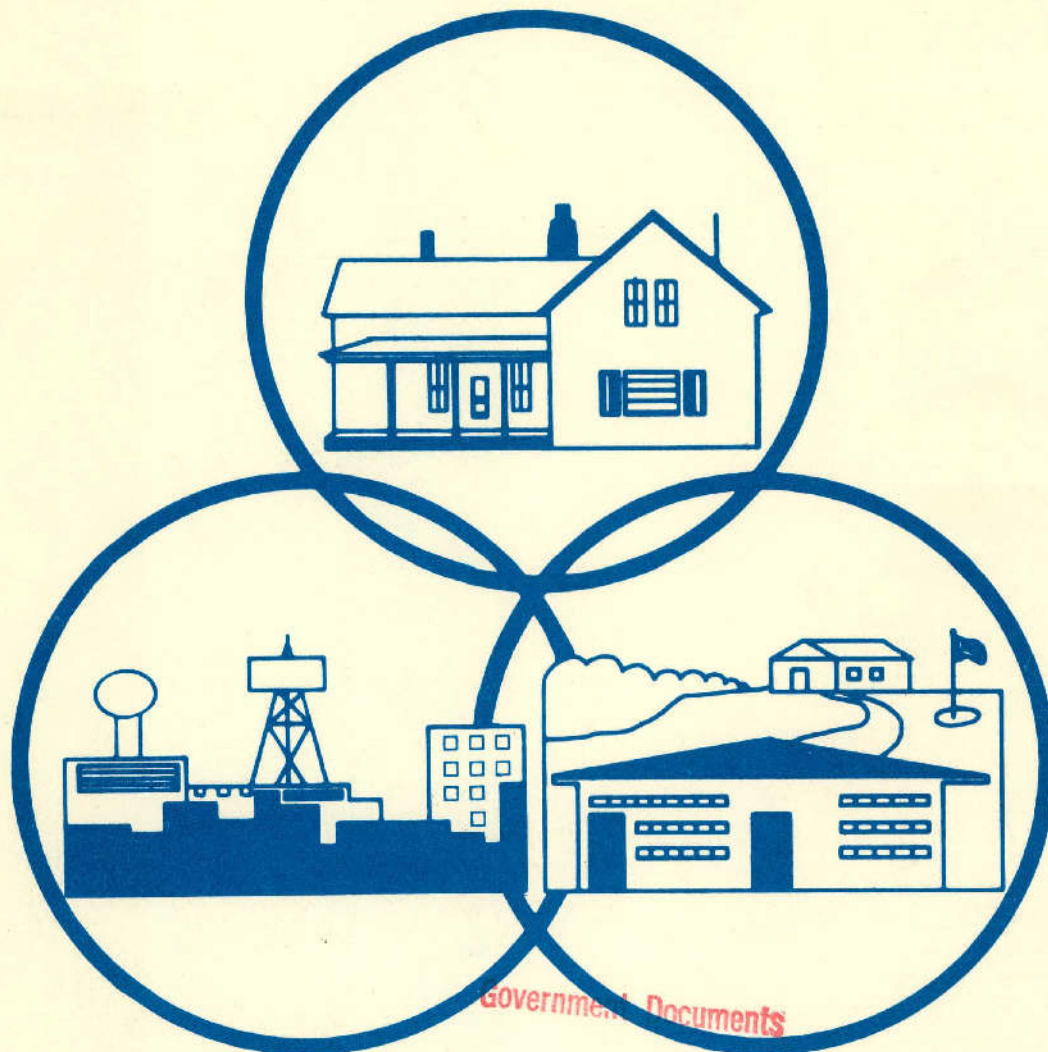


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Government Documents

FEB 27 1980

**BUSINESS and INDUSTRY SPEAK  
EDUCATION LISTENS  
DECISION MAKERS RESPOND**

**STATEWIDE CONFERENCE ON  
TECHNICAL, VOCATIONAL, ADULT EDUCATION**

**FEBRUARY 12-13, 1980  
MUNICIPAL AUDITORIUM  
AUSTIN, TEXAS**



## Acknowledgements

Appreciation is extended to the following for their support and help in the planning and development of this Conference...

- ...Austin Chamber of Commerce for their gracious role as Housing Coordinator, and for providing name badges and registration help.
- ...Texas State Technical Institute Floriculture Department for the lovely floral arrangements for the banquet.
- ...The Texas Education Agency staff for providing clerical assistance, mailing, printing, and other services.
- ...The Gary Job Corps Center for providing Corpsmen for the color guard.
- ...The individuals who agreed to participate on the program as speakers, seminar chairs and vice chairs, panels, and recorders.
- ...The exhibitors who have provided displays that communicate the NEEDS and RESOURCES for a trained work force.

## About the Cover

The design on the Cover depicts the critical importance of the inter-relatedness of the HOME, SCHOOL and COMMUNITY in the preparation for work. We are also reminded that a chain is no stronger than its weakest link. It is the desire of the Advisory Council that this Conference on Business and Industry Speak will strengthen the relationship of the HOME, SCHOOL and COMMUNITY.



CHAIRMAN  
Doyel Chandler  
Kirbyville



EXECUTIVE DIRECTOR  
Alton D. Ice  
Austin

VICE CHAIRMAN  
Robert D. Hunter  
Abilene

THE ADVISORY COUNCIL FOR TECHNICAL-VOCATIONAL EDUCATION  
IN TEXAS

(Advisory Council to the State Board of Education)  
P.O. Box 1886  
Austin, Texas 78767  
512/475-2046

MEMBERS

Noe B. Calvillo  
McAllen

E. W. Collins  
Beaumont

James C. Currey  
Dallas

Bill Elkins  
Dallas

Ruth Ellinger  
Austin

Maxia Farris  
Huntsville

Clemente Garcia  
Corpus Christi

Jacinto Juarez  
Laredo

Hugh E. McCallick  
Houston

Mary Mahoney  
College Station

James Martin  
Arlington

Cletus G. Michel  
El Paso

Edith F. Patterson  
Houston

Dorothy R. Robinson  
Palestine

S. Don Rogers  
Austin

Milton J. Schiller  
Waco

Annyelee Smith  
Kingsville

Sherry Townsend  
Denton

Jon Underwood  
Austin

D. L. (Dally) Willis  
Midland

Mario Yzaguirre  
Brownsville

Greetings:

On behalf of the Advisory Council, I would like to welcome you to this statewide conference.

We believe the conference is an excellent opportunity for each of us to share our ideas for improving employment and training in our state that will better serve the people of Texas.

During these first few weeks of the decade of the 1980's, it is very appropriate to bring business, industry, labor, education and interested citizens from throughout the state together to determine our employment needs and what can most effectively be done to meet these needs.

