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## Chapter News

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## **College on Measurements in Management**

The College on Measurements in Management expects to sponsor a technical session at the Boston meeting of TIMS to be held in the spring of 1967. Chairman for the meeting will be Myron Uretsky. Persons wishing to present papers at this meeting should submit abstracts to the College Secretary before December 31st, 1966.

The College will also sponsor a session at the 14th International Meeting of TIMS in Mexico City in August of 1967. Expected deadline for abstracts for this session is March 1st, 1967.

**Peter A. Firmin**

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# **CHAPTER NEWS**

*Editor: Alfred L. Kahl, Jr., The Institute for Management Systems Development and Analysis, College of Business Administration, The University of Georgia, Athens, Georgia 30601.*

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## **Chicago Chapter**

The first meeting of the season was designated as the "Past Presidents Meeting." We invited the past presidents of the Chicago Chapter to be our guests. Our speaker, Paul A. Strassmann, is the Secretary-Treasurer of our international organization, a member of the TIMS Council, and is chairman of its Finance Committee. He is Corporate Director of Systems for the National Dairy Products Corporation in New York.

In some areas, the future of Management Science is well defined. There is a definite progression of management science techniques from the military to industry with a known time lag. Linear programming and PERT are perhaps the two best known examples. In other areas, the future is not so well defined. Paul Strassmann has kept abreast of developments in the military, as well as industry, and has expressed his views at meetings of ORSA, TIMS, and SPA.

"Management by Simulation" was the topic for the October meeting. The speaker was Frederick B. Cornish, Management Information Specialist for Ernst and Ernst.

Simulation—the grownup's "pretend"—has become a powerful exploratory tool for management through the aid of the computer. With a good model, we come a step closer to giving reasonable answers to some of the many "what if?" questions good executives have the habit of asking. Up to now, most simulations have been concerned with on-going operations, production, inventory control, and the like. Mr. Cornish has developed models for use in the financial area: one for loan allocation and another to tie together operating results and their financial components. Cornish discussed the development of a business simulator for a major corporation, from its inception to its implementation. The application of simulation techniques to financial institution decision making was explored.

**J. R. Brauweiler**

### **Detroit Chapter**

Following is the meeting program for the Detroit Chapter for 1966-67:

October 5: "Time Sharing," C. W. Missler, Ford Motor Company.

November 9: "On-Line Optimization," Merrill Flood, University of Michigan.

December 7: "Stochastic Marketing Models," Jerome Herniter, Michigan State University.

February 1: Tour of Michigan Bell Facilities, Wives Night.

March 1: "Linear Programming and Management Control," Yuji Ijiri, Stanford (Tentative).

April 19: "Systems Analysis," David Novick, RAND Corporation.

May 10: "Retrieval Systems and Beyond."

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### **Miami Valley Chapter**

The Miami Valley Chapter started its 1966-67 year in September by hearing Dr. John Virts, Staff Economist, Eli Lilly & Co., discuss "The New Economics and the Implications for Business Forecasting." In his talk, he described models for forecasting Gross National Product, the nature of fiscal policy, and their effects on corporate long range planning. In October, we heard George Higginbotham, Chrysler Airtemp, discuss the Philosophy of Management Information Systems.

Our officers for 1966-67 are:

Chairman: Edward H. Hezlett, General Electric Co., Cincinnati

Vice-Chairman: Henry Steele, IBM Corp., Cincinnati

Secretary: Philip G. Osborn, Procter & Gamble, Cincinnati

Treasurer: George Higginbotham, Chrysler Airtemp, Dayton

**Philip G. Osborn**

### **Milwaukee Chapter**

The Milwaukee Chapter began the 1966-67 year on October 4, with a second annual Management Night. Eighty members and area executives heard Raymond N. Carlin, Executive Vice President of Joseph T. Ryerson & Son, discuss "O. R. Benefits for Management—Direct and Fringe." Carlin outlined the approaches taken and success achieved by Ryerson in applying O. R. to their business problems.

At the second meeting on November 29, Granville R. Gargiulo, Manager in the Administrative Services Division of the New York office of Arthur Andersen and Co., discussed "Aggregate Inventory Standards as a Guide for Profit Improvement Decisions—A Case Study." Gargiulo's presentation covered the development and use of a sensitive performance inventory standard directly related to the inventory management goals of a company. The standards of inventory investment are based on the characteristics of the total inventory as an entity in itself as represented by a sample of items and reflected in the inventory control system.

