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Selection of Company President to be Theme of Management Section For June 2 C.L.U. National Seminar

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For Immediate Release

SELECTION OF COMPANY PRESIDENT
TO BE THEME OF MANAGEMENT SECTION
FOR JUNE 2 C.L.U. NATIONAL SEMINAR

Abram T. Collier, senior vice president and general counsel, John Hancock Mutual Life Insurance Company, heads a panel of nationally prominent people who will participate in the management section of the C.L.U. National Seminar on June 2. Other panel members are: Edward C. Bursk, editor and publishing director of the Harvard Business Review and professor of business administration, Harvard Business School; Howard W. Johnson, dean of the School of Industrial Management at Massachusetts Institute of Technology; Harold J. Leavitt, professor of industrial administration and psychology at the Graduate School of Industrial Administration, Carnegie Institute of Technology; and Willis J. Winn, dean of the Wharton School of Finance and Commerce and vice provost of the University of Pennsylvania.

The C.L.U. National Seminar, one of the feature attractions of the June 1-2 program of Huebner Hall dedication events, is open to both C.L.U.s and non-C.L.U.s. The management section of the Seminar is based on the theme of selecting one of four senior executives for the presidency of a hypothetical life insurance company. It will be held in the Pennsylvania Ballroom of the Sheraton Hotel and will run from 9:00 a.m. to 12:30.

The program for the management section of the C.L.U. Seminar, which is sponsored by C.L.U.'s Joint Committee on Continuing Education, grew out of "Debate at Wickersham Mills", a dramatic article published in the Harvard Business Review last year. That article dealt with the qualifications of four aspirants to the presidency of a fictional New England textile mill and won the 1960 McKinsey Award for its author, Abram Collier.

For the June 2 management section of the C.L.U. National Seminar, Mr. Collier has prepared another hypothetical case study, "Decision at Zenith Life." Those who register for the management section of the Seminar will receive a copy of the case and will be asked to send in a mail ballot for Zenith Life's next president. Then at the Seminar the panel members will debate the qualifications of the four senior executives being considered for the presidency and in the process bring out various psychological, leadership and management principles.

At the close of the discussion period, members of the audience will vote again to see if their evaluation of the candidates has changed because of the panelists' remarks. Mr. Collier will then present the new president of Zenith Life, based upon the mail ballot, and indicate whether the audience has confirmed or rejected its selection.

Panel moderator Collier received his A.B. and LL.B. degrees from Harvard, and practiced general law in Boston before joining John Hancock in 1939. Mr. Collier has published numerous articles on law and human relations.

Edward Bursk, editor of several books on business and management, has handled numerous consultant assignments and has written many articles in the marketing field. Mr. Bursk received his A.B. from Amherst and did graduate work at Harvard.

Howard Johnson, who attended the universities of Chicago and Glasgow,

has been consultant to several major companies in organization and personnel administration. He is also author of publications on personnel and executive development.

Harold Leavitt is a recognized authority on managerial psychology, behavioral science and management education and has published many articles on those subjects. He received his B.A. from Harvard, his M.Sc. from Brown, and his Ph.D. from M.I.T.

Willis Winn author of several articles, monographs and books in the field of corporate finance and investments, has also served as consultant to pension funds and life insurance companies. He received his A.B. from Central College, his M.A. and Ph.D. from the University of Pennsylvania, and in 1959, his LL.D. from Central College.

Reservations for the management section of the C.L.U. Seminar and other Huebner Hall dedication events should be made early. A ticket order form can be obtained by writing: Huebner Hall Dedication Committee, 266 Bryn Mawr Avenue, Bryn Mawr, Pa.

From: C.L.U. Public Relations
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