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NRMA seminar: Nations top executives learn about systematic management

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NRMA Seminar



Joseph Ross, President, Davidson Bros.



*Richard R. Pivrotto,
President, Joseph Horne.*



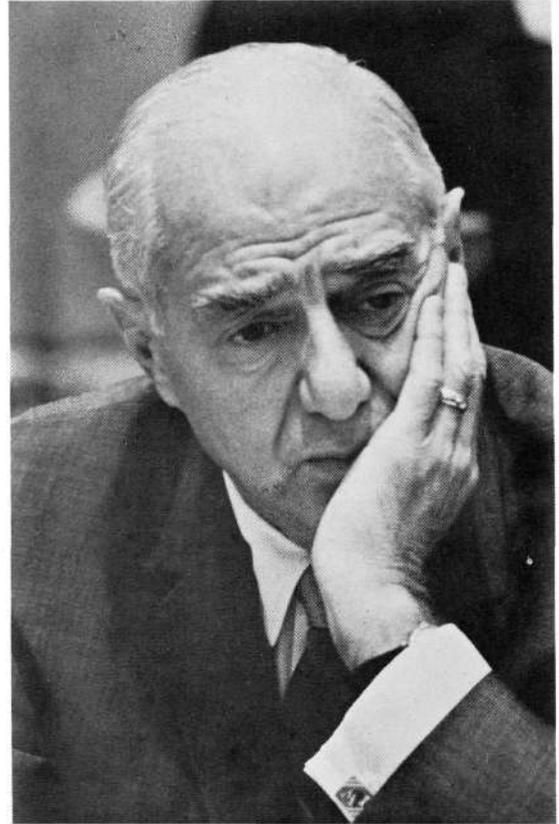
*John A. Patterson, President,
Gertz.*



*John Curry, Vice President, the
Dayton Company.*



*Paul Leonard, President,
Leonard's.*



Isadore Winkelman, President, Winkelman's.

NATIONS TOP EXECUTIVES LEARN ABOUT SYSTEMATIC MANAGEMENT

Twenty-eight of the nation's leading retailers went to school this summer, and what they learned is expected to generate many changes in the world of retailing in the near future.

The "school" was a special two-day management conference—"The Challenge To The Store President"—presented by the Retail Research Institute of the National Retail Merchants Association on June 23 and 24 in the Time-Life Building Auditorium.

The program, developed by Touche, Rose, Bailey & Smart, traced in detail the tremendous strides made in computerized systems management in many areas of business and government, and emphasized the importance and urgency of the role top retailing management must play for the most effective utilization of computers and electronic data processing.

This was the first time that store presidents have addressed themselves to the problems of the systems function. Attendance was limited, and every effort was made to compress the time it takes to impart information. Visual, audio and environmental controls were all put into play.

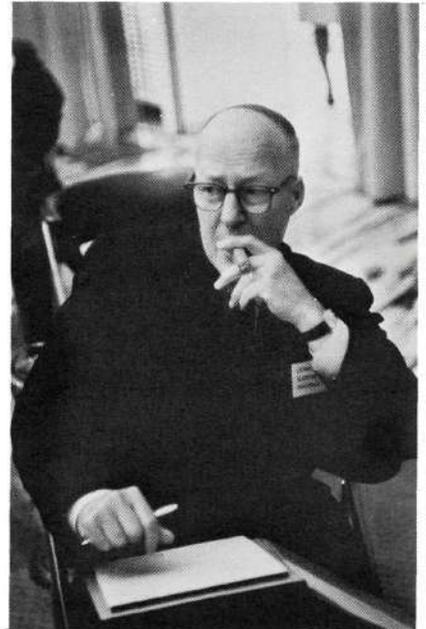
Rear screen projection was used, and colorful slides were shown on a specially built panoramic screen which showed two images. The executives viewed a TV-taped

symposium made especially for the conference and moderated by Edward Bursk, Editor of the Harvard Business Review, in which officers of large industrial companies using the total systems approach discussed their programs. Controlled coffee breaks became discussion groups with a specific subject and a report to be made. There were also a number of programmed discussions in which the concept and practice of systematic management was applied to each man's specific needs.

Guest speaker Lou R. Hague, Director of Advanced Business Systems for Westinghouse Electric Corporation, spoke on Management Information Systems. The speakers from TRB&S' Management Services Division were Justin Davidson and Carroll Ebert from Chicago; Roger Crane, Richard Sprague and William Power from the Executive office; Joseph Buchan, Minneapolis; Joseph Miller, New York; and David Fleisher and John Keydel, from St. Louis.

A "Presidential Plan of Action" was set forth on the concluding day underlining what the store president should do now to prepare his organization for the impact of our rapidly advancing management technology.

The conference is being repeated this month, again with attendance limited to twenty-five people.



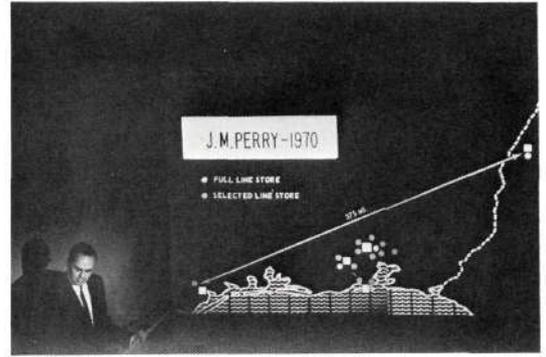
*Leonard E. Johnson, President,
Gladdings.*

Behind the Scenes at the NRMA Conference

Preparations for our "Challenge to the President" conference began in January, some six months before the actual event. By the end of the first few months, the man hours spent could no longer be counted. Meetings went on into the night and speeches were written in the wee hours of the morning. In the last hectic weeks of preparation, partner Donald Jennings took these pictures of TRB&S personnel hard at work.



Shirt sleeves and coffee cups...



Colorful slides depicted the department store in 1970...



Discussion: Dave Fleisher and Bill Power...



Last minute conference...



Secretary Sandy Peacock reported for work long before breakfast...

Before the appointed hour...