It is recognized that employers have jobs with unique requirements. For this reason, we have organized the conference into seminars to bring together employers and educators relating to specific careers. We are expecting you to bring recommendations to the conference. Representatives of some of your decision making bodies will be present to address your recommendations. The Advisory Council will assume the responsibility of further compiling your recommendations and bringing them to the attention of decision makers in a documented form.

The focus of the conference theme is, "Business and Industry Speak..." It is hoped this forum will provide each of you with an uninhibited opportunity to share your ideas and concerns. It is expected that the dialogue at the conference will continue as you return to your various communities, as we as individuals make our contribution to the improvement of education and employment in Texas.

We are pleased that you have come.

Sincerely,

Doyel Chandler  
Chair

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**BUSINESS AND INDUSTRY SPEAK....**  
**EDUCATION LISTENS....**  
**DECISION MAKERS RESPOND**

## Statewide Conference Program

Tuesday, February 12, 1980

- 11:00 a.m. REGISTRATION & EXHIBIT HALL OPENS
- 1:15 p.m. FIRST GENERAL SESSION
- Presiding*--Doyel Chandler, ACTVE Chair, Kirbyville
- Invocation*--James Martin, ACTVE Member, Arlington
- Presentation of Colors*--Corpsmen, Gary Job Corps Center,  
San Marcos
- "Texas Our Texas"*--Melanie Satterwhite, Vocalist, Kirbyville  
Larry Miers, Accompaniment, Kirbyville
- Introduction of Platform Guests*--Doyel Chandler
- Conference Welcome and Remarks*--Alton O. Bowen\*
- The Economic Climate of Texas*--John D. Miller\*
- Worker and Employer Attitudes*--Maurice Frasier\*
- Images and Concepts of Work*--Thomas D. Westfall\*
- Announcements*
- 3:00 p.m. TWELVE SEMINARS ON EMPLOYMENT BY CAREER CLUSTERS  
(See pages 4 - 18 for seminar information and location.  
Conference participants are encouraged to remain in the  
same seminar for both the Tuesday afternoon and Wednesday  
morning sessions.)
- 6:45 p.m. EXHIBIT HALL CLOSES
- 7:00 p.m. BANQUET
- Presiding*--Robert D. Hunter, ACTVE Vice Chair, Abilene
- Invocation*--Jacinto Juarez, ACTVE Member, Laredo
- Introduction of Head Table and Recognitions*
- Greetings*--David Alders\*

\*Titles, biographical information, and pictures of program personalities begin on page 19.



*Introduction of Speaker*--Robert W. Caster, Associate Commissioner  
for Occupational Education & Technology,  
Austin

*Address*--Daniel Dunham\*

*Introduction of Speaker*--Harry Hubbard, President, Texas AFL-CIO,  
Austin

*Address*--Charles Knapp\*

*Announcements*

Wednesday, February 13, 1980

7:30 a.m. EXHIBIT HALL AND REGISTRATION OPEN

8:15 a.m. GENERAL SESSION

*Presiding* - Dorothy R. Robinson, ACTVE Past Chair, Palestine

*Transition from School to Work--An International Perspective--*  
Beatrice Reubens\*

*Image of Vocational Education*--Chuck Nielson\*

*Improving the Image of Vocational Education*--Mike Shapiro\*

*Announcements*

9:45 a.m. CONTINUE SEMINARS ON EMPLOYMENT BY CAREER CLUSTERS

12:00 Noon LUNCHEON (Buffet)

*Presiding*--E. W. Collins, ACTVE Member, Beaumont

*Invocation*--Milton Schiller, ACTVE Member, Waco

*Introduction of Head Table and Presentation of Seminar Chairs*

*Summary of Seminar Recommendations*--Diane Sullivan\*

*Decision Makers Response*--Bill Clayton\*

Joe Kelly Butler\*

Charles Whiteside\*

*Industry Services Program*--Robert W. Caster

2:00 p.m. ADJOURNMENT OF CONFERENCE

\*Titles, biographical information, and pictures of program personalities begin  
on page 19.

## General Information for Seminars

Tuesday - 3:00 to 5:00 p.m.

Wednesday - 9:45 to 11:45 a.m.

Business and Industry Speak....Education Listens....Decision Makers Respond

It is requested that Seminar Panel Members and Participants generally address the Purpose and Objectives of the Conference as they share their ideas and experiences.

Purpose: To identify and address employment needs of business and industry in Texas through the 1980's.

Objectives have been expanded as follows for the guidance of seminar participants:

- (a) Determine the types of employment skills needed by employees in business and industry.
  - (1) Basic Education Skills - communication, comprehension and computation.
  - (2) Personal Qualities and Work Attitudes - responsibility, punctuality, pride in work, attendance record, appearance, behavior, etc.
  - (3) Interpersonal Skills - ability to get along with others, ability to plan, organize and make logical decisions.
  - (4) Occupational Skills - ability to perform duties prescribed for the job.
  
- (b) Identify opportunities as well as constraints of education in supplying the needed skills.
  - (1) Describe the job opportunities in your firm, business or organization for vocationally trained individuals during the 1980's.

Indicate the extent to which the following describe the job opportunities you've described above: - Entry level skills; - New and updated skills for those already employed; and - No special skills required.
  - (2) Describe what you believe to be the principal constraints of education in supplying vocationally trained individuals.
  
- (c) Recommend actions in order to meet the employment needs of business and industry.
  - (1) Employers provide opportunities for students to improve the image of the work world - (effective involvement with the educational activities of the community).
  - (2) Action needed by education to address employer needs....some areas for consideration.
    - maximum utilization of local advisory committees - school/business/partnership
    - recruit, retain and upgrade qualified instructional personnel.

- create a positive image of vocational education at all levels.
- provide comprehensive vocational offerings in communities.
- coordination, articulation and effective utilization of present resources.
- evaluate existing vocational programs as to the effectiveness of meeting job needs.
- upgrade counseling, guidance and placement services.
- attain adequate financing of vocational programs at all levels.
- implement the overall planning and management (administration) of programs.

## Seminar Schedule and Room Assignments

Seminar	Session 1 3:00 - 5:00 p.m. February 12	Session 2 9:45 - 11:45 a.m. February 13
Agriculture - Natural Resources	#4	#4
Business and Office	#15	#15
Communications/Media	#3	#3
Construction	Conf. Rm. #1	Conf. Rm. #1
Consumer and Homemaking	#7	#7
Environment and Energy	#8	#8
Health	#6	#6
Manufacturing	#9 & 11	#9 & 11
Marketing and Distribution	Conf. Rm. #2	Conf. Rm. #2
Hospitality, Recreation, and Personal Services	#10 & 12	#10 & 12
Public Service	#5	#5
Transportation	#14	#14

SEMINARS

Tuesday - 3:00 to 5:00 p.m.

Wednesday - 9:45 to 11:45 a.m.

