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ASSOCIATION OF RECORDS EXECUTIVES & ADMINISTRATORS

P. O. BOX 4259, GRAND CENTRAL STATION, NEW YORK, NEW YORK 10017

"THE CHALLENGE OF CHANGE"

TENTH ANNUAL CONFERENCE

MAY 24, 25, and 26, 1967

AREA will hold its Tenth Annual Conference on May 24, 25, and 26 at the New York Hilton Hotel. The conference theme, THE CHALLENGE OF CHANGE, is indicative of the emphasis that the conference will place on the revolution in paperwork management systems. The conference is designed for the managers and administrators who are searching for ways to cope with the ever-increasing demands for data and information.

The 1967 AREA conference is really four conferences in one. This year, AREA is presenting four concurrent symposiums on critical paperwork topics. Each symposium consists of five related discussion sessions, which will carry the participant through a complete and challenging coverage of the subject. There will be a moderator for each symposium who will guide the discussions for the 2-1/2 days. Sessions will vary in format, ranging from individual presentations to panel discussions. Audience participation is an important element of each session. AREA has spared no effort in obtaining the very best in the world of management to make this a dynamic conference. The moderators, session leaders, and panelists are recognized authorities in their fields.

THE CHALLENGE OF CHANGE is a fitting title for this conference. Technological advances which make it possible to cut through the paperwork jungle and tame the paper tiger are with us now. However, the application of these technological advances cannot be really fruitful unless there is an appreciation of their true nature. This conference emphasizes the need for understanding the potentials of our new tools. Of course, there is no stinting on coverage relating to the continued use of proven and accepted paperwork management methods. The conference spans the best of what we have and what we should have.

The registration fee for the conference is \$75 for AREA members and \$95 for non-members. Continuing a practice started last year, non-members may apply \$20 of their registration fee toward the cost of membership in AREA. The first year membership, including initiation, is \$25.

The conference registration fee includes attendance at any one of the four symposiums, two luncheons, the annual dinner, two "Danish" breakfasts, and coffee breaks. Morning sessions will run from 9:00 a. m. until Noon and afternoon sessions from 1:30 p. m. to 4:30 p. m. Friday, however, is an exception, with the afternoon session scheduled to break about 3:30 p. m.

The annual banquet on Thursday, May 25, will be a gala affair. The topic for the featured speech is "Paperwork--The International Headache." Luncheon on Friday, May 26, will be something special. J. Lewis Powell, nationally famous author and lecturer, will delight luncheon guests with his presentation, "The Challenge of Change." Mr. Powell's talk is one that appeals to both the visual and auditory senses.

This year, AREA has planned a very special program for the wives of the attendees. A series of activities has been arranged for the 2-1/2 days. Included are tours of the Lincoln Center for the Performing Arts and the United Nations Headquarters. Special luncheons have been arranged at La Fonda del Sol, The Top of the Met, and the United Nations Delegates Dining Room. Tickets are available for the whole program or for any of the three days.

The 1967 conference will be a milestone in the continuing series of AREA conferences. Considering the calibre of the speakers and the panelists, the critical nature of the subject matter covered, and the "fringe benefits," in the form of Hilton hospitality and delicious food, the conference is the biggest management bargain of the year.

The Association of Records Executives and Administrators was founded in 1955 as a professional society for managers concerned with the mounting problems of paperwork. AREA originally drew its membership from major business and industrial corporations in the New York area. However, rapidly growing interest in the Association's objectives and programs changed its role from a local to a national organization. It presently has chapters in Washington, D. C., Toronto, Canada, and New York City. Membership now includes managers in government as well as those in commerce and industry.

As a non-profit organization, for the improvement of paperwork through study, education, research and training, AREA has kept abreast of the ever-accelerating pace of technological advancements in the paperwork field. In addition to its continuing interests in the conventional programs of records management, the Association has expanded its horizons to include the newest concepts in information retrieval, management information systems, and paperwork automation.

For further information, write "AREA Conference," P. O. Box 4259, Grand Central Station, New York, New York, 10017.

A brief description of the four symposiums follows.

BREAKING THE PAPERWORK BARRIER

Symposium No. 1

A penetrating analysis of the present and future impact of automation on paperwork. Designed for the manager contemplating automation as well as the manager who is already "automated."

