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Chapter News

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Symposium on Planning

The College on Planning will hold its tenth annual symposium in New York City, June 8-9, 1967.

Theme: Long Range Corporate Planning—its Strategy, Structure, and Method.

Subject of Presentations: Strategic Planning; Resource Allocation and Diversification; Consumer and Market Research in L.R.P.; New Thoughts in Business Planning.

Workshop Sessions: (1.) Translating Plans into Planning within the Corporation. (2.) Use of Analytical Aids in Long Range Planning. (3.) Strategic Planning.

Other Program Events Include: Two Luncheons with Speakers; Informal Mixers.

A detailed program will be mailed to TIMS Members.

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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.

Boston Chapter

Professor Robert Buzzell of the Harvard Business School addressed our November meeting on "Opportunities for Management Science in New Product Development and Introduction." He reported on some interesting research for the U. S. President's Commission on Food Marketing which will soon appear as an HBS research report on Product Innovation in Food Processing.

In February Professor Wallace Crowston of the MIT Sloan School spoke on his recent research and some current applications of a new concept for decision networks. He uses heuristic branch and bound techniques of integer programming to solve for the optimum set of alternatives in a complex network, such as that pertaining to the management of a multiple incentive contract for aerospace R&D.

Our March 21 meeting featured James Hetrick of Arthur D. Little, Inc., with a discussion of some new concepts of inventory control illustrated by some of his firm's recent case studies.

Warren G. Briggs

Delaware Valley Chapter

Three colloquia have marked the reorganization of the Delaware Valley Chapter, and more are planned for this spring. In the first of these Leonard Garrett, Director of Computer Research and Education, presented for discussion "Management Implications of New Computer Systems." In the second colloquium, Irwin Gross, Department of Marketing, University of Pennsylvania, An Min Chung, Department of Industry and Operations Research, Drexel Institute of Technology, and Lynn Holmes, Department of Economics, Temple University, discussed "Quantitative Models for Managerial Planning and Control." James C. Emery, University of Pennsylvania Department of Industry and Operations Research, presented "Planning as a Hierarchical Iterative Process Based on Man-Machine Systems" in the third colloquium.

Several members participated in the March meeting, "Long Range Planning Based on Sales and Profit Projections." Details of the chapter's activities can be secured by writing to George Fisk, Chairman, at the Marketing Department, Wharton School, Dietrich Hall, University of Pennsylvania, Philadelphia, Pa. 19104.

George Fisk

Milwaukee Chapter

On February 7, 1967, the Milwaukee Chapter heard John W. Locke, Director of Systems Analysis, NUS Corporation, present "Cost-Effectiveness and the Systems Analysis Approach to Industrial Decision Making". The presentation illustrated how the systems analysis approach, employed extensively in recent years by the government in the evaluation and selection of competing military and transportation systems is adaptable, and indeed attractive, to the industrial environment. Locke used a specific industrial example to illustrate how cost-effectiveness, operations research, and engineering analysis can be tied together in a general systems framework to free decision-makers from questions which can best be resolved through analysis.

Robert E. Johnson, Corporate Economist and Actuary, Western Electric Co., Inc., New York, discussed application of the "Leontief Input/Output Model" at the April 4, 1967 meeting.

Michael S. Noling

Saginaw Valley Chapter

The first organizational planning meeting, for what will become the Saginaw Valley Chapter of TIMS, was held in November 1966 in Midland, Michigan. Members of TIMS who would like to take part in the activities of the chapter are urged to contact Jim D. Savvas, Controller's Department, The Dow Chemical Company, Midland, Michigan 48640.

Southeastern Chapter

Officers for 1967 are:

Chairman Emeritus: Edwin T. Alsaker

Chairman: Michael E. Thomas

Vice Chairman: Ed Rodgers

Secretary-Treasurer: Ashford W. Stalnaker III

Bulletin Correspondent: Alfred L. Kahl, Jr.

The 1969 American meeting of TIMS has been booked into Atlanta's newest and most luxurious hotel, The Regency Hyatt House for March 20-22, 1969.

The third annual meeting of the Southeastern Chapter is scheduled for October 5-7, 1967 also at the Regency Hyatt House in Atlanta. TIMS members from other areas, as well as those residing in the Southeast, are invited to submit abstracts of papers they would like to present at this meeting to: Ellis Scott, Institute for Management Systems Development and Analysis, University of Georgia, Athens, Georgia 30601.

The Atlanta-Athens Section meets regularly on the last Wednesday of each month at the Polly Davis Cafeteria, 1375 Peachtree Street NE. Any TIMS members who are visiting Atlanta are invited to join Section members at these meetings.

Professor Roger Collins of Georgia State College presented a very stimulating paper on "Problems of Quantifying Creativity Levels" at the October 1966 meeting of the Section. In November, Lynwood Johnson of Georgia Tech presented a paper on "Applications of Mathematical Programming to Production Planning and Scheduling." No meeting was held in December. The January meeting consisted of a special visit and briefing held at the Southern Bell Communications Center in Atlanta's Merchandise Mart.

Alfred L. Kahl, Jr.

Southern California Chapter

The Southern California Chapter held its regularly scheduled meeting on Thursday, November 22, 1966.

Peter V. Norden, Manager for Project Management Systems at IBM Data Processing Division, discussed "Management Decision Models in Planning and Control." He graphically illustrated regularities that have been discovered in hardware production which led to improvements in planning and controlling manpower costs and schedules. In particular he developed equations which showed the manpower buildup required to reduce a schedule date by one month.

Bryan L. Wilkinson

Southwestern Chapter

The Southwestern Chapter is initiating the 1967 year with its first meeting scheduled for May 19, 1967, in the Hotel America, Houston, Texas. Theme of this one day meeting is "Management Psychology—Planning for The Future."

Further details will be forthcoming when contributed papers have been reviewed and the program is formulated.

R. W. Shrader