**Agriculture—Natural Resources**

Room #4

*Chair:*

Mr. Dennis Engelke  
Director of Rural Development  
Texas Electric Cooperatives, Inc.  
Austin, Texas

*Vice Chair:*

Mr. John Holcomb, Professor  
Agricultural Education Department  
Texas A&M University  
College Station, Texas

*Recorder:*

Mr. Wilbert H. Meischen  
Executive Director, Vocational Agri-  
culture Teachers Association of Texas  
Austin, Texas

*ACTIVE*

*Member:*

Ms. Mary Mahoney

*Panel Members*

Mr. Nolan Alders  
Vocational Director  
Nacogdoches High School  
Nacogdoches, Texas

Mr. John Barnes  
Associate Director  
Farmers Home Administration  
Temple, Texas

Dr. Dwayne Suter  
Associate Dean, College of Agriculture  
Texas A&M University  
College Station, Texas

Mr. Bill Cranford  
Director, Development and Consumer Services  
Central Power & Light Company  
Corpus Christi, Texas

Mr. Gary Odom  
Sulphur Springs, Texas

Mr. Dennis Landis  
Placement Consultant  
Farmland Industries  
Kansas City, Missouri

Mr. William H. Munson  
Beaumont, Texas

*Occupational Area*

Agricultural  
Education

Agricultural  
Financing

Counseling

Placement  
Service

Dairy-Husbandman  
School Board Member

Placement  
Consultant

Chemist, Agricultural

## Business and Office

Room #15

### *Chair:*

Mrs. Diane Sullivan  
Manager, Business Planning  
Rockwell International, Inc.  
Richardson, Texas

### *Vice Chair:*

Dr. Marvin Robinson  
Director  
Business and Management Center  
Dallas, Texas

### *Recorder:*

Ms. Kathryn Hollenback  
Texas Woman's University  
Denton, Texas

### *ACTIVE*

### *Member:*

Mrs. Annyelee Smith

### Panel Members

### Occupational Area

Mr. James Horton  
Personnel Department  
Lufkin Industries  
Lufkin, Texas

General

Ms. Bessie L. Evans  
1st Mark Realtors  
Dallas, Texas

Real Estate

Mr. John C. Morgan  
Senior Vice President  
First National Bank  
San Antonio, Texas

Finance

Mr. Robert E. Edwards  
Vice President, Personnel  
Southwestern Life Insurance  
Dallas, Texas

Insurance

Mr. Paul Pederson  
MAS Partner  
Price, Waterhouse and Company  
Dallas, Texas

Accounting

## Communications/Media

Room #3

### *Chair:*

Mr. Kurt Johnson  
Feature Editor  
Texas Electric Cooperatives, Inc.  
Austin, Texas

### *Vice Chair:*

Mr. Joe Rubio  
Associate Dean  
College of the Mainland  
Texas City, Texas

### *Recorder:*

Ms. Mary R. Ellis  
Leadership Awardee  
East Texas State University  
Commerce, Texas

### *ACTVE*

### *Member:*

Mr. D. L. (Dally) Willis

### Panel Members

Ms. Carolyn Hinckley  
Texas Education Agency  
Austin, Texas

Mr. Jim Lincoln  
Photo Editor  
Texas Electric Cooperatives, Inc.  
Austin, Texas

Mr. Will Reece  
TVTA  
Austin, Texas

Mr. Joe Rubio  
Associate Dean  
College of the Mainland  
Texas City, Texas

Mr. Kurt Johnson  
Texas Electric Cooperatives, Inc.  
Austin, Texas

### Occupational Area

Print Media  
Periodicals

Graphic Artist

General Technical  
and  
Typesetting

General Employment  
Opportunities

Electronics  
and Other Media

**Construction**

Conference Room #1

*Chair:*

Mr. Jesse Harris  
President  
Jesse Harris Construction Company  
Dallas, Texas

*Vice Chair:*

Dr. Phil Speegle  
President  
Odessa Community College  
Odessa, Texas

*Recorder:*

Ms. Ann Pennington  
Executive Director  
Texas Industrial Vocational Association  
Austin, Texas

*ACTIVE*

*Member:*

Mr. James Currey

Panel Members

Mr. Norman Oram  
Houston Chapter  
Associated General Contractors  
Houston, Texas

Mr. Cecil E. Rusk  
Associated Builders and Contractors  
of Texas  
Austin, Texas

Mr. Brooks Porter  
Mr. Joe Zern  
Mechanical Contractors Association  
of Texas, Inc.  
Austin, Texas

Mr. John M. Portwood  
Associated Independent Electrical  
Contractors of America  
Arlington, Texas

Occupational Area

General  
Contractors

Builders and  
Contractors

Mechanical  
Contractors

Electrical  
Contractors



## Consumer and Homemaking

Room #7

### *Chair:*

Mr. Bob Ross  
Director of Food Service  
Villa Capri Hotel  
Austin, Texas

### *Recorder:*

Ms. Diane Porter-Davis  
President Elect, Vocational Home-  
making Teachers Association of Texas  
San Antonio, Texas

### *Vice Chair:*

Mrs. Mable C. Tucker  
Teacher of Adults  
Dallas ISD  
Dallas, Texas

### *ACTIVE*

### *Member:*

Mr. Cletus G. Michel

### Panel Members

Mr. Dennis Merrick  
Director OPD Personnel  
Xerox Corporation  
Dallas, Texas

Ms. Gale Joyce  
Personnel Director  
Hyatt Regency  
Dallas, Texas

Mrs. Mary O. Reed  
Director, Adult Programs  
Houston ISD  
Houston, Texas

Ms. Catherine Payne  
President  
VHTAT  
Friendswood, Texas

Mrs. Warner Redus  
Director of Special Services  
Corsicana ISD  
Corsicana, Texas

Mrs. Mable C. Tucker  
Teacher of Adults  
Dallas ISD  
Dallas, Texas

### Occupational Area

General  
Personnel  
Development

Hotel-Motel  
Management

Consumer  
Education

Food Service

Special Training  
for Handicapped  
Individuals

Customer Service

## Environment and Energy

Room #8

### *Chair:*

Mr. W. H. Fetter, Vice Chair  
State Board of Education  
LaMarque, Texas

### *Vice Chair:*

Mrs. Shirlene Cook  
Vice President, Vocational Homemaking  
Teachers Association of Texas  
Beaumont, Texas

### *Recorder:*

Mr. Mike Peterson  
Leadership Awardee  
North Texas State University  
Denton, Texas

### *ACTIVE*

### *Member:*

Mr. Noe B. Calvillo

### Panel Members

Mr. Charles Orsak  
Assistant Dean  
Institutional Development  
Corsicana, Texas

Mr. Rex Barnett  
Executive Vice President  
Gulf States, Inc.  
Freeport, Texas

Mr. R. C. Graham  
Project Manager-Radioactive Equipment  
Schlumberger Well Service  
Houston, Texas

