

TURMOIL on the ~~College Campus~~ Corporation?

A National Conference Dedicated to Understanding Student Unrest

... AND ITS IMPLICATIONS FOR BUSINESS

cut yourself in for a piece of the action

... help ^{your firm} bridge the

GAP between **YOUTH** and **BUSINESS**

ENROLL NOW TO TAKE PART IN THE SEMINAR

A National Conference Dedicated to Understanding

STUDENT UNREST

and its IMPLICATIONS for Business

Here is a conference to stimulate a candid discussion between business, college administrators, faculty and students. It will attempt to clarify the issues now confronting university officials--soon to confront corporate officials--as a result of changing attitudes.

This will not be a seminar of adults meeting to discuss the problems and challenges of youth. Rather, an outstanding and diverse group of speakers representing all points of view, students included, will examine the uprisings now occurring on college campuses throughout the country. Following these discussions, panelists including students, college administrators, and corporate executives will discuss the implications for the business community.

For business executives this conference will be invaluable in providing:

- *discussion of how the corporation can attract and retain the top college graduates.*
- *communication with students, black and white, moderate and activist, on how and why they are changing the university -- how and why their impact will be felt in the corporation.*
- *an understanding of the issues at stake on the university scene, and their implications for business.*
- *suggestions as to ways the business community can use its organizational abilities and financial strength to effect social changes.*

"Ethically Sensitive"

By the fact of sheer numbers alone, your firm will hire many of the college seniors. Their attitudes on their right to govern society are totally different from the graduates hired only 2 or 3 years ago. In most cases, job interviews will not reveal this, since students frequently guard their remarks in recruiting interviews.

The current "ethically sensitive" students demand a right to a part in the management of all institutions in which they participate. Students want a "piece of the action" in college administration; graduates are already demanding a similar participation in corporate affairs.

April 14-16, 1969

Sheraton-Jefferson Hotel, St. Louis, Mo.

MONDAY, APRIL 14 —

Analysis of Campus Turmoil—Commentary in Depth

There are 22,800,000 Americans ages 18-24.

An understanding of the campus situation is crucial in comprehending the changes which are already occurring in business. Monday morning commentary will be presented by:

- acknowledged authorities on the subject, including college administration and faculty.
- white student leaders.
- black student leaders.
- the Student "New Left."

Monday afternoon panelists of students, college administrators, and faculty will look at business in light of demands made upon the university. Why and how will the corporate community inherit the turmoil? Separate workshops will be held with speakers to allow closer communication between audience and panel.

Luncheon Speakers

SEN. CHARLES J. GOODELL

U. S. Senator (New York) recently appointed to Robert Kennedy vacancy. 2nd youngest Republican in Senate.

JULIAN BOND

Young Negro leader of Georgia Challenge at Democratic National Convention. Georgia Legislator

HERE'S A PARTIAL LIST OF PROMINENT LEADERS PARTICIPATING IN THE SEMINAR

THOMAS A. MARTIN President
Channing Investment Mgt. Group
New York

FREDERIC M. PEIRCE President
General American Life Insurance
Company, St. Louis, Mo.

KENNETH M. WASHINGTON
Formerly co-chairman of Black Students
Stanford University, California
now in business

C. VIRGIL MARTIN President
Carson, Pirie, Scott & Co.
Chicago, Illinois

PATRICK O'MALLEY President
Canteen Corporation
Chicago, Illinois

THOMAS A. BOURELLY Chairman
Black Caucus of M. B. A. students
University of Chicago

SAM BROWN, JR. National Organizer
Students for McCarthy
Harvard University, Cambridge, Mass.

FRANK FERNANDEZ Chairman
N. Y. Puerto Rican Student Alliance
Brooklyn College, New York

HAROLD WILLENS President
Factory Equipment Supply Corp.
Los Angeles, Calif. Formerly National
Co-Chairman Bus. Exec. Move for
Vietnam Peace

NORMAN NICHOLSON Vice President
Kaiser Industries
Oakland, California

DONALD A. DEUTSCH
Director of Civic Affairs
Sears, Roebuck & Company

GARRY VALK
Vice President of Time, Inc. and
Publisher of Sports Illustrated
New York, N. Y.

GORDON SHERMAN President
Midas International
Chicago, Illinois

EUGENE M. LANG Chairman
National Businessmen's Council & Pres.,
Resources & Facilities Corp. (N. Y.)