**Michael S. Noling**

### **Northern Ohio Chapter**

The first meeting of the series planned for this fiscal year took place on September 26. It had Francis M. Webster, Manager of Operations Research, Chrysler Corporation, Detroit, as its speaker. About 30 members and guests were privileged to hear him on the subject "Dealer Management Simulation." He discussed the background, model, and special features of a business game that has been developed cooperatively by Chrysler's Operations Researchers and the firm's Business Management Training Department. The game is used in training dealers to plan operations for profit. A significant feature of the game is that by playing it dealers learn a considerable amount about how to convert qualitative data to quantitative. The Chapter's program for the rest of the fiscal year follows:

October 24—Intermatic—A Future Source of Worldwide Marketing Information, Michael H. Halbert, Marketing Science Institute, Philadelphia, Pa.

November 28—Organizing for Innovation—A Case Study—C. J. Haberstroh, Case Institute of Technology, Cleveland, Ohio.

January 23, 1967—Management Information Systems (MANAGEMENT NIGHT) — (To be announced)

February 27, 1967—Production—Inventory Control (To be announced)

March 27, 1967—Heuristic Programs for Management Decision, Herbert A. Simon, Carnegie Institute of Technology, Pittsburgh, Pa.

April 24, 1967—Computers in Public School (LADIES NIGHT), K. F. Powell, IBM Corporation, Poughkeepsie, N.Y.

May 22, 1967—Experience in Implementing a Management Information System, R. M. Kemper, Chairman, Northern Ohio Chapter TIMS, The Cleveland Electric Illuminating Company, Cleveland, Ohio

The Chapter's officers are these:

Chairman, R. M. Kemper, Cleveland Electric Illuminating Co., Cleveland.

Vice Chairman, J. R. Huffman, General Tire & Rubber Co., Akron.

Secretary-Treasurer, W. R. Wightman, The Richman Brothers Co., Cleveland.

Assistant Secretary-Treasurer, M. J. Netzorg, Ernst & Ernst, Cleveland.

**M. J. Netzorg**

### **Rochester Chapter**

At the first dinner meeting of the year on October 24, Burton V. Dean made an official presentation of the TIMS charter to the Rochester Chapter. Since its formation in 1962, the chapter has grown to about 125 active members, and 3 dinner plus 5 luncheon meetings, in addition to an all-day symposium, are planned for this year.

Following the presentation, Dean addressed the chapter on the topic of "Quantitative Methods in R. & D. Management."

**William N. Hosley**

### **Rocky Mountain Chapter**

The Rocky Mountain Chapter of TIMS was established during the Spring of 1966 and is now in its second season. In an election held in June, 1966 the following were elected to office:

*Chairman:* Howard R. Tillquist, of Mountain States Telephone. Bob was Operations Research Supervisor in Mountain States Telephone for 5 years, worked in OR for three years for the national Bell system and is now back in Denver as Business Operations Analysis Manager. He also is a part time instructor in the University of Colorado.

*Vice Chairman:* Richard H. Blythe, Jr., Director of Operations Analysis, North American Air Defense Command, Colorado Springs.

*Secretary-Treasurer:* Raymond S. Tegtmeier, Operations Analyst in the Research and Engineering Department of Martin-Marietta Corporation, Denver.

*Assistant Secretary-Treasurer:* Jack G. Shaffer, Manager of Distribution Research with the Gates Rubber Company, Denver.

The Rocky Mountain Chapter of TIMS has been formed in conjunction with the Rocky Mountain Section of ORSA.

Speaker at our October 1966 meeting was William G. Williamson, Manager of Operations Research for United Air Lines in Chicago. Attendance at meetings has been in the 60-120 range, with continuing steady growth.

TIMS members desiring to affiliate with this new chapter may do so by contacting the secretary or John E. Bakken, Council member for TIMS affairs at Midwest Oil Corporation, 1700 Broadway, Denver, Colorado 80202.

**John E. Bakken**

### **Southeastern Chapter**

The second annual meeting of the Southeastern Chapter was held in Gainesville, Florida on October 6 and 7, 1966. There were 58 registrants (over half of the chapter membership) and the papers and discussions were quite diverse but uniformly excellent.

The third annual meeting of the Chapter will be held in Atlanta under the sponsorship of the Atlanta-Athens Section at a date to be determined by the host section.

A chapter committee for the 1969 American TIMS Meeting, which will be held in Atlanta, was formed. Edwin T. Alsaker, Lockheed Georgia Company was named Acting Chairman. Other members of the Committee are: Bradbury P. Foss, IBM Atlanta; Alfred L. Kahl, Jr., University of Georgia; and Ashford W. Stalnaker III, Georgia Institute of Technology.

**Alfred L. Kahl, Jr.**

### **Southern California Chapter**

The Southern California Chapter resumed its fall series of meetings with a joint meeting with the College on Planning. Harvey M. Wagner, Director of Research, Graduate School of Business, Stanford University, gave an outstanding talk on "Management Science in Strategic Long-Range Planning". He used an actual case history of a company developing a ten-year plan to illustrate his talk. Approximately 75 people were in attendance.