Dr. Joshua Hill  
Director, Petroleum Technology Program  
Texas Southern University  
Houston, Texas

Mr. R. Howard Huggins  
Educational Services Representative  
General Dynamics  
Fort Worth, Texas

Mr. Thomas G. Warren  
President/Manager  
T. Warren Company  
Beaumont, Texas

### Occupational Area

Curriculum Development  
Energy Education Specialist

Electrical  
Contractors

Manager  
Electronic Type Tools

Petroleum  
Technology

Educational Services

Environment

## Health

Room #6

### *Chair:*

Dr. Emmett Conrad  
President Elect  
St. Paul Hospital  
Dallas, Texas

### *Vice Chair:*

Mr. John A. Haddad  
Director, Health Careers Program,  
Recruitment, and Placement Service  
Texas Hospital Association  
Austin, Texas

### *Recorder:*

Ms. Christyne Thiele  
President, Texas Health  
Occupations Association  
San Antonio, Texas

### *ACTIVE*

### *Member:*

Ms. Sherry Townsend

### Panel Members

### Occupational Area

Mr. Perry E. Weston  
Principal  
High School for Health Professions  
Houston, Texas

Health  
Administration

Ms. Linda Spears  
Director of Personnel  
Memorial Medical Center  
Corpus Christi, Texas

Health  
Personnel

Dr. Don Cook  
State Board of Education  
Mesquite, Texas

Dentistry

Mr. W. K. Harvey  
Commissioner  
Texas Rehabilitation Commission  
Austin, Texas

General Health

Dr. W. C. Treadwell, Jr.  
Optometrist  
Austin, Texas

Optometry

Dr. Lee Radford  
Radiologist  
St. Paul Hospital  
Dallas, Texas

Radiology

## Manufacturing

Room #9 & 11

### *Chair:*

Mr. Chuck Nielson  
Personnel Director  
Texas Instruments  
Lubbock, Texas

### *Vice Chair:*

Mr. Dale F. Campbell  
Dean of Occupational Instruction  
Vernon Regional Junior College  
Vernon, Texas

### *Recorder:*

Ms. Dotty Ottinger  
Vocational Supervisor  
Cypress-Fairbanks ISD  
Houston, Texas

### *ACTIVE*

### *Member:*

Mr. Bill Elkins

### Panel Members

Mr. Carl W. Van Ryswyk  
Vice President  
White Instruments  
Austin, Texas

Dr. M. Doyle Butler, Division Head  
Vocational Industrial Teacher Education  
Texas A&M University  
College Station, Texas

Mr. Andy Rodriguez  
President  
Rodriguez Paint and Body Shop  
Gonzales, Texas

Mr. Lewis Keith  
Industrial Engineer  
Safety Steel and Railway  
Victoria, Texas

Mr. Joe Byrd  
Manager of Research and Development  
Lufkin Industries  
Lufkin, Texas

### Occupational Area

Electronics

Industrial  
Teacher Education

Paint and Body

Engineering

Manager  
Industrial Organization

## Marketing and Distribution

Conference Room #2

*Chair:*

Mr. Cecil Antell  
Superintendent - Group Operations  
Sears Roebuck and Company  
Houston, Texas

*Vice Chair:*

Ms. Dianne Bynum  
Assistant to President  
Community Relations  
Houston Community College  
Houston, Texas

*Recorder:*

Ms. Jean Samples  
Marketing Coordinator  
Houston ISD  
Houston, Texas

*ACTIVE*

*Member:*

Mrs. Edith F. Patterson

Panel Members

Mr. Allen W. Owen, President  
Allied Hillcroft Bank  
Houston, Texas

Mr. Wayne Steele  
Director of Field Services  
H. E. Butt Grocery Company  
Corpus Christi, Texas

J. B. Goodwin, Owner  
J. B. Goodwin Realty  
Austin, Texas

Mr. Ray Elliott  
Ray Elliott Ford, Inc.  
Schulenburg, Texas

Mr. Vince F. Rachal  
Division Manager-Personnel  
Foley's  
Houston, Texas

Ms. Jo Anne Hornberger  
Division Manager  
Margie's  
San Antonio, Texas

Mr. Johnny Anderson, General Manager  
Austin Furniture Outlet  
Austin, Texas

Mr. Ed Friedman  
Vice President and General Manager  
Foley's  
Houston, Texas

Occupational Area

Finance and Credit

Food Marketing

Real Estate

Automotive & Industrial

Mass Merchandising

Fashion  
Merchandising

Home Furnishing

General  
Merchandising

## Hospitality, Recreation and Personal Services

Room #10 & 12

### *Chair:*

Ms. Paulette Halvorson  
St. Phillips College  
Chair, Business Management Program  
San Antonio, Texas

### *Vice Chair:*

Dr. E. M. Pease  
Manager  
House of Elegance  
Austin, Texas

### *Recorder:*

Mr. John Rawls  
Leadership Awardee  
East Texas State University  
Commerce, Texas

### *ACTIVE*

### *Member:*

Dr. Jacinto Juarez

### Panel Members

Ms. Barbara Kennedy  
Austin, Texas

Mr. Prenis Williams  
Superintendent of Athletics  
City of Austin  
Austin, Texas

Ms. Donna Brasher  
Superintendent of Recreation  
City of Austin  
Austin, Texas

Mr. Billie Bonds  
Owner  
Main Linen and Company  
San Antonio, Texas

Mr. David Peas  
Director of Sales and Marketing  
Marrriott Corporation  
San Antonio, Texas

Ms. Joan Christo  
Certified Graphoanalysts  
Austin, Texas

Mr. Gus Bragner  
King Tears Mortuary  
Austin, Texas

### Occupational Area

Manicurist

Director of Sports

Director of Recreation

Dry Cleaning  
and Linen Service

Hotel

Graphology

Mortuary Science

## Public Service

Room #5

### *Chair:*

Mr. Roy Lipson  
Manager  
Texas Employment Commission  
Fort Worth, Texas

### *Vice Chair:*

Mr. W. C. Alton, Jr.  
Teacher-Occupational Investigation  
Dallas ISD  
Dallas, Texas

### *Recorder:*

Ms. Ruby Bell, Treasurer  
Texas Association of Vocational Educa-  
tion Special Needs Personnel  
Prairie View, Texas

### *ACTIVE*

### *Member:*

Mr. Jon Underwood

### Panel Members

Mr. Carl Naylor  
Fire Department  
Denton, Texas

Mr. James Hinton  
Chief of Police  
City of Lake Jackson  
Lake Jackson, Texas

The Honorable Lanny Hall  
State Representative  
Fort Worth, Texas

Mr. Charlie B. Shapard  
Personnel Director  
City of Fort Worth  
Fort Worth, Texas