PHILIP TAUBMAN
Editor, Student Newspaper
Stanford University, California

JOHN B. GAGE
All-American Swimmer, 1963-64
Leader in Robt. Kennedy campaign, Calif.
M.B.A. Student, Harvard Business School

BERNARD H. GUSTIN
M. B. A. Student, University of Chicago

THOMAS J. KLUTZNICK Exec. Vice-Pres.
Urban Investment & Development Co.
Chicago. Exec. Com., Anti-Defamation League

TUESDAY, APRIL 15 —

"Young college graduates are very much in demand, and they are pressing their advantage. In response, good corporations are finding ways to accommodate them, rather than resisting." FORTUNE magazine

SESSION A, MORNING (Concurrent with session B) Student Role in College/University Government

New student freedom and student participation in institutional government indicates that corporations will face similar challenges. Students hired today will soon demand a new role in corporate policymaking. An understanding of their demands can be enhanced by examining present changes being made in university government.

- A. Joint statement on student rights and freedoms presented by the American Association of University Professors.
- B. Statement of the American Civil Liberties Union.
- C. Student comments on the adequacy of the two preceding statements.
- D. The role students desire in institutional government.

SESSION B, MORNING (Concurrent with session A) After Graduation, What?

- A. The "socially conscious" corporation's attraction to students.
- B. Lessening antagonism between "ethically sensitive" students and the business community.
- C. Alleviating what white students feel is the principal symptom of failure in business and university -- the underprivileged position of blacks.
- D. New methods of management development. Lengthy training programs vs. immediate responsibility.

SESSION C, AFTERNOON (Concurrent with session D) Minority Group Students and the Business Community

There are now 400,000 Black students in college - as well as many Mexican-American, Puerto Rican and other minority groups. As they enter business, what changes will take place?

- A. Employment recruiting of minority group students.
- B. Reaction of minority group students to placement in community relations jobs, regardless of their college training.
- C. Business use of its economic power to assure adequate housing for graduates it hires.
- D. "Black Student Caucuses" have wrought major changes on the college campus. The Council of Concerned Black Executives has been formed in New York City. As blacks in business unite to help their own people, what changes will take place?

SESSION D, AFTERNOON (Concurrent with session C) Financing Higher Education—A Possible Solution to Student Unrest

- A. Use of financial grants to students rather than to schools.
- B. The fate of private colleges under a new financing system.
- C. Student freedom of choice in where and how to purchase education

FR. RAWLIN B. ENETTE, SSI
Chaplain, Southern University
Baton Rouge, La.
Exec. Committee, Black Clergy Caucus

REV. JAMES SESSIONS
University Chaplain
Massachusetts Institute of Technology
Chaplain to SDS members

RABBI OSCAR GRONER
Hillel Foundation
B'nai B'rith

REV. CHARLES W. DOAK
University Pastor, U.C.L.A.
Member, Commission for study of
Higher Education & Urban Society

WEDNESDAY, APRIL 16 —

SESSION E, MORNING (Concurrent with session F) Public Relations and the New Youth Attitudes

- A. Communication to alumni. Role of student newspaper.
- B. Effect of radio and television on student revolts.
- C. Effect of student confrontations on alumni contributions.
- D. Should business provide moral support to the university in time of rebellion?

SESSION F, MORNING (Concurrent with session E) Campus Clergymen on Student Protests

Religious leaders are playing a significant role in the social changes in our country. Clergymen played a major role in the development of the labor union movement in the U. S. They have been key figures on the campus. They will express their attitudes on:

- A. University obligation to the blacks.
- B. Rights and freedoms of students.
- C. Student sit-ins and occupation of buildings.
- D. Protests over military recruiting, CIA, Dow Chemical.
- E. Draft protests.

Attend this National Conference in St. Louis
... you will pick up helpful understanding
of the Youth Action of today.

ALLAN SILVER
Prominent Faculty Negotiator
Columbia University
Author of "The University Rebellion"

ROBERT S. POWELL, JR. President
National Student Association
Washington, D. C.

JAMES TURNER
Black Student Leader
Northwestern University

RICHARD ROSSIE
Student Body President
Notre Dame University

HAROLD E. EMERSON Vice President
Development and Alumni Relations
Columbia University
New York

WILLIAM E. PERRY, JR. Dept. Chief
Western Electric, N. Y.
Council of Concerned
Black Executives

PHILIP DES MARAIS
Deputy Secretary
Department of Health, Education & Welfare
Washington, D. C.

DR. BEATRICE KONHEIM
Member, ACLU Committee on Student Rights
Academic Dean at
Hunter College, New York

ROBERT VAN WAES
American Association of University Professors
Washington, D. C.

REV. BEVERLY A. ASBURY
Chaplain Vanderbilt University
Nashville, Tennessee

JOHN R. SEELEY Dean
Center for the Study of Democratic
Institutions
Santa Barbara, California

HERBERT L. PACKER
Vice President for Academic Planning
Stanford University

TOM HAYDEN
Prominent leader in Students for
Democratic Society

JACQUELINE COX
Black student leader
Cornell University, Ithaca, N. Y.

