

**THE AMERICAN UNIVERSITY  
CENTER FOR TECHNOLOGY AND ADMINISTRATION**

**INSTITUTE  
ON  
MANAGEMENT INFORMATION AND DATA TRANSFER SYSTEMS**

**P R O G R A M**

**OCTOBER 18-21, 1965**

**Twin Bridges Marriott Motor Hotel  
Washington, D. C.**

MONDAY - 18 OCTOBER 1965

9:00 - 10:00 A.M.

REGISTRATION

10:00 - 12:00 NOON

OPENING ADDRESSES

"Computer-Communications - Managerial Control  
of Enterprise"

Mr. R. E. Wallace  
Vice President  
Auerbach Corporation

"The Role of Input/Output Devices in  
Advancement of Data Processing Technology"

Mr. Samuel Levine  
Vice President for Systems Engineering  
Business and Industry Division  
Bunker-Ramo Corporation

12:00 NOON

LUNCHEON SPEAKER

"Computer Augmentation of Managerial Reasoning"

Dr. Eugene Kozik  
Defense and Space Group  
Burroughs Corporation

2:00 - 5:00 P.M.

SESSION I: THE NEW APPROACH TO MANAGEMENT AND  
DATA TRANSFER SYSTEMS

Moderator: Mr. John Puhala

Mr. Eric W. Wolf  
Technical Director  
Naval Command Systems Support Activity

Mr. Joseph Hilsenrath  
Computer Science Center  
University of Maryland (on leave from National Bureau  
of Standards)

3:20 - 3:30 P.M.

- BREAK -

3:30 - 5:00 P.M.

SESSION II: PLANNING DATA COMMUNICATIONS TO FIT  
MANAGEMENT INFORMATION SYSTEMS NEEDS

Moderator: Mr. Donald O'Rourke

"The Challenge before our Industry; the Advances  
now possible; and how best to exploit our possibilities"

Mr. Donald J. Cianto  
Cianto and Associates

"The Computer Store and Forward Switch as Heart of  
the Management Information System"

Mr. Charles Margolin  
Data Systems Analysts, Inc.



TUESDAY - 19 OCTOBER 1965

9:00 - 12:00 NOON

SESSION III: BETTER UTILIZATION OF KNOWN TECHNIQUES  
IN TODAY'S ENVIRONMENT  
Moderator: Mr. Donald O'Rourke

"How Companies are Using Data Communications  
in the New Information Systems"

Mr. L. H. Southmayd ✓  
Data Communications Planning Manager ✓  
Marketing Department ✓  
American Telephone and Telegraph Company ✓

(10:15-10:30 A.M.  
Coffee Break)

Robert S. Senator ✓  
Senior Staff Scientist ✓  
Quantum Science Corporation ✓

"The Changing Role of the Manager" ✓

V. J. Bannan ✓  
Manager, Systems Application Development  
Electronic Data Processing Division  
Radio Corporation of America

*decision-making  
work on today - publish tomorrow -  
last month's data*

12:00 NOON

LUNCHEON SPEAKER

The Honorable Robert B. Conrad  
Commissioner  
Transportation and Communications Service  
General Services Administration

2:00 - 5:00 P.M.

SESSION IV: IMPROVING RELIABILITY OF INFORMATION  
FOR DECISION MAKING  
Moderator: Mr. John Puhala

"DOD Establishes Standardization Program for  
Information Used in Data Systems"

Mr. Harry S. White, Jr.  
Data Standards Division  
Office of the Assistant Secretary of Defense  
Department of Defense

(3:20-3:30 P.M.  
Coffee Break)

"Automation of a Dynamic Financial Management System"

Mr. Stephen R. Sandberg  
Program Manager  
Bunker-Ramo Corporation

Mr. David V. Savidge  
UNIVAC Division  
Sperry Rand Corporation

WEDNESDAY - 20 OCTOBER 1965

9:00 - 12 NOON

SESSION V: USER EXPERIENCE-MANAGEMENT INFORMATION  
AND DATA TRANSFER MEDIA  
Moderator: Mr. John Puhala

"The Defense Supply Agency's Management Information  
System"

Lt. Colonel Thomas J. Freaney, Jr., USAF  
Defense Supply Agency

(10:15-10:30 A.M.  
Coffee Break)

"Message Switching and Remote Data Processing -  
or Total Management Information Systems"

Mr. William H. Whitaker  
Director of Product Management  
Industrial Data-Processing Division  
Control Data Corporation

"The Data Communication Subsystem,  
One Element of a Management Information System"

Mr. Murray Green  
Technical Staff  
Auerbach Corporation

12:00 NOON

LUNCHEON SPEAKER

"The Nation's Weather Service - An Information  
Processing System"

Dr. George P. Cressman  
Director  
U. S. Weather Bureau

2:00 - 5:00 P.M.

SESSION VI: NEW APPLICATIONS OF DATA COMMUNICATION  
TECHNIQUES  
Moderator: Mr. John Puhala

"Introduction to Time-Sharing as a Management Tool"

Mr. A. R. Busted  
Special Studies Staff  
Advanced Systems Division  
System Development Corporation

Mr. Thomas German, Jr.  
Product Administrator for  
Time Sharing Systems  
Data Processing Division  
International Business Machines Corporation

"Time-Sharing Systems and the Small Computer  
Installation"

Mr. A. E. Speckhard  
General Manager  
Northwest Division  
Computer Sciences Corporation

THURSDAY - 21 OCTOBER 1965

9:00 - 12 NOON

**SESSION VII: THE COMMUNICATIONS CARRIER AND  
MANAGEMENT INFORMATION SYSTEMS**

**"Total Business Systems Approach"**

Mr. Robert L. Francisco  
Assistant Vice President and Manager  
Management Information Systems Division  
Western Union Telegraph Company

Mr. Roy K. Andres  
Manager  
Advanced Planning  
Communication Systems  
Radio Corporation of America

(10:15-10:30 A.M.  
Coffee Break)

Mr. James H. Kalcayne, Jr.  
Market Representative  
Operations Division  
Communications Satellite Corporation

Mr. Bernard Strassburg  
Chief  
Common Carrier Bureau  
Federal Communications Commission

12 NOON

LUNCHEON

1:30 - 3:30 P.M.

**SESSION VIII: PLANNING AND EVALUATION OF  
MANAGEMENT INFORMATION SYSTEMS**

Dr. Donald S. Orkand  
Director  
Management Systems Division  
Operations Research, Inc.

Mr. Guy A. Best  
Director  
PERT Orientation and Training Center  
Department of the Air Force

3:30 - 5:00 P.M.

CRITIQUE

Mr. Ralph I. Cole  
Mr. Donald O'Rourke  
Mr. John Puhala



Spec. - Detailed - mil. oper. procedures - & job descriptions  
Oper Proc. - Before ↑  
Selection -  
get all details written  
Training - Ops.  
Do improve 3 mo.  
Phase Implementation

Page, See, Same