Mr. James Gillen  
Counselor  
Anderson College Center  
Palestine, Texas

Mr. Jack Watson  
Postmaster  
Sectional Center Manager  
Fort Worth, Texas

Mrs. Claudia McDowell  
Regional Director, Continuing Education  
Department of Human Resources  
Arlington, Texas

### Occupational Area

Fire Fighting

Police Law and  
Law Enforcement

Elected  
State Official

City Management

Counseling

Federal Service

Social Work

## Transportation

Room #14

### *Chair:*

Mr. David P. Lancaster  
Director of Communications  
Texas Automobile Dealers Association  
Austin, Texas

### *Vice Chair:*

Mr. Bill L. Ditto  
Vice President, Administration  
Houston Community College  
Houston, Texas

### *Recorder:*

Ms. L. Jean Perry  
Leadership Awardee  
East Texas State University  
Denton, Texas

### *ACTIVE*

### *Member:*

Mr. Don Rogers

### Panel Members

Mr. Allen C. Richey  
Executive Director  
Independent Automotive Service Association  
Austin, Texas

Mr. Henry Lewis  
Director of Safety  
Central Freight Lines  
Waco, Texas

Mr. Jerry Coffey  
Executive Director  
Foundation for Business Politics  
and Economics  
Houston, Texas

Mr. Bob Gomez  
District Sales Director  
Braniff International  
Austin, Texas

Mr. William B. (Bill) Patton, Jr.  
Patton Towing Lines  
Friendswood, Texas

Ms. Barbara A. Akins  
Assistant Manager of Employment  
Santa Fe Railway  
Amarillo, Texas

### Occupational Area

Automotive

Truck & Bus

Mass Transit

Air

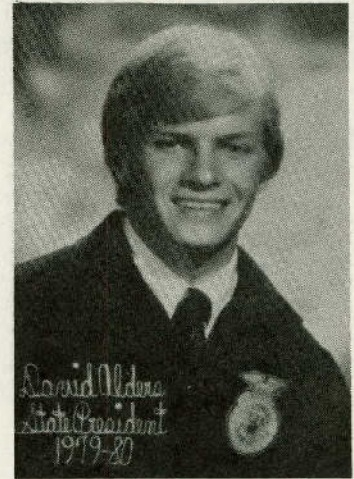
Truck

Rail

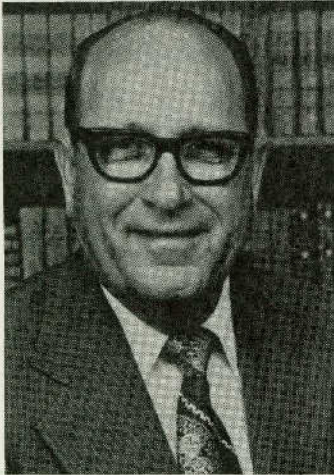


## Presenters

David Alders is President of the Texas Association of Future Farmers of America, which consists of 60,000 members. He is an 18-year-old livestock producer who has a rich background in agriculture and who has received a number of awards and scholarships. In his hometown of Nacogdoches, Alders has served his local FFA Chapter and represented it all the way through the National level. In his school, he has served as senior class president and National Honor Society Vice President. In 1978, Alders won first place in the National FFA Public Speaking Contest and the Miss Teenage America Male Teen-Achiever Award. He has also received the Golden Eagle Award from the American Academy of Achievement. After this year of representing Texas Future Farmers, Alders will pursue a college degree in agriculture.



David Alders



Alton O. Bowen

When Alton O. Bowen took over as Commissioner of Education, he brought with him a varied background that spans both business and education. He was educated in Texas public schools before attending East Texas State University, where he received his undergraduate degree in government and speech. He taught for two years and then joined General Dynamics Corporation in California, advancing through the ranks to become production control supervisor. He returned to teaching and earned a Masters degree. From 1950 through 1971, Mr. Bowen worked in the public schools as teacher, high school principal and superintendent of schools. He accepted the appointment of Assistant Commissioner for Regional Education Services at the Texas Education Agency. In 1974, he became Deputy Commissioner for Administrative Services...and then to the top job last September.

Joe Kelly Butler began his service on the State Board of Education in January 1973, and was elected Chairman of the Board in January 1975. Mr. Butler earned a Bachelor of Science degree in Petroleum Production Engineering from the University of Texas. He was employed by the Production Department of the Texas Company from 1933-41 and then organized Oil Production Maintenance, Inc., later in the year. The name of the company was later changed to Butler Drilling Company, which was again changed in 1974 to Joe Kelly Butler, Inc. A former president of the Houston Independent School District Board of Trustees, Butler served on the HISD Board for nine years. He is also a former Vice President and Director of the Texas Association of School Boards.



Joe Kelly Butler



Bill Clayton

Bill Clayton, a farmer-businessman from Springlake, is the 59th Speaker of the House of Representatives. He was first elected Speaker in 1975, re-elected in 1977 and 1979. Clayton is the first person in Texas history to be elected to three consecutive terms as Speaker of the House. He left the family farm in Olney to earn a Bachelor of Science degree in agricultural economics. He ran for the House of Representatives in 1962, won handily, and has served continuously since that time. He has been active in interstate affairs and has served as Chair of the Southern States Speakers Conference and the 50 state Council of State Governments. He is widely recognized as an expert on water and conservation legislation. Regardless of the fact that he has had to spend considerable time away from family and farm, he has maintained a farming operation as his principal source of income.

Dr. Daniel B. Dunham has brought a broad and varied background in vocational education to his present position of Deputy U. S. Commissioner of Education for Occupational & Adult Education, U. S. Office of Education. He has been a student of vocational education and a teacher and administrator in vocational-technical and career education since 1950. He earned B.S., M.S., and Doctor of Education degrees from Oregon State University. He has worked as an educational researcher and program administrator in both university and state government settings, served as a classroom teacher of vocational agriculture, a local vocational education program director, and has authored several articles and papers. Prior to joining the Office of Education, he was Assistant State Superintendent in Vocational-Technical Education, Maryland State Department of Education from 1975-78.

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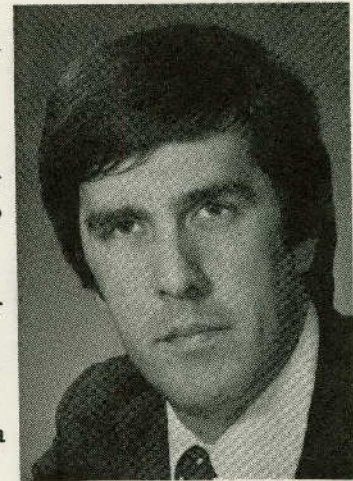
Daniel Dunham



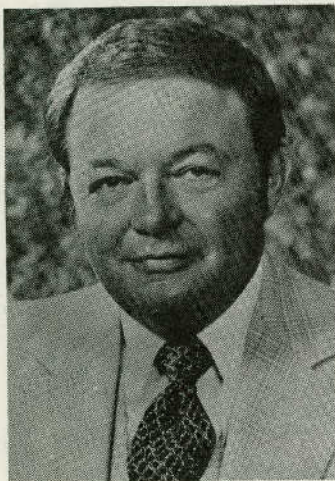
Maurice Frasier

Maurice Frasier is the Manager of Training, EEO and Communications in the Personnel Department for the Austin Motorola plant. Previously, she was employed for eight years as Personnel Director for Southwest Educational Development Laboratory. She has served on the Westlake High School Vocational Office Education Advisory Committee and for the past four years on the Austin ISD Career Development Advisory Committee, where she is presently chairing the sub-committee for Trades and Industrial programs. Ms. Frasier attended the University of Texas in Austin. She is an active member of the American Society for Training and Development and Past President of the Austin Personnel Association.

