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National Meeting of TIMS in Boston, April 5-7, 1967

On April 5-7, the Boston Chapter will host a national meeting of TIMS. The central topic of the meeting is "Management Science and Long-Range Planning," and the sessions will focus on the impact of this subject to business, and to Government.

The meeting will be held at the Statler-Hilton Hotel, in downtown Boston. An appropriate program will be provided for ladies.

All inquiries about the meeting should be sent to the General Chairman:

Hugh Miser
The Travelers Research Center, Inc.
250 Constitution Plaza
Hartford, Connecticut 06103

The arrangements chairman is:

Leon White
Sloan School of Management
Massachusetts Institute of Technology
Cambridge, Massachusetts

A program outline follows:

Wednesday, April 5

11:00 a.m. Plenary speech on Long-Range Planning and Management Science—Ned Bowman, Controller, Yale University.

2:00-5:00 p.m.

A. Production

Chairman: Robert B. Fetter, Yale University

1. Martin K. Starr, Columbia University "Evaluating Production Managers for New Responsibilities."
2. Fred Hanssmann, University of Munich "Centralization or Decentralization of Production in the Presence of Technological Change."
3. Robert R. Champion, McKinsey and Company "Improved Strategic Planning Using a Computer Model."
4. Curtis H. Jones, Harvard University "A Heuristic Approach to Production Planning."

B. Organizational Strategy

Chairman: William Dill, International Business Machines Corporation

1. Thomas L. Whisler, University of Chicago, "Organizational Aspects of Corporate Growth."
2. Donald G. Thoroman, International Business Machines Corporation, "Organizing for the Development of Corporate Strategy."
3. Richard G. Brandenburg, Carnegie Institute of Technology, "Organization Structure and Dynamics as Factors in Planning System Design."

C. Military Logistics Planning

Chairman: Nathan Brodsky, Department of Defense

1. Dorothy M. Gilford, Office of Naval Research, "Multi-Echelon Inventory Planning."
2. William D. Brinkloe, University of Pittsburgh, "The Application of Management Science to a Political-Military Resource Allocation Problem."
3. William A. Niskanen, Institute for Defense Analyses, "The Problem of Resource Pricing."

5:30-7:30 p.m.

Cocktail hour, followed by dinner. Address given by Henry S. Rowen, President of The RAND Corporation. His topic: "The Analysis of Public Problems."

Thursday, April 6

9:00-12:00 noon

A. Marketing

Chairman: Paul E. Green, University of Pennsylvania

1. Michael H. Halbert, Marketing Science Institute, "The Economics of Over- vs. Under-Planning."
2. William S. Massy, Carnegie Institute of Technology, "A Stochastic Evolutionary Model for New Product Planning."
3. Russell L. Ackoff, University of Pennsylvania, "The Whence of the Future and the Why of Consumption as a Basis of Planning."

B. Management Information Systems

Chairman: Frank Carr, Westinghouse Electric Corporation.

1. Seymour Tilles, Boston Safe Deposit & Trust Co., "Modeling for Control of Strategic Planning."
2. James L. McKenney, Harvard University, "Simulation and the Manager in Strategic Planning."
3. James E. Emery, University of Pennsylvania, "The Dual Role of Programming in Strategic Planning."

C. National Health Planning

Chairman: Robert N. Grosse, Department of Health, Education and Welfare.

1. Joseph S. Wholey, Department of Health, Education and Welfare.
2. William L. Kissick, Office of the Surgeon-General.
3. Ezra Glaser, National Institute of Health.

Lunch—Speaker will be William Pounds, Dean of the Sloan School of Management, Massachusetts Institute of Technology

2:00-5:00 p.m.

A. Finance

Chairman: Myron J. Gordon, University of Rochester

1. Gordon Pye, University of California at Berkeley, "Value of Deferring the Call on a Bond: Some Empirical Results."
2. Burton Malkiel, Princeton University
3. Eugene Lerner and Willard T. Carlton, Northwestern University, "The Management of Corporate Growth."

B. Corporate Strategy

Chairman: George Feeney, General Electric Company

Panel discussion—Tibor Fabian, Mathematica, Merrill M. Flood, University of Michigan; Kenneth S. Kretschmer, Telecomputer Corporation

C. National Economic Planning

Chairman: Charles J. Zwick, Bureau of the Budget.

Friday, April 7

9:00-12:00 noon

A. Research and Development

Chairman: Edward B. Roberts, Massachusetts Institute of Technology

1. Joe N. Nay, Laboratory for Electronics, Inc. and Edward B. Roberts, Massachusetts Institute of Technology, "The Dynamics of Multi-Project Management."
2. Ralph C. Lenz, Aeronautical Systems Division, United States Air Force, "Technical Forecasting and Models of R & D Planning."
3. Burton Dean, Case Institute of Technology, "Education for a R & D Management Science."

B. Future of the Management Sciences

Chairman: Murray Geisler, The RAND Corporation.

The TIMS conference on the future of the management sciences was held at Miami, Florida, October 10-12, 1966, under the chairmanship of Murray Geisler. Some 35 members of the Institute met there to project the scope and impact of the management sciences in the decade of the 70's; special attention was paid to the roles TIMS can and should play in shaping this future, and therefore, to the future functions of TIMS itself. This session will be a panel discussion during which several of the leaders of the Conference will report on the views it developed, as well as their own outlook, as tempered by the conference interactions.

C. National Science Planning

Chairman: H. David, National Science Foundation.

December 1966

C-61