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Management of banks in a changing economy: TRB&S presents program for California Bankers Association

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California Bankers Association

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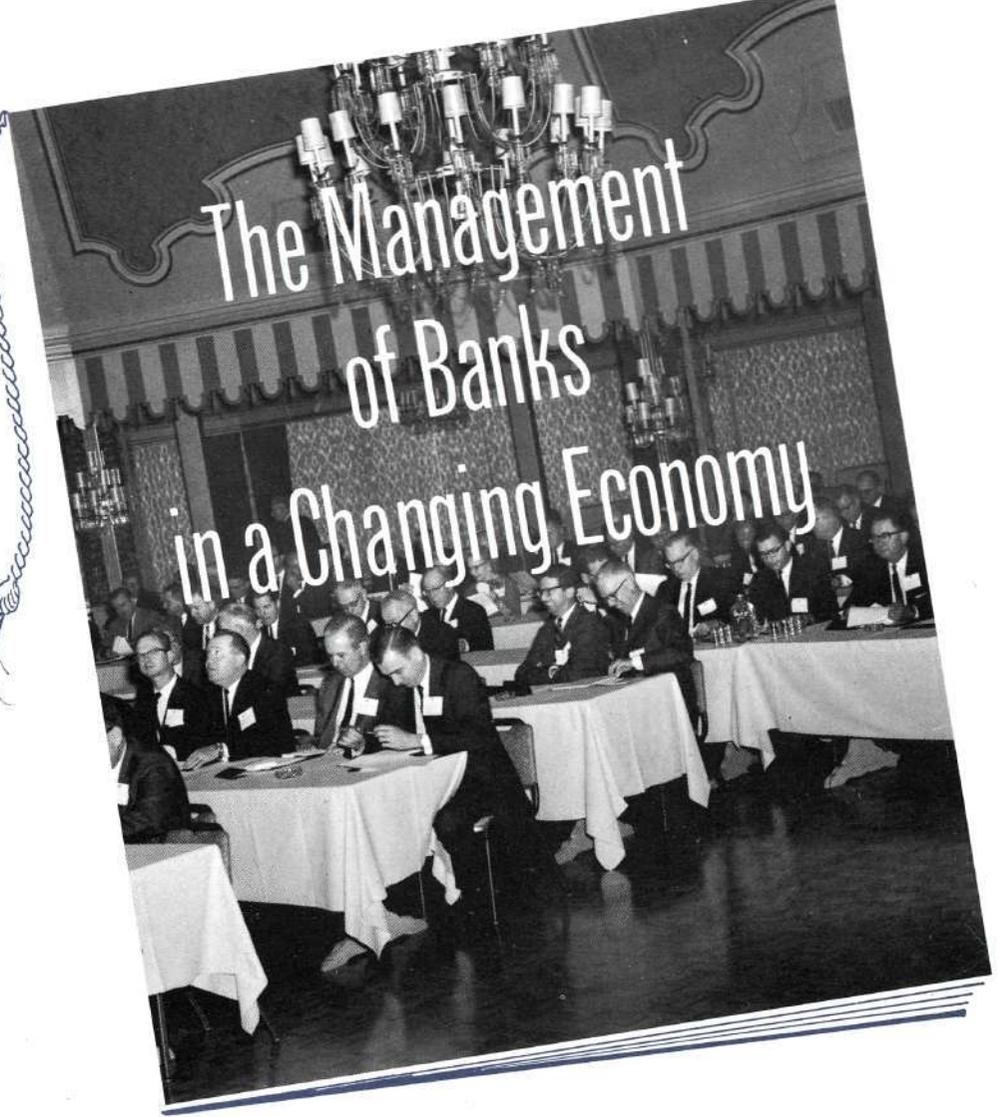


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TRB&S

presents program for

California Bankers Association

The best banking minds in California were told last month that they must stretch their imaginations to cope with the future. At the first seminar for presidents arranged by the California Bankers Association, 110 chief executives attended an all-day conference presented by the TRB&S National Staff for Banking Services. "Your job," they were advised, "is not only to prepare your management group to react quickly to change as it occurs, but also to prepare, to anticipate and create change."

Stressing a systematic approach to bank management,

a team of eleven TRB&S specialists pointed out that effective utilization of the new management technologies will play a major role for those banks that survive and prosper during the next decade.

Both sound film and charts were used to trace economic developments in recent years and to predict future trends. The main ballroom of the Del Coronado Hotel, set out in San Diego Bay, made an attractive setting for the meeting. Visual impact was provided from a mammoth 10 x 20 split screen on which more than 500 full color slides were

shown. In addition to the slides, a film symposium of college professors discussing trends in banking was presented, along with recorded messages and a taped montage of "consume now — pay later" jingles.

One important feature of the program was an outline of the form a System for Automatic Value Exchange (S.A.V.E.) might possibly take. The SAVE system envisions a virtually checkless, cashless economic system in which values and credits are transferred among the various sectors of society without tangible evidences of the transfer.

Robert G. Stevens, director of the national staff for banking services, concluded the day's program by stressing the importance of the president's role in the management

of change. A nine-step action plan was outlined by Dr. Stevens and later presented to the bankers in booklet form.

Supporting Dr. Stevens from the TRB&S management services division banking staff were Anthony C. Potenza, New York; Richard S. Bodman, San Francisco; Vern E. Hakola, Los Angeles; Richard E. Sprague, Sherman C. Blumenthal and Robert V. Head of the Advanced Business Systems Division of the Executive Office; and William R. James, Arnold E. Ditri, George P. Craighead, and Richard C. Lyon, all of Detroit.

Similar presentations will be made before top management groups and for the board of directors of individual banks in coming months.

"a systematic approach to ba



(above) George P. Craighead, TRB&S, Detroit; Milton M. Gilmore, partner in charge, TRB&S, San Francisco; Donald W. Jennings; TRB&S national director-management services.



(above right) Wallace McCormack, president, Bank of Rio Vista, Rio Vista, California; Robert E. Wehe, president, Sequoia National Bank of San Mateo County, Redwood County, California; John R. Breiden, senior vice president, Wells Fargo Bank, San Francisco.



(right) John S. Heil, Jr., TRB&S, Los Angeles; Kirk Jeffrey, president, The Stanford Bank, Palo-Alto, California.



(left) Frank M. Dana, executive vice president of the Bank of America N.T. & S.A., San Francisco, and president of the California Bankers Association; Charles Walker, executive vice president of the American Bankers Association, New York; Robert G. Stevens, TRB&S director of the National Staff for Banking Services; and A. A. Milligan, president of the Bank of A. Levy, Oxnard, California.

(below left) Anthony c Potenza, TRB&S, New York; Naoji Harada, president, The Bank of Tokyo of California, San Francisco.

Management"



(above) Kenneth G. House, president, Canadian Bank of Commerce (California), San Francisco.

(above right) Fortney H. Stark, Jr., president, Security National Bank of Contra Costa, Walnut Creek, California.

(right) Jack Tucker, president, Sierra National Bank, Petaluma, California; Glenn K. Mowry, executive vice president, Bank of California N.A., San Francisco.



(below) Richard C. Stratford, partner in charge, TRB&S, Los Angeles; William E. Siegel, executive vice president, Security First National Bank, Los Angeles.