Charles B. Knapp has served as the Deputy Assistant Secretary of Labor for Employment and Training since May 1979. In this capacity, he is responsible for the implementation of several important federal government programs designed to assist individuals who are disadvantaged in the labor market. Knapp joined the Carter Administration in January 1977 as a Special Assistant to the U. S. Secretary of Labor, Ray Marshall. Prior to joining the Administration, he was an Assistant Professor of Economics and a Research Associate, Center for Human Resources, University of Texas at Austin. He is an economist who has served as a consultant to the Ford Foundation, the Robert Wood Johnson Foundation, and the Rand Corporation. He received his B.S. degree from Iowa State University and his M.A. and Ph.D. degrees from the University of Wisconsin.



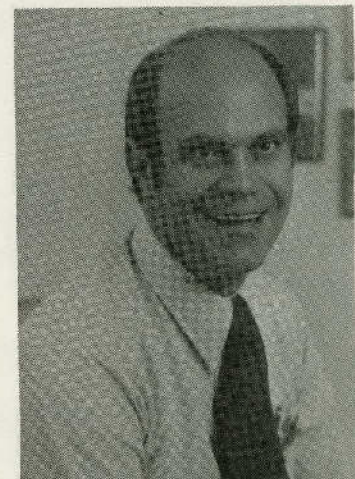
Charles Knapp



John D. Miller

John D. (Jack) Miller, President of Sanger-Harris in Dallas, joined the firm in September 1966, as Vice President-Personnel and in 1967 took on Customer Service as well. He received his Baccalaureate and Masters degrees from Texas Wesleyan College in Fort Worth. Prior to entering the retail field, Mr. Miller taught in the Haltom City and Richland Hills Schools and was a principal in the Hurst-Eules School District. He began his retail career in Leonard's in Fort Worth. Mr. Miller came to Sanger-Harris from a Philadelphia department store where he was Vice President-Personnel and Labor Relations. He is active in numerous civic and professional organizations including being Chair of the Central Business District Association, Director of the Texas Research League and immediate past Chair of the Coordinating Network for Quality Education for the Dallas ISD.

Charles F. (Chuck) Nielson joined Texas Instruments in 1965 and has had personnel and administrative responsibilities in TI domestic operations as well as Canada, Europe and South America. He is presently Personnel Director for U. S. Consumer Products Group of TI headquartered in Lubbock. Mr. Nielson received a Baccalaureate degree from Brigham Young University and did graduate work at the University of Utah and Utah State. He is active in various professional and civic organizations, such as the Advisory Board of South Plains College and the National Employers Service Committee -- Job Service Improvements Program. He is also Chair of the Private Industry Council for South Plains Employment and Training Consortium and the City-wide Vocational Advisory Council for Lubbock Public Schools.



Charles F. Nielson



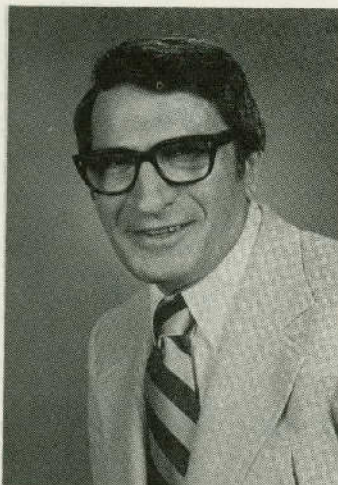
Beatrice G. Reubens

Beatrice G. Reubens has made the world her training ground in technical-vocational education. As Senior Research Associate for Conservation of Human Resources at Columbia University, she has traveled to many countries studying how they train their skilled workers. She is consultant to many domestic and foreign organizations, such as OECD and ONISEP in Paris, Aspen Institute in Berlin, Rockefeller Foundation, Department of Labor. She has written over 40 articles and periodicals since 1971, including such titles as, "German Apprenticeship Today," "The Transition from School to Work: The European Experience," and "Review of Foreign Experience." Dr. Reubens earned her B.A. degree from Brooklyn College and her Masters and Doctors degrees from Columbia. She was a Lecturer in Economics at Barnard College and economist for various government agencies prior to joining Columbia in 1963.

Melanie Satterwhite is a 9th grade student in Kirbyville High School. She has won singing awards in contests in Beaumont and has shared her talent in many Kirbyville churches and high school activities. She is a member of the Kirbyville High School Choir. Ms. Satterwhite intends to follow in her sister's footsteps and join vocational education next year in the Distributive Education Program. She will be accompanied by the Kirbyville Band Director, Larry Miars.



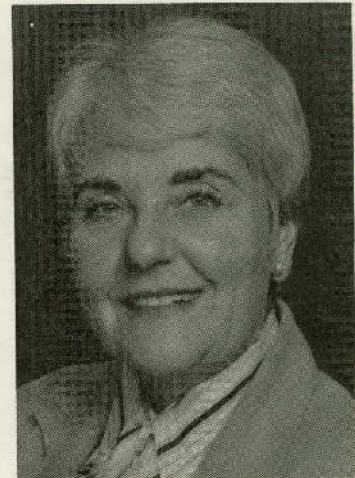
Melanie Satterwhite



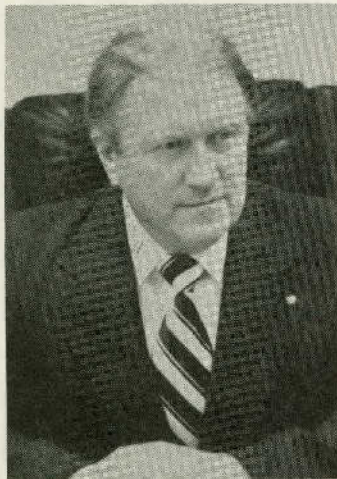
Mike Shapiro

Mike Shapiro, President of Belo Broadcasting Corporation and Chief Operating Officer of WFAA-TV, WFAA-AM, and KZEW-FM in Dallas, and KFDM-TV in Beaumont, began his broadcasting career in 1945 in his home state of Minnesota. He began his association with WFAA-TV in the early days of television as a member of the sales staff. He advanced to station manager and in 1969 became general manager of WFAA Radio and Television. In May 1974, he was named Executive Vice President of Belo Broadcasting Corporation and was soon promoted to President. Mr. Shapiro has served on the National Association of Broadcasters Television Board as a member and Vice Chair and has been a Director on the CBS Radio Affiliates Association and Past President of the Association of Broadcasting Executives of Texas.