JOE C. SUTTON
Editor, Alumni News
University of Illinois
Urbana, Illinois

RICHARD R. SULLIVAN President
Association of American Colleges
Washington, D. C.

ROSALIO MUNOZ
Student Body President
UCLA

JAMES M. GRAHAM Vice President
National Student Association
Washington, D. C.

CHARLES PALMER
Student Body President
University of California - Berkeley

SIDNEY A. TRUNDLE Senior Vice-Pres.
Manufacturers Hanover Trust Co.
New York, N. Y.

TO REGISTER

Complete the form and return to Executive Systems in advance of the seminar. Registration will be limited, and applications will be accepted in the order received. Because of enrollment limitations it is suggested that reservations be made as soon as possible.

ACCOMMODATIONS

Executive Systems does not arrange hotel accommodations. However, a block of rooms has been set aside at the Sheraton-Jefferson Hotel. When you send in the attached reservation card we will return a registration card from hotel. You simply indicate the type of room you desire, and mail it directly to the hotel.

Mail to: Executive Systems, Inc., 606 State St., Lawrenceville, Illinois 62439

Please make _____ reservations for "Turmoil on the College Campus"
April 14-16, at the Sheraton-Jefferson Hotel, St. Louis, Missouri.

Names _____ Position _____

_____ Position _____

_____ Position _____

Company _____

Address _____

Bill the Company Check Enclosed

FEE

The full registration fee is payable in advance and includes the cost of all seminar materials and luncheons.

Turmoil on the College Campus - - - -\$190

GROUP REGISTRATION

Send more than one of your executives. They'll benefit from the exchange of viewpoints and so will your company.

Three or more registrations -- \$150 per person

Biographies of a Few Student Participants

SAM BROWN, JR., age 25. Presently Fellow in the Institute of Politics, Harvard University. Student Body President, University of Redlands (Calif.) 1964-65. Chairman of National Supervisory Board, National Student Association 1966-67. Master's degree in Political Science, Rutgers University 1966 (Eagleton Fellow). Chairman of Alternative Candidate Task Force, 1967 (the effort to replace President Johnson). New York Times "Man-in-the-News" March, 1968. National organizer of the Youth for Senator McCarthy. Presently member of the board and executive committee, Robert F. Kennedy Memorial Foundation. Member, Steering Committee of the New Democratic Coalition.

THOMAS A. BOURELLY, age 28. Negro. Presently candidate for degree of Master of Business Administration, University of Chicago. B.S. degree from Illinois Institute of Technology, in Chemistry and Biological Science. Research chemist for Sherwin-Williams Paint Company since 1962. Presently Chairman of the Black Student Caucus in the Graduate School of Business, University of Chicago.

PHILIP TAUBMAN, age 20. History major at Stanford University. Editor (elected) of the STANFORD DAILY, the Stanford student newspaper. 1967-68, Chairman of the Orientation Program for Entering Students (approximately 1700 students). Member of Joint Student-Faculty-Administration Study Committee to Re-evaluate the University. Last summer was employed as a student intern in business by Hewlett-Packard Company in a program designed to see what roles in business are attractive to the student activist.

JOHN GAGE, age 26. Presently candidate for degree of Master of Business Administration, Harvard School of Business. All-American Swimmer 1963-64. Director of Community Projects Office, University of California, Berkeley, 1966-68. Bachelors degree from Berkeley in economics. Co-chairman of Robert F. Kennedy Campaign, Alameda County, California (California's second largest county). Delegate to the Democratic National Convention.

CHARLES PALMER, age 24. Student Body President -- University of California, Berkeley. Honors student in Political Science. Member of Mexican-American Student Federation. Member, Steering Committee of Student West Oakland Project (a tutorial program in Oakland city schools). Deeply involved in development of student-owned and controlled economic projects, "In which," he says, "students learn about business by being in business."

BERNARD H. GUSTIN, age 21, son of a French-Canadian industrialist. Gustin plans to spend his career in the U.S. Presently candidate for Master of Business Administration, University of Chicago, and for doctorate in Sociology. 1966-67 Chairman, Student Committee on University Development, Wesleyan University (Connecticut). Was a non-partisan observer on the Columbia University rebellion, and at the Paris student revolution, May, 1968. Has just been designated Assistant Dean of Students (eff. June, 1969), University of Chicago Graduate School of Business.

seminar
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and Its Implications for Business
Sheraton-Jefferson Hotel
St. Louis, April 14-16

sponsor
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