Session 1: Automation--Its Promises, Its Pitfalls.

A critical review of what automation can do now, will do in the future, and should not do under any circumstances.

Session 2: Automation--Choice or Chance?

A guide to the important considerations facing the manager. The "how to" for feasibility studies, systems design, and technique selection.

Session 3: Controlling and Profitably Using the Products of Automation.

Print-outs, magnetic tape, and other machine "outputs" viewed in the perspective of value, need, time, and utility. As seen through the eyes of the manager, the line official, and the archivist.

Session 4: The Frontiers of Automation.

The increasing importance of data storage, manipulation, and projection. Emphasis on information retrieval and management information systems.

Session 5: The Executive Faces Automation.

A study of the peripheral benefits and the side effects of paperwork automation and their effect on our accepted management concepts, including organization, decision making, line and staff relationships, customer relations, and employee motivation and morale.

A NEW LOOK AT INDUSTRY-GOVERNMENT
PAPERWORK RELATIONSHIPS
Symposium No. 2

An incisive examination of the web of paperwork that ties industry and Government together. Emphasis on cutting the unnecessary threads and on strengthening the needed ones.

Session 1: The Search for Improvement.

A review of Congressional efforts--the Olsen, the Nix, and the Green Committees. Forecast of future action.

Session 2: Is That Report Necessary?

An analysis of public reporting today. Government requirements vis a vis industry needs. Who needs what, when, and why? Existing and needed control machinery.

Session 3: Doing Business with the Government--The Contractors' Records.

What documentation does the Government really need and why? Current efforts to establish realistic requirements. The contractors' views and proposals.

Session 4: How Long Must It Be Kept?

A critique of Government record retention requirements. Specific emphasis on records retained for audit and tax purposes.

Session 5: Developing Role of Automation-Produced Records.

After paper records, what? How do the new media fit into the established industry-Government paperwork patterns?

NEW CONCEPTS IN PUBLIC-ORIENTED
LARGE-SCALE PAPERWORK SYSTEMS
Symposium No. 3

A serious analysis of the present state of the art in the field of health, welfare, education, hospital, police and other mass paperwork systems. Designed for managers and administrators responsible for public-oriented paperwork programs. Encompasses Government, institutional, and business applications.

Session 1: People, Services, and Money--The Incongruous Parameters.

The factors that both impel and inhibit the development of effective paperwork systems. How does the manager assess these factors and cope with the wave of the future?

Session 2: Systems Planning and Development in a Changing Society.

Designing and implementing paperwork systems which can adapt to change. Compatability, the vital planning ingredient.

Session 3: Non-Technical Factors Influencing Paperwork Systems Design.

Important considerations which shape the system: employees, the public, relationships with other agencies and with other governments, etc.

Session 4: Successful Systems Applications.

Three selected case studies.

Session 5: The Information Network--Systems Interface and Compatability Requirements.

The place of the individual agency paperwork system in the new framework of the larger integrated information system. Inter-agency and inter-government information availability and exchange.

PAPERWORK PRINCIPLES AND PRACTICES
FOR THE MODERN MANAGER
Symposium No. 4

Paperwork management viewed in another light, the anatomy of a dynamic, integrated program rather than a series of discrete, and oftentimes unrelated, functions. An analysis of the basics of creation, maintenance, and disposal in terms of program objectives and resources. Correspondence, forms, reports, directives, files, records retention and disposition, records centers, and archives are discussed in the perspective of current and future roles and relationships.

Session 1: Organization, Functional Responsibilities and Proven Needs.

The importance of developing the "house" for a strong, realistic program designed to meet the challenge of the times. The need for authorities and responsibilities to match the challenge.

Session 2: Procedures, The Pivot of Paperwork.

Procedures and methods--the heart of paperwork management. The basic "systems" approach as opposed to fragmented program efforts.

Session 3: Let the Equipment Fit the Need.

The importance of proper equipment and supplies. Determining actual needs against desires and measuring needs against the specifications of available products.

Session 4: Staff is Human, Too!

The role that staff plays in paperwork management. Choosing, developing, managing, motivating, and selling the team.

Session 5: Measurement for Success.

The need to develop "yardsticks" for measuring accomplishments in terms of organization objectives.