12-7-1968

The University of Dayton's First MBA Day's Topic Announced

Follow this and additional works at: https://ecommons.udayton.edu/news_rls

Recommended Citation
https://ecommons.udayton.edu/news_rls/3289

This News Article is brought to you for free and open access by the Marketing and Communications at eCommons. It has been accepted for inclusion in News Releases by an authorized administrator of eCommons. For more information, please contact frice1@udayton.edu, mschlagen1@udayton.edu.
DAYTON, Ohio, December 7, 1968 — "Human Resources Management and Urban Action Programs: Focus on Middle Managers," is the topical subject for the University of Dayton's first MBA Day, William J. Hoben, Dean, School of Business Administration, announced today. The program, conducted for and by the University's MBA graduates, will be held on Saturday, January 11, in the John F. Kennedy Memorial Union.

It is part of the University's continuing education being developed for its some 17,000 alumni.

Featuring speakers from business, industry, education and government, the seminar will begin with registration at 8 a.m. and conclude with a panel discussion from 3:15 to 4 p.m. The program is designed for the University's more than 300 MBA alumni and invited guests from business, government and education. Mr. James Riley, Contracts Manager of Technology Inc., is chairman of the MBA committee.

General theme of the program will center around the responsibility of management toward the hiring of the hard-core unemployed with emphasis on middle management.

Serving as keynote speaker will be C. Arthur Jenkins, Director, Industrial Relations, Lockheed-Georgia Company, Marietta, Georgia. His talk will be "The Challenge Accepted." He will discuss why top management has made the decision and commitment to meet head-on the problem of hard-core unemployment in urban areas. Mr. Jenkins will speak at 9 a.m. Mr. Jenkins has been active in Personnel and Labor Relations work for 28 years. Lockheed is known for its program for the hiring of the hard-core unemployed.

Mr. George Sheer, retired president of the Dayton McCall Corporation and former director of the Dayton Area Committee of the National Alliance of Businessmen, will give the second address, "From Top Management to Middle Management, a top management view on the role of the middle manager." Mr. Sheer's tenure in the NAB program was one of the most successful in the country. He is noted for his continuous efforts in the social action field in the Dayton area. His talk will start at 9:45 a.m.

From 10:15 a.m. to noon, three simultaneous conferences will be given by men from education, government and business. Rev. Theodore Purcell, S.J., Director of the

-continued-
Cambridge Center for Social Studies, Cambridge, Massachusetts, will conduct the conference on "New Perspectives in Motivation: The Challenge of the Hard Core Unemployed."

Well known for his programs in social and industrial psychology, Father Purcell will offer a consideration of motivation systems used by today's management. He will discuss the impact of urban action programs, causing a re-evaluation and possibly reformulation of motivation systems and human resources management. He will bring in the middle manager's role.

The second conference will be led by Charles Whalen Jr., United States Congressman from Dayton. His topic will be "Government Policy: Analysis and Projection." He will bring into focus the evolving policy and role of government and offer a projection for the future.

Mr. John E. Twomey, Manager, Corporate Equal Employment Opportunity Administration in the Western Electric Company's Personnel and Labor Relations Division in New York City will conduct the third conference on "Case History of a Company's Participation."

Mr. Twomey, who has served on national committees for the Urban League, will talk on the experience and results of one company's participation in urban action programs, and the implications for companies just beginning and companies planning expanded programs. He also will emphasize the role of the middle manager.

Each conference will feature two responders. The committee has drawn these people from local business, government and education. Mr. David Leigh, Training Director of Dayton Power & Light Company, and Mr. Curtis Hicks, Director of the Office of Human Relations at the University of Dayton, will serve as responders to Father Purcell. Mr. C. J. McLin, Jr., State Assemblyman from the 88th district, and Mr. Douglas Yeager, Internal Communications, Industrial Relations, National Cash Register Company, will serve in the same capacity on conference number two with Congressman Whalen. Mr. Duncan Campbell, Commercial Manager, Southwest Division, Ohio Bell Telephone Company, and Mr. Donald Dester, Salaried Personnel Director, Frigidaire Division of General Motors Corporation, will respond to Mr. Twomey's presentation.

Luncheon will follow the morning sessions with Very Rev. Raymond A. Roesch, S.M., serving as speaker. The conferences will be repeated in the afternoon, enabling the participants to attend at least two different sessions. These meetings will last from 1:30 p.m. until 3 p.m.

A panel discussion, moderated by Mr. Robert Bates, an MBA alumnus who is President of Chemineer Inc., Dayton, and including the day's speakers, will conclude the activities. The panel, entitled "Quo Vadis," will begin at 3:15 p.m. and conclude at 4 p.m.

Members of the planning committee, besides Riley, are Dr. Norman George, Director of the University's MBA program; Eric McCarty and Stanley Gill of the National Management Association, Richard Luthman of Specialty Papers Company, Professor Edward Rodgers, Chairman of the University's Accounting Department; Eugene Liniker of Tech Development Inc. and Joe McLaughlin, Director of the University's General Publicity Office.