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## Chapter News

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## CHAPTER NEWS

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*Editor: Reino A. Merikallio, Information and Retrieval Systems Dept., Federal Systems Division, IBM Corporation, 7220 Wisconsin Ave., Bethesda, Maryland 20014.*

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### ***Boston Chapter***

At the January 19th meeting, James C. Miller, Staff Consultant, Arthur D. Little, Inc., spoke to the Boston Chapter on "Distribution Cost and Strategies." The talk reviewed an actual case in which cost accounting principles were applied to distribution expenses for a wholesaler. The study was designed to determine a measure of customer profitability and a marketing strategy for the wholesaler.

Reported by: Leon S. White

### ***Chicago Chapter***

The Chicago Chapter was honored to have as a guest at its January meeting TIMS officer Paul Strassman. Paul briefly addressed the group, explaining TIMS publication policies. Informal contacts such as this between TIMS officers and local chapters might do much to strengthen and unify our Institute. Should any other TIMS officers happen to be in Chicago on a "Fourth Wednesday," we would be delighted to have them meet with us.

A record attendance of over 50 members and guests at this meeting heard Jean Brauweiler discuss IMPACT, IBM's computer inventory control system. Jean is Manager of Systems and Procedures for the Kraft Food Division of National Dairy Products Corp. His organization has been implementing IMPACT, and pilot operations indicate a significant reduction in inventory with an improved service level will result. However, about a year has been required for collection and analysis of data, prior to IMPACT control of their total inventory. Jean is convinced that this is an excellent inventory control system.

Reported by: C. F. Quinlan

### ***Hudson - Mohawk Chapter***

On January 13, 1966 the Hudson-Mohawk Chapter was host to one of its most prominent members, Robert Mitchell, Management Consultant and Lecturer. Mitchell used his widely distributed graphic presentation technique to deliver his message on the importance of self development to managers in a talk entitled, "Missing The Boat."

B. Alva Schoomer, Jr. of Arthur D. Little, Inc., appeared before the Chapter in February to explore the practical and legal depreciation alternatives available to business today, and offered explicit decision rules useful in selecting from these alternatives that method which is optimal in a given situation.

The March meeting, held jointly with the Society for the Advancement of Management, saw a large turnout to hear Prof. E. C. Bursk, Editor, Harvard Business Review, express his views on a subject of deep concern to many and of wide interest to all, "Modern Marketing Strategies."

In April, the Chapter was again fortunate to have a highly qualified member address the group. E. D. Lanigan, Internal Automation Operation, General Electric Co., provided a highly informative portrait of "Integrated Management Information Systems."

Our next meeting, to be held May 19, will welcome a charter member and former chairman of the Hudson-Mohawk Chapter as guest speaker, Mr. R. P. Wakefield. Dick, who is now a consultant with the National Institute of Mental Health, Bethesda, Maryland, will speak to us on "Management Problems In The Merging Socio-Economic Environment."

Reported by: L. J. Foley

### ***Northern California Chapter***

Members of the Northern California Chapter spoke at a November seminar presented by the San Francisco Junior Chamber of Commerce. The seminar, "Management Science, Introduction and Perspective" was designed to acquaint the audience with management science, its benefits and limitations. Speaking before 423 local business men were:

*Professor F. E. Balderston*, University of California, on the history of OR/MS and mathematical applications to business situations.

*Peter Butterfield*, Stanford Research Institute, spoke on problem formulation and the techniques employed by practitioners.

*Ernest Koenigsberg*, Matson Research Corp. presented case histories of linear programming problems in coal and plywood industries.

*Lawrence E. Hoyt*, Southern Pacific Company, related the successes and failures of several OR/MS projects at Southern Pacific.

The presentation was very well received with spirited discussions during and after the seminar. The audience, most of whom had little or no prior exposure to OR/MS, avidly consumed the display literature supplied by TIMS.

Martin Greenburger spoke at our regular monthly November meeting of the Northern California Chapter on the priority problem with time shared computer systems. Greenburger, an MIT professor visiting the University of California this year, described in detail the problem of the various priority rules in common use today. He then related the work done by MIT's MAC Project team to develop an equitable, sophisticated priority rule which would minimize customer wait time. The talk was so well thought out and presented that the audience of 55 members anticipated hearing of spectacular results. However, Dr. Greenburger related, despite the efforts of a very fine project team, the system was not significantly better than the common, simple, round robin system in use at many installations today.

The January meeting of the Northern California Chapter of The Institute of Management Sciences was held at Stanford University. Professor Pete Veinott gave the opening remarks to an audience of approximately 60 students and practitioners from the Bay Area. The purpose of this annual meeting with the students was to acquaint the future practitioners of OR/MS with TIMS and to present to the students case histories of practical problems in management science and operations research. Three members from the Northern California Chapter presented some of their most recent work to the students.

*Wayne H. Wagner*, the Wells Fargo Bank of Calif., speaking on "Models for Investment Decisions for Trusts".

*Roger K. Summit*, Lockheed Missiles & Space Co. in Palo Alto spoke on "Management Games for Management Training in Industry."

*Kenneth Hall*, Decision Study School, Palo Alto presented an interesting talk on the "Application of Queuing Theory to Inventory Control"

Ernest Koenigsberg, who recently returned to the Bay Area, spoke at the February meeting of the Northern California Chapter. The topic of his talk was entitled "Electron and Donor Queues in Semi-Conductors". His talk consisted of tracing through recent developments in queuing theory which apply to the more complex situations found in the real world. He then related many new approaches to the problems heretofore unsolved by queuing theory. One of these problems is the problem of describing the behavior of the power spectrum noise in semi-conductors. Dr. Koenigsberg then presented several queuing models which approached this problem in different ways and which achieved varying degrees of success.

