion" of 1) education, 2) job and 3) retirement, in that order. He said that 16 years of free education should be offered to everyone, taken at one point or another in a person's lifetime, or spread out, as desired.

"The true unemployment figure is about 50 per cent instead of five per cent, because our human potential is underutilized," said Mr. Wirtz.

Individual Winners Recognized

A distinctive plaque, a complimentary Conference registration and letters to both the recipient and his or her boss from the Society president were awarded to those ASTD national members presented with individual awards at the 1973 National Conference.

Awards were presented for such services as publications, contributions to the national organization, outstanding service to the public and contributions to the training and development profession.

Receiving awards for publications relevant and valuable to the field of training and development were George L. Morrisey, Los Angeles Chapter, and Chester Wright, Michael D. Tate and Leonard Nadler of the Washington, D. C. Chapter.

Individuals making outstanding contributions to the training and development profession were also honored. Catherine P. Breen and Forrest R. Belcher of the Illinois Training Directors Assoc.; James Siebecker, Washington, D. C. Chapter; Abbott Smith, New York Metropolitan Chapter and Thomas S. Keaty of the Louisiana Chapter all received recognition for their service.

Vernon C. Miller, Miami Chapter; W. Watson Hines, III, New York Metropolitan Chapter; Winston M. Crawford, Utah Chapter; Lt. Col. Sherman L. Ragland, Washington, D.C. Chapter; Andrew Jackson, Georgia Chapter and Mrs. W. Newton Long, non-member all received recognition for outstanding service to the public.

Presented with awards for their outstanding contributions to the national organization were James J. Graven, National Life Member, and Donald E. Voelker, Washington, D. C. Chapter. Paul Kosiak, non-member, was cited for exceptional, special service to ASTD.