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Two Leading Lecturers Highlight MBA Day

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DAYTON, Ohio, March 30, 1972 --- Two of the country's leading lecturers on organizational development, Dr. Gordon L. Lippitt of George Washington University and Dr. James H. Healey, President, Management and Business Services, Columbus, highlight the fourth annual University of Dayton MBA Day on Saturday, April 8, from 8:45 a.m. to 3:45 p.m. The program is being sponsored by the University's School of Business Administration with the assistance of the local MBA Club.

The program, aimed at management at all levels, is entitled "Lippitt and Healey on Preventing Organizational Obsolescence." The morning sessions will be conducted by Dr. Healey on "The Manager and his Unit of Accountability" and "The Manager and Organizational Adaptation." Dr. Gordon's portion of the day's activities will be held in the afternoon and include discussions on "Key Elements in Organizational Renewal" and "Technologies in Implementing Organizational Development."

Spotlighting the luncheon will be a talk by Mr. Robert H. Meyer, President and General Manager, Reynolds & Reynolds Company in Dayton. Some 300 men and women from business, industry and education normally attend the Day.

The 1972 program represents a continuing step on the part of UD's MBA program and the MBA Club in keeping local management abreast of the latest thinking in leadership effectiveness. At the first conference in 1969, five men discussed "Human Resources Management and Urban Action Programs: Focus on Middle Managers." The subject in 1970 by lecturers and panels was "Managerial Innovation: Six Issues."

The 1971 conference was entitled "Jennings and Powell on Managerial Effectiveness and featured Dr. Eugene Jennings of Michigan State University and Dr. Reed Powell of The Ohio State University.

In announcing the 1972 program Dean William Hoben of the School of Business Administration said in part: "...This year the topic of discussion will be organizational development--its key elements, implementation and how it relates to the manager.

"Dr. Lippitt is Professor of Behavioral Science in the School of Government and Business Administration at George Washington and Dr. Healey is president of a management consulting firm and Adjunct Professor of Continuing Education at Ohio State. Both are recognized experts in developing organizational effectiveness.

"We are also pleased to have Mr. Meyer as our guest luncheon speaker to present the corporate viewpoint on organizational effectiveness.

"The Program is designed to keep you abreast of the dramatic changes in organizational theory and practice. Planning for organizational development in any size company will have a direct result on future growth patterns. ..."

Dr. Lippitt is a Fellow of NTL Institute for Applied Behavioral Science and a Diplomat of The American Board of Professional Psychology. He is a consultant to numerous industrial, community, social, health, governmental, educational, and international organizations in the United States and overseas.

He is an executive and board member in several organizations relating to his field of work and study and received his degrees from Springfield College, Yale, Nebraska and American University, where he received his Ph.D. in psychology.

He has been awarded special honors and degrees at several universities and is listed in Who's Who in America, American Men of Science and Who's Who in Education. He also was a member of the White House Conference on Children and Youth and Chief of the Industrial Training and Education Branch of the United States Productivity
Program of the Mutual Security Agency in Europe. He has published articles, pamphlets and books in the field of human behavior, leadership and organizational effectiveness.

Dr. Healey, who regularly participates in executive development programs at Ohio State, Penn State, Cornell, Queen's College and Illinois, has conducted seminars in Chile, South Africa and Australia. He has developed educational programs for many organizations throughout the country including the U.S. Air Force, Metropolitan and Prudential Life Insurance companies, Dan & Bradstreet, College of Insurance, Mobil Oil, Canadian Department of Defense, Northern Natural Gas, Consumers Power and others.

He has been a seminar leader for both orientation and workshop seminars for the American Management Association and has spoken to various technical and professional societies on the subjects of management and human relations.

Dr. Healey wrote the production section of Introduction to Business Management, the organization chapter of Management of the Smaller Business and a book, Executive Coordination and Control, published by the Bureau of Business Research.

Mr. Meyer is a recognized leader in the business forms industry and serves as director and member of a wide variety of educational, professional and religious community activities. He is presently a Trustee of the Engineering and Science Institute of Dayton, President of the Miami Valley Council of Boy Scouts, member of the Board of Directors, Dayton Catholic Charities and member of the Board of Directors of International Business Forms Industries.

He was elected President and General Manager of Reynolds and Reynolds in February, 1971.

The program is open to the public. Cost is $10 which includes the luncheon. The entire conference will be conducted in the University's John F. Kennedy Memorial Union.

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Previous MBA Day programs, the featured speakers and topics were:

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<tr>
<th>Conference Title</th>
<th>Chief Lecturers</th>
<th>Specific Titles</th>
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<tbody>
<tr>
<td>Human Resources Management and Urban Action Programs: Focus on Middle Managers.</td>
<td>C. Arthur Jenkins, Dir., Industrial Relations, Lockheed--Georgia.</td>
<td>The Challenge Accepted.</td>
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<td>George Sheer, retired President, Dayton McCall Corp.</td>
<td>From Top Management to Middle Management: A Top Management View on Middle Manager.</td>
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<td>John E. Twomey, Manager, Corporate Equal Employment Opportunity Administration,</td>
<td>Case History of a Company's Participation.</td>
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<td>Western Electric</td>
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Managerial Innovations: Six Issues.

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<tr>
<td>Dr. Bernard Landuyt, University of Detroit.</td>
<td>Six issues were:</td>
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<tr>
<td>Dr. Lee Danielson, U. of Michigan</td>
<td>1) What Kind of Manager for Business' New Environment?</td>
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<tr>
<td>Raymond Berghman, Vice President, Münster Machine Company.</td>
<td>2) How Should The New Breed of 'knowledge workers' be Managed?</td>
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Jennings & Powell on Managerial Effectiveness.

1971

Dr. Eugene Jennings, Professor, Management, Graduate School of Business, Michigan State University.

Dr. Reed Powell, Associate Dean, Director of Division of Research, Ohio State U.

James W. McSwiney, President & Chief Executive Officer, The Mead Corporation.

3) Total Management Systems: Theory or Reality?

4) The Management Sciences: For Manager of the Scientist?

5) Can Entrepreneurship be Taught?

6) What does Top Management expect from the Graduate Business Schools and (Vice Versa)?

Managerial Effectiveness and the Organizational Lifeline.

Managing Tomorrow's Workers for Profitable Results.

Managing Tomorrow's Workers for Profitable Results.