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A full program of monthly dinner meetings featuring outstanding speakers has been scheduled for this year. Topics will focus on three major areas of management science applications: marketing, financial planning, and information retrieval. In addition one or two afternoon technical seminars will be held next spring.

The dinner meetings in October and November were concerned with management science in marketing. Both meetings were held jointly with the Upper Midwest Chapter of O.R.S.A. at the Curtis Hotel in Minneapolis.

On October 26, Dr. Paul Green, Professor of Marketing at the Wharton School of Finance, University of Pennsylvania, spoke on "Statistical Decision Theory in Marketing—Planning and Research". He discussed recent research in the conceptual and statistical aspects of decision models. Also, he reviewed practical problems arising in the application of Bayesian statistics to actual marketing problems. About 70 people attended this talk, which indicates the growing interest to management science in this area.

On November 17, Mr. Donald H. Schiller of Peat, Marwick, Caywood, Schiller and Company spoke on "Aspects of O.R. in Marketing". He discussed several actual marketing problems which his firm has successfully solved with the benefit of an O.R. approach.

Reported by: Burnham S. Gould, Jr.

COLLEGE NEWS

Editor: Edward B. Roberts, School of Industrial Management, Massachusetts Institute of Technology, 50 Memorial Drive, Cambridge 39, Massachusetts.

College on Logistics

The College on Logistics and the Transportation Research Forum will jointly sponsor a symposium on Transportation Decision Making on March 30-April 1, 1966 in the Cotillion Room, Sheraton-Park Hotel, 2660 Connecticut Ave. N.W., Washington, D.C.

Registration fee for the conference is \$25 for advance registration or \$30 for registration at the conference.

Transportation is a major problem in our society calling for new and original ways to treat the many complex links between transportation and our daily lives. It is most fitting then that the College on Logistics of the Institute of Management Sciences should choose transportation as the subject of one of its conferences. It is also natural that this meeting should be in Washington, at the seat of the Federal Government's four billion activity in transportation.

This conference has been planned for the many professionals who work in transportation, to discuss problems of decision making and the basic information necessary for those decisions.

While lectures can contribute importantly to such an understanding, an ex-

change of ideas through discussions among concerned individuals is indispensable. Adequate time for discussion in addition to formal presentation is planned.

A brochure describing the conference can be obtained by writing to: Roy Herrmann, Chairman of the College on Logistics, Naval Science Department, U.S. Naval Academy, Annapolis, Maryland.

—From the Symposium Announcement

College on Measurements in Management

At the Dallas meeting, the College on Measurements in Management sponsored a session at which the following five papers were presented:

1. Charles H. Kriebel, Carnegie Institute of Technology
"On Statistical Cost Analysis and Operation Research"
2. Neil C. Churchill, Carnegie Institute of Technology, and
Trevor Sainsbury, University of Pittsburgh
"The Audit Function—A Study of Goal Formation and Attainment"
3. Russell Taussig, Columbia University
"Flow of Funds Approach to Cost of Capital"
4. Alexander A. Robichek, Stanford University
"Transfer Pricing and the Motivation and Evaluation of Bank Branch
Managers"
5. James J. Linn, Massachusetts Institute of Technology
"The Concept of the Information System of the Organization."

Reported by: Peter A. Firmin, Secretary

NOTES ABOUT MEMBERS

RUSSELL L. ACKOFF has resigned as Vice President of TIMS for Research and Education.

JOHN C. G. BOOT, HENRI THEIL, and TEUN KLOEK are co-authors of a book recently published, in English, by McGraw-Hill, entitled "Operations Research and Quantitative Economics—An Elementary Introduction."

DAVID A. GOODMAN has joined Corning Glass Works at Corning, N. Y., as a research analyst in its Operations Research Dept. He holds an A.B. degree from San Francisco State College, and an M.B.A. degree in operations research from the University of California.

MARTIN GREENBERGER is on leave from M.I.T. at the University of California, Berkeley. He will return to M.I.T. in June.

NATHANIEL R. KIDDER has joined Hochschwender & Associates, Inc., 2108 Braewick Circle, Akron, Ohio, as Vice President. Hochschwender & Associates is a management consulting firm in the management systems area.

ROL MENNELL has been promoted to the new position of Director, Management Information Systems, H. P. Hood and Sons, Boston, Massachusetts. He also becomes a member of the Senior Executive Group. He had formerly served as Assistant Director.