Diane H. Sullivan has been with Rockwell International, Inc., and its predecessor Collins Radio Company for 13 years. She has held positions in Personnel, Accounting, Finance, Program Planning and Control, and Marketing prior to assuming her present position of Manager of Business Planning in the Ground and Shipboard Systems in Richardson. Prior to moving to Texas, she was in executive recruiting in New York City, specializing in finance and data processing personnel. She has a Baccalaureate degree in Economics from Vassar College and is a member of Phi Beta Kappa. Community activities include Co-Chair of the Education Committee of the Richardson Chamber of Commerce, President-Elect of the Metropolitan Dallas YWCA, and President of the Altrusa Club of Richardson.



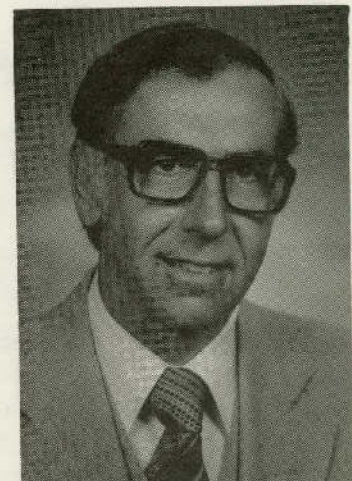
Diane Sullivan



Thomas D. Westfall

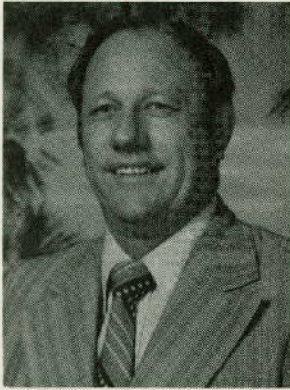
Thomas D. Westfall is a transplanted Yankee who has found fame, if not fortune, in his adopted state. He came to Texas with the FBI, retired as Assistant Special Agent in Charge of the El Paso Division in 1977, and stayed to become Mayor of El Paso in 1979. Mayor Westfall was born, reared, and educated in Illinois at James Millikin University (Baccalaureate) and the University of Illinois College of Law (Doctoral). He joined the FBI in 1951 as a Special Agent, worked in several field offices, and was then transferred to Washington, D.C. in an executive capacity. Mayor Westfall is presently teaching at Park College and Webster College, Fort Bliss. He has long had an abiding interest in history, anthropology and archaeology and has visited and studied historical and archaeological sites all over the world.

Dr. Charles H. Whiteside is President of the Texas Association of School Boards and a member of the school board of the Kilgore Independent School District. He is founder and President of Ana-Lab Corporation, analytical chemists and consultants, in Kilgore. He earned his Baccalaureate, Masters and Doctoral degrees from A & M University in agriculture, poultry nutrition and biochemistry and nutrition, respectively. Prior to founding his own company, he served as faculty member and then Chair of the Department of Chemistry at Kilgore College and Senior Scientist with Mead Johnson & Co. Dr. Whiteside is a member of numerous professional societies and has been accorded many honors, such as being selected for American Men and Women of Science, Personalities of the South and Who's Who in the Southwest. He is Chair of the Advisory Committee on Vocational Agriculture for KISD.



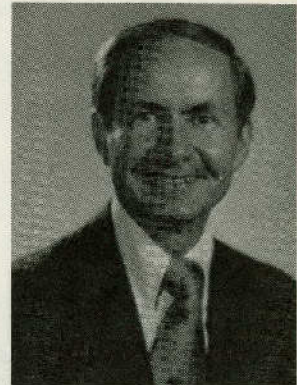
Charles H. Whiteside

## ACTIVE Members



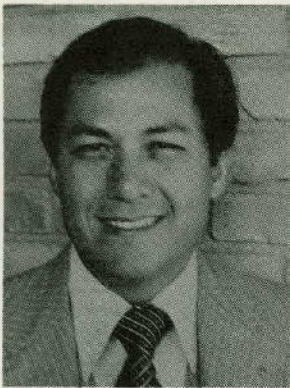
**Doyel E. Chandler**  
Chair

Member "who is a vocational education teacher presently teaching in a local educational agency." Vocational Administrator at Kirbyville High School where he has taught vocational agriculture and distributive education.



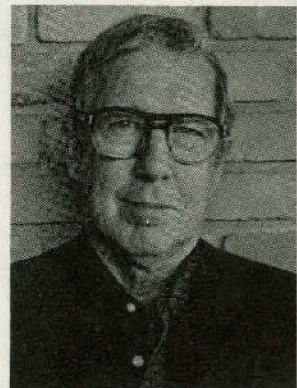
**Robert D. Hunter**  
Vice Chair

Member "representative of and knowledgeable about the poor and disadvantaged." Director of Adult and Community Education Programs for the Hidalgo-Starr Cooperative for Adult Programs in McAllen.



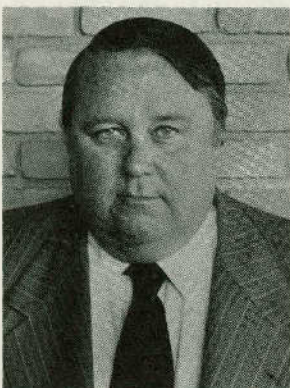
**Noe B. Calvillo**

Member "familiar with vocational needs and problems of management in the state." Employee Relations Manager for Mobil in Beaumont.



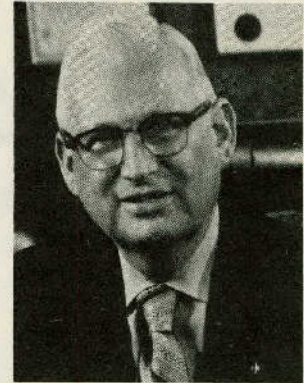
**E.W. Collins**

Member "representing State Employment and Training Council," which he chairs. Manages independent investments in Dallas.



**James C. Currey**

Member "representing proprietary vocational-technical schools of the state." Majority stockholder of Elkins Radio License School in Dallas, Inc. Past Chair of Council.



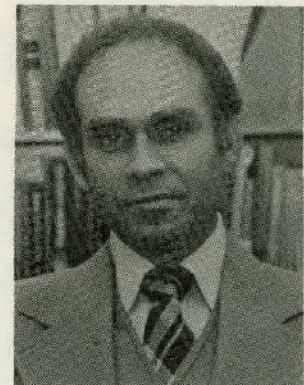
Bill Elkins

Member "who is a woman with background and experience in employment and training programs and knowledgeable with respect to sex discrimination in job training and employment, sex stereotyping in vocational education and discrimination in job training and employment against minority women." Director of Education & Research, Texas AFL-CIO, Austin.



