

# Training Newsbeat...

## Addressograph Multigraph Dedicates Million Dollar Training Center

SCHAUMBURG, Ill. — A million dollar, 30,000 sq. ft. training center containing some of the very latest equipment for industrial education was dedicated here today by Addressograph Multigraph Corporation. Attending the dedication were dignitaries representing local, state and national government; interested general and trade publications; public and vocational education; and business and industry.

During the course of a year, more than 1,500 AM sales and service personnel will receive training in this new facility. Approximately 150 specialized classes will be conducted, providing more than 4,500 man-weeks of instruction to AM employees charged with providing maintenance and service to products sold or leased to the company's customers throughout the country.

All of the service training and much of the sales training related to products manufactured and sold by AM's Bruning, Multigraphics and VariTyper Divisions is being conducted in this training center. Some training of customer personnel also is conducted here, principally to U. S. Government personnel or others who are or may be "beyond the reach" of AM's 64 widely-scattered service branches across America. Usually, these are Government or business offices outside the continental United States.

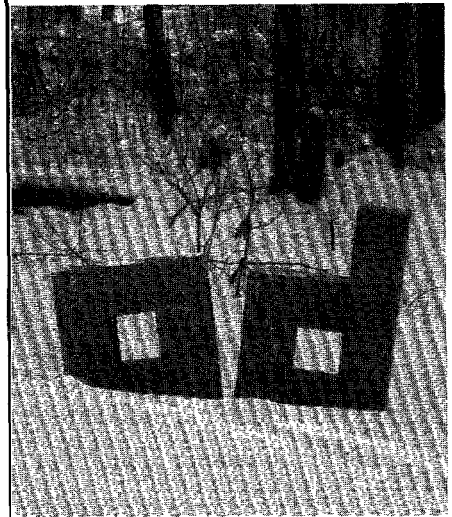
AM's new training center occupies two floors of a modern five-story office building and encompasses eight classrooms, 10 machine work areas, and two role-playing areas, used primarily in sales training. It is equipped to produce video cassette programs, 35mm slide presentations with sound cassettes, and DuKane 35mm film strips with sound.

## 'Ice Cream' Training Units Now Span the Continent

PORTLAND, Or. — Farrell's Ice Cream Parlour Restaurants, a nation-wide chain of old-fashioned ice cream establishments, is expanding its management recruiting and training programs with the opening of three regional training centers, according to Denny Helser, director of personnel. The announcement came from Farrell's headquarters in Portland, Oregon.

The new centers, which span the continent geographically, are in San Jose, Cal.; Greenfield, Wis.; and McLean, Va.

"This broadened concept of management training will enable us to recruit our trainees from those areas where our expansion is greatest," Helser pointed out. "Other benefits will be the reduction of moving costs involved in long-distance personnel transfer and the personnel adjustments due to geographic and social changes," he said.



## OD fights back

Organization Development is showing its stuff in a lot of different situations these days.

*In personnel and training departments:*

Walter Mahler, the internationally renowned management consultant, has written a new book called **DIAGNOSTIC STUDIES** that tells you how to become your own "internal consultant" by learning to use an analytical process that begins with the collection of data. This is a real self-help book for trainers and personnel people.

*In police departments:*  
**IMPROVING POLICE DEPARTMENT MANAGEMENT THROUGH PROBLEM-SOLVING TASK FORCES:**

*A Case Study in Organization Development* is a new book by successful OD consultants. Howard Lamb, Allan Drexler, and Marvin Weisbord. This thorough, well-documented study shows how OD can work effectively even in a type of organization considered highly resistant to change.

**"Training makes the difference, Addison-Wesley makes it easy."**

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