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DAYTON, Ohio, March 8, 1971 --- Dr. Eugene Jennings of Michigan State University and Dr. Reed Powell of Ohio State University, two of the world's foremost business educators and consultants, and Mr. James W. McSwiney, President and Chief Executive of the Mead Corporation, one of the Dayton area's top executive, will deliver the principles lectures in the University of Dayton's third annual MBA (Master of Business Administration) Day this Saturday, March 13, in the Kennedy Union's Boll Theater.

The program, which follows successful ventures by UD's MBA graduates in 1969 and 1970, is entitled "Jennings & Powell On Managerial Effectiveness." The pair, who are in constant demand in the United States and foreign countries, will cover the many aspects of executive success and problems including behavior, administrative anxiety and stress, mobility, psychological problems, corporate personnel problems, acquisition and exercise of power, and mobilography.

Dr. Powell, who is Associate Dean, Director of the Division of Research and Professor of Business Administration and Research in the College of Administrative Science at The Ohio State University, will open Saturday's workshop at 8:45 a.m. Following brief welcoming remarks by Mr. William J. Hoben, Dean, School of Business Administration, Dr. Powell will discuss "Effectiveness as a Motive Force to Managerial Action." Part I of his presentation will concern "Managerial Effectiveness and the Organization Lifeline." Part II at 10:30 a.m. will be a discussion of "Managing Tomorrow's Workers for Profitable Results."

Mr. McSwiney, who joined Mead in 1934 and was named its president in 1968, will be the speaker at the 11:30 a.m. luncheon. He will speak on "Managerial Effectiveness in an Age of Uncertainty."

Then the MBA graduates from many universities around the country, and the executives and managers from the Southwestern Ohio area, will hear Dr. Jennings, of whom Dun's Review said: "He is the voice of real authority on the psychological problems of the business executive."

Dr. Jennings' general topic will be "The New Managerial Elite Focuses on the 70's." His first presentation will be "What Constitutes Managerial Intelligence." This 1:15 p.m. presentation will be followed by Part II on "Transferring Managerial Effectiveness into Organizational Success." Adjournment will come at 3:45 p.m.

Dr. Jennings, who has written many books and articles on managerial and executive effectiveness which have been translated into foreign languages, has been a consultant to many of the nation's top business and industrial organizations for the past 15 years. A 1952 doctoral graduate of the State University of Iowa, Dr. Jennings first taught at the Wharton School of Finance & Commerce, University of Pennsylvania until 1954. He joined Michigan State at that time and now holds the title of Professor of Management in the Graduate School of Business Administration.
In recent years he has been a consultant for IBM, Haskins & Sells, Chase Manhattan Bank, National Foundation of Health, Welfare & Pensions Plans, and Gillette, Magnavox and Dow companies. Fortune, Time, Newsweek, Dun's Review, Business Week and the Associate Press have referred to him as the foremost authority on managerial effectiveness and its many aspects. Business Week once praised his ability to counsel executives who are suffering through a career crisis.

Dr. Jennings accomplished his bachelor, masters and doctoral degrees, and complete certification by Deere and Company as an industrial engineer, in the span of five years.

Dr. Powell serves on many American and international committees. He is a member of the International Senior Advisory Board of distinguished scientists in London, England, and serves on the National Advisory Council to United States Small Business Administration and is chairman of the Social Policy Research and Action Committee of the National Academy of Management. He also is National Vice-Chairman for Management Development of the National Association of Purchasing Management. For two years, 1967-69, he served as an advisor to the United States Senate.

Dr. Powell has been invited to teach on a continuing basis at the University of California at Los Angeles, Cornell University, University of Minnesota, University of Wisconsin, Pepperdine College, Miami University, and Cambridge University, Cambridge, England. He also was a member of the professorial staffs at Harvard, UCLA and University of Oklahoma before going to Ohio State.

His consultant background includes positions with government at all levels, and professional, engineering, business and industrial groups.

Mr. McSwiney, born in Tennessee, has been with The Mead Corporation since 1934 and has risen through its executive ranks except for a two year period, 1942-44, in the United States Air Force.

He came to Dayton in 1954 as Executive Assistant to the President of the Mead Corporation. He has been very active in community and charitable affairs, serving as director and member of a wide variety of educational, professional and religious community organizations. He also serves on boards of directors and boards of trustees of local business, universities and colleges.

This annual program presents a third approach to managerial responsibilities which were also the themes of the past two MBA days. In 1969, the group conducted a "Human Resources Management and Urban Action Programs: Focus on Middle Managers" seminar, bringing in such men as C. Arthur Jenkins of Lockheed Georgia Company, Mr. George Sheer, retired president of McCall Corporation, John E. Twomey of Western Electric Company, Charles Whalen, Dayton Congressman, and Rev. Theodore Purcell, Director, Cambridge Center for Social Studies. All have dealt with the hard-core unemployment problem.

In 1970, the workshop focused on "Managerial Innovations: Six Issues," and featured managerial experts from the University of Detroit, University of Michigan, University of Cincinnati, and Minster Machine Company and a panel of local business executives and university business school administrators.