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## Meetings and seminars; Seminar for professors held in Chicago; Management services meeting in Detroit

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## *Seminar for Professors Held in Chicago*

The National Accounting and Auditing Staff, under the direction of Robert E. Trueblood, conducted a three day seminar on current accounting problems for twenty-five professors from universities throughout the country. Case studies were discussed by national staff members Clayton Ostlund, Hans Shield, Raymond Perry, Morton Poloway and Ernest Pavlock. Talks were also given by Donald Bevis (APB member) and Mr. Trueblood.

In addition to this current seminar, which is part of a continuing program, Touche, Ross has conducted other seminars for professors including two on the problems of auditing computer installation and one covering management services engagements. A third Audit-EDP seminar was also held for the Professional Development Committee of the American Accounting Association.



*Carl R. Nelson, Columbia University; Donald Bevis, New York Office; Roland Salmonson, Michigan State University.*



*Gilbert P. Maynard, University of Iowa; Roland F. Salmonson, Michigan State University.*



*Rufus Wixon, University of Pennsylvania; John H. Myers, Northwestern University; Robert T. Sprouse, Stanford University; Hector R. Anton, University of California (Berkeley).*



*More than 600 bank executives attended a two-day conference on marketing sponsored by the American Bankers Association this month. Serving on a panel which discussed the use of international data for marketing intelligence were Robert G. Stevens, director of banking services at Touche, Ross; panel moderator, Pierce M. Davis, vice president, Irving Trust Co.; John Thornton, marketing research, Pittsburgh National Bank, Pittsburgh; and Sanford Simon, senior consultant in our New York office.*

## *Management Services Meeting in Detroit*

At the National Management Services meeting in Detroit, MS partners and managers heard guest speakers Dr. Thomas A. Staudt, head of the Marketing Department at the Michigan State University Business School, and Dr. Richard Wallen, from the Personnel Research & Development Corporation.

The two day meeting was entirely devoted to discussions of MS management problems and opportunities. Among the many subjects covered, plans for the coming year were discussed by the directors of our specialized industry programs, and the meeting was highlighted by a presentation of our first national analysis of MS Gross Services shown by industry and by type of work, using the new standard classification codes.



*Boston's Hugh Dysart, Jr., and James E. Seitz, Detroit.*



*Dr. Thomas Staudt.*



*David V. Burchfield, New York; Charles F. Brown, Chicago; and Dr. Wallen.*



*Wendell E. Breland, Jr., Cleveland; Donald W. Jennings, Detroit; William R. DeTroye, Milwaukee; Robert J. Sack, Dayton; and Antonio Galaz, Mexico.*