The Southern California Chapter and the L.A. College on Planning adopted the following joint calendar of meetings for this year:

October 12: "Cost Effectiveness in Intangible Areas," Marvin Hoffenberg, Institute of Government and Public Affairs, UCLA. (College on Planning)

October 27: "The Success Story of Operations Research at Matson," Foster Weldon, Vice President, Matson Navigation Company. (TIMS)

November 9: "Is a Quantitative Approach to Strategy Development Possible?" Bruce Henderson, Arthur D. Little. (Joint)

November 22: "Management Decision Models in Planning and Control," Peter V. Norden, IBM. (TIMS)

January 11: "The Role of Time-Shared Computers in Corporate Planning," Norman Carter, Vice President, Planning and Research, Union Bank. (College on Planning)

January 26: "Case Studies of Success and Failure in Management Science" David Debeau, Corporate Director, Management Technology, NAA. (TIMS)

February 23: "The Use of Computers in Planning," I. G. Odell, Corporate Director, Economic Planning, NAA. (Joint)

March 8: "Planning in a Free Society," John E. Elliot, Professor of Economics, USC.

March 30: "Action-Oriented Information Systems," P. R. Werling, Director of Budgets and Quality Assurance, Continental Airlines. (TIMS)

April 19: "Foundations of Modern Planning," Panel Discussion, Hasan Ozbekhan, Chairman. (College on Planning)

May 3: "Illegitimate Organizations," James G. March, Dean of School of Social Studies, UC Irvine. (Joint)

June 8: (Title to be Announced), Henry W. Rowan, President, RAND Corporation (Tentative).

**Bryan L. Wilkinson**

### **Washington, D.C. Chapter**

The Washington, D.C. Chapter opened its 1966-67 year with a talk from Kurt Schaffir, Vice-President for Member Activities of TIMS, on "The Role of a TIMS Chapter in the Washington, D.C. Area". The October meeting was part one of a two-part series on PPBS. The subject was "PPBS Implementation in the Civilian Agencies: Concepts, Problems, and Challenges", discussed by a panel consisting of Robert N. Grosse, Deputy Assistant Secretary for Program Systems, Dept. of Health, Education, and Welfare; Walter A. Hahn, Jr., Director of Planning and Program Evaluation, Environmental Sciences Services Administration, Dept. of Commerce; Charles J. Zwick, Assistant Director, Bureau of the Budget; and Ezra Glazer, Special Assistant to the Director, National Institutes of Health. The second part of the two-part series on PPBS will be presented at the November meeting. The subject will be "PPBS in the Military Establishment". Panelists will be Eugene M. Zuckert, former Secretary of the Air Force; Robert C. Moot, Deputy Assistant Secretary of Defense for Logistics Services; and Don Burrows, the Martin Company, Denver, Colorado.

The Program Planning Committee is completing plans for a seminar in

November on "Graph and Network Flow Theory in Operations Research". A second seminar, on "Decision-Making and Simulation", is scheduled for the end of January. In addition, a three-day symposium will be sponsored jointly with the College on Logistics on February 15, 16, and 17. The symposium will deal with topics in military logistics, industrial logistics, and transportation.

*Alfred L. Black*

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## NOTES ABOUT MEMBERS

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BERNARD M. BASS has been appointed Director of the Management Research Center of the Graduate School of Business, University of Pittsburgh.

PAUL M. CANICK has announced the formation of UNILOG Company, with offices in Potomac, Maryland. The firm's objectives are to provide technical and management consulting services to government and industry in aerospace and electronics technologies. Canick was formerly Research Director for Astronautics with Booz, Allen Applied Research Inc.

HARVEY S. GELLMAN has been named winner of the 1966 International Systems Award of the Systems and Procedures Association. The honor includes a university graduate research grant to be established in his name. He is the first Canadian to win the award.

GEORGE H. HAINES has been appointed assistant dean of the College of Commerce and Finance at the University of Detroit. Haines joined the U. of D. faculty in 1950. He has been teaching statistics and was chairman of graduate studies in business and economics.

WILLIAM E. McMILLEN has joined AP Parts Corporation, Toledo, Ohio, to assume the responsibilities of Director, Systems and Data Processing. He was formerly with the Glidden Company, Cleveland, Ohio, as head of their Management Sciences Section of the Systems Department.

REINO A. MERIKALLIO has found it necessary to resign as Chapter News Editor for *Management Science*, Series C. All members of TIMS owe him a vote of thanks for his excellent editorial work over the past several years.

PROF. DR. J. L. MEY, State University of Groningen, Groningen, Netherland, passed away recently, we have learned. He had been a member of TIMS for several years.

HARVEY N. SHYCON has been elected a Vice President of Booz, Allen & Hamilton Inc., international management consultants. He will work in the New York office. Shycon formerly was President of the Harvey N. Shycon