Reported by: Douglas S. Lathrop

### ***Northern Ohio Chapter***

William T. Moran, Vice President and Director of Research, of Young and Rubicam, Inc., spoke at our January meeting. His subject was "Managing Market Research with Concepts, Models and Realism".

Moran indicated that Young and Rubicam utilizes models extensively for advertising research. He pointed out that models simplify and guide analysis of the risks involved in different marketing strategies and thus provide criteria for deciding which strategies to employ.

Moran stressed that models must be constructed with caution because two translations are involved—one from the real world to the model and the other from predictions based on the model back to the real world. Something is always lost in the translation but such losses can be minimized by application of the scientific method to model development.

The meeting was attended by a number of visitors with responsibility for marketing and advertising.

Reported by: John R. Huffman

### ***Rochester Chapter***

The winter season has included several valuable meetings for the growing Rochester membership. On December 2, S. L. Ackerman, Vice President, General Dynamics/Electronics, talked to the group about "Project Organization and Personnel Motivation." He described organization elements and the processes by which they influence behavior. On January 13, Professor M. R. Marks of the University of Rochester discussed "The Institutionalization of Innovation". He pointed out that too often managers perceive that innovation is desired but not expected of him—in fact, discouraged by the organization. He presented a system that would encourage new ideas from managers and break down psychological barriers to implementation.

The "Blizzard of '66" forced the postponement of our February meeting until May when Professor Tompkins of the University of Maryland will dis-

cuss a "Moving Data Base". On March 3, one of our officers, Prof. W. Gavett of the University of Rochester, presented the results of some of his research efforts using the "Branch & Bound" technique.

An all-day symposium on decision theory is scheduled for March 31. Featured speakers will be Peter C. Fishburn, Lockwood Rianhard, Marcus Alexis, and Clarence Schmidt.

Reported by: William N. Hosley

### ***Southern California Chapter***

The following officers were recently elected to serve the Southern California Chapter during 1966:

- Chairman — Anthony Mastor
- Vice Chairman — John Toellner
- Treasurer — Maurice Monley
- Secretary — Jerry Stember

In addition, Harry Grossman, the outgoing Chairman will serve as the Chairman of the Executive Committee and Bryan Wilkinson was appointed Promotion Chairman. Erwin Drucke was appointed Membership Chairman. A list of our recent meetings is as follows:

- September—Leland N. Swanson, DPA, consultant to the Youth Opportunities Board, discussed Management Science in the War on Poverty.
- October —George F. Weinwurm, Systems Development Corporation, explored the subject of Research in the Management of Computer Programming.
- December —Gene H. Fisher, RAND, reviewed Cost Effectiveness.
- January —H. Igor Ansoff, on a return trip to Los Angeles from his present position at Carnegie Institute, addressed a joint meeting of the College of Planning and the Southern California Chapter of TIMS. More than 80 persons attended this largest meeting of the chapter. Dr. Ansoff outlined areas in the business system which are, or should be, of interest to management scientists and planners. He indicated that considerable research had been done in the area of programming. However, the areas of decision analysis and problem search analysis are largely unexplored.

The chapter normally meets the last Thursday in the month.

Reported by: Bryan Wilkinson

### ***Southwest Chapter***

The winter meeting of the Southwest Chapter of The Institute of Management Sciences was held in Dallas, February 16, at a dinner meeting, on the eve of the first day of the 1966 American meeting of TIMS. Two former chapter chairmen were honored: Max Post and Phil Bates, both of Texas Instruments, for meritorious service to the Institute. The chairman of SWIMS, Jack M. Lande, announced a decision by the executive committee to award a

\$50 prize annually to the best student paper of the year. The paper would be presented at a Chapter meeting.

David Hertz, Chairman of TIMS Council in 1965, from McKinsey and Company, was the featured speaker of the evening. He spoke on the analysis of risk and utility in management.

Reported by: J. M. Lande

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## NOTES ABOUT MEMBERS

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JOHN DIEBOLD was awarded an Honorary Doctor of Science Degree by Clarkson College of Technology at a special convocation on October 12, 1965.

GEORGE K. HUTCHINSON, a research specialist with the Lockheed Missiles and Space Company since 1956, has been named director of the computer center at Texas Technological College, Lubbock, Texas. Hutchinson will also serve as Assistant Professor of Industrial Engineering.

JOHN J. McCALL of the RAND Corporation, who was appointed Associate Professor of Management Science in the Graduate School of Business, University of Chicago, last summer, will be in residence at the University in April 1966.

CARL M. KROMP, chairman of the University of Miami Department of Industrial Engineering, has been named managing director of the University of Miami Computing Center.

BENZION MARKS, The Weizmann Institute of Science, Rehovoth, Israel, has completed a six-month's travelling fellowship to the United States, Great Britain, and Denmark.

DONALD S. ORKAND has been elected a vice-president of Operations Research Incorporated. He joined ORI in 1960.

A. H. SCHAINBLATT has joined General Electric-TEMPO, Santa Barbara, California. He was formerly a philosopher in the Logistics Department of the RAND Corporation.

GIFFORD H. SYMONDS, formerly Professor of Organizational Sciences at Case Institute of Technology, has been appointed Visiting Professor for the Spring 1966 term in the Department of Operations Research and Industrial Engineering at The Johns Hopkins University.

S. BENJAMIN PRASAD, Associate Professor in the College of Business Administration, University of Nevada, expects his book, *Management in International Perspective*, Appleton-Century-Crofts, New York, to off the press early in August 1966.

### Deceased Members

All members of TIMS were saddened to learn of the untimely death of JAMES J. CORRIGAN.

JAMES E. McNULTY, JR., passed away as the result of a heart seizure on April 29, 1965.