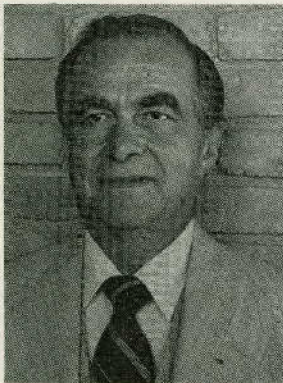
Ruth Ellinger

Member "representing state correctional institutions." Vocational Administrator for Windham Schools, Texas Department of Corrections in Huntsville.



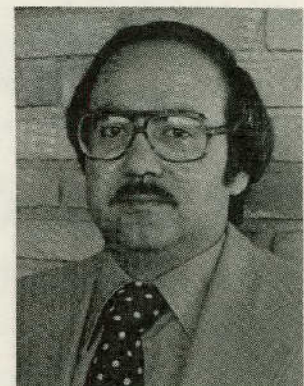
Maxia Farris

Member "currently serving on a local school board." President of Corpus Christi Independent School District Board and owner/pharmacist of Prescott Pharmacy in Corpus.

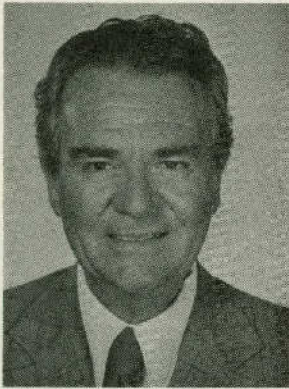


Clemente Garcia

Member "representing community or junior colleges." Dean of Vocational and Technical Education for Laredo Junior College.



Jacinto Juarez



**Hugh E. McCallick**

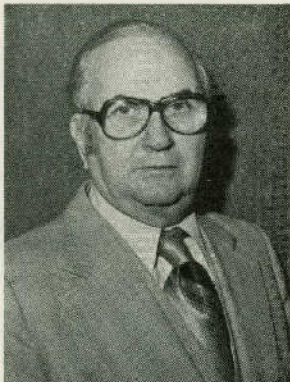
Member "familiar with post secondary baccalaureate technological degree programs." Dean of the College of Technology at the University of Houston.

Member "representing and familiar with needs and problems of agriculture in the state." Associate Editor and Project Leader for Print Media for the Department of Agricultural Communications, Texas Extension Service and Experimental Stations, Texas A & M.



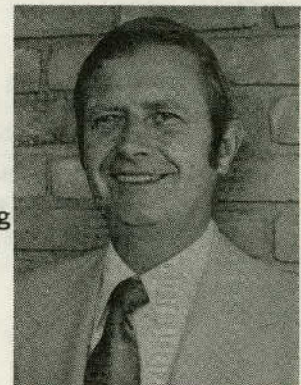
**Mary Mahoney**

Member "having special knowledge, experience, or qualifications with respect to vocational education but who is not involved in the administration of state or local vocational education programs." Retired Supt. of Schools in Arlington and operator of The Upstairs Gallery art gallery in Arlington.



**James Martin**

Member "representing school systems with large concentrations of persons who have special academic, social, economic needs and of persons who have limited English-speaking ability." Assistant Superintendent of Vocational Education for El Paso Independent School District.



**Cletus G. Michel**

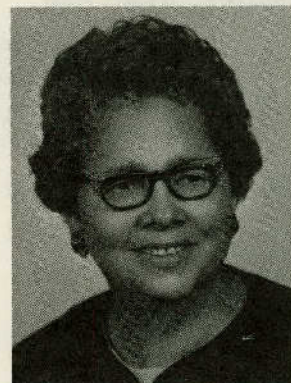
Member "representing and familiar with public programs of vocational education in comprehensive secondary schools." Program Director for Marketing and Distributive Education in Houston I.S.D.



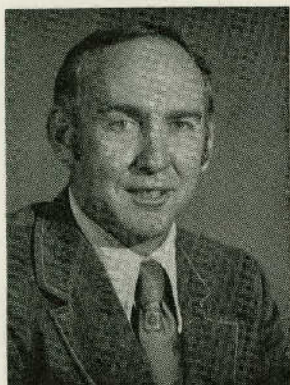
**Edith F. Patterson**



Member "having special knowledge, experience, or qualifications with respect to the special educational needs of physically or mentally handicapped persons." Retired elementary principal with experience in vocational and special education. Past Chair of Council.



Dorothy R. Robinson



S. Don Rogers

Member "who is currently serving as superintendent or other administrator of a local educational agency." Superintendent of Eanes Independent School District near Austin.

Member "actively engaged in Technical Training Institutes." Vice President of Development and Public Affairs at Texas State Technical Institute in Waco.



Milton J. Schiller



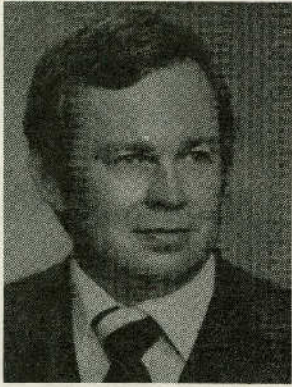
Annylee Smith

Member "representing and familiar with vocational guidance and counseling services." Vocational Counselor at King High School in Kingsville.

Member "who is a present or recent vocational education student who is not otherwise qualified for membership." Nursing Education student at Texas Woman's University in Denton.



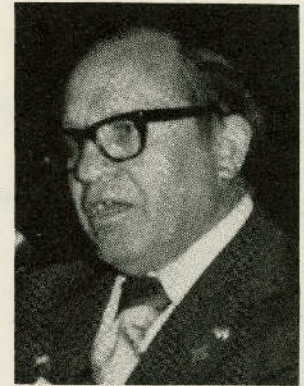
Sherry Townsend



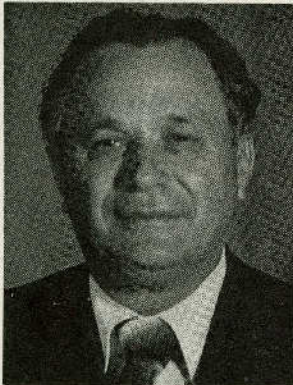
**Jon Underwood**

Member "representing state industrial and economic development agencies." Member of Texas Industrial Commission and Research Implementation Engineer with the Texas State Department of Highways and Public Transportation.

Member "familiar with vocational education needs and the problems of labor in the state." Member of the Communication Workers of America Local 12127 and employee of Southwestern Bell Telephone in Midland.



**D.L. Willis**



**Mario Yzaguirre**

Member "representing the general public." Owner of Mario's Drug Store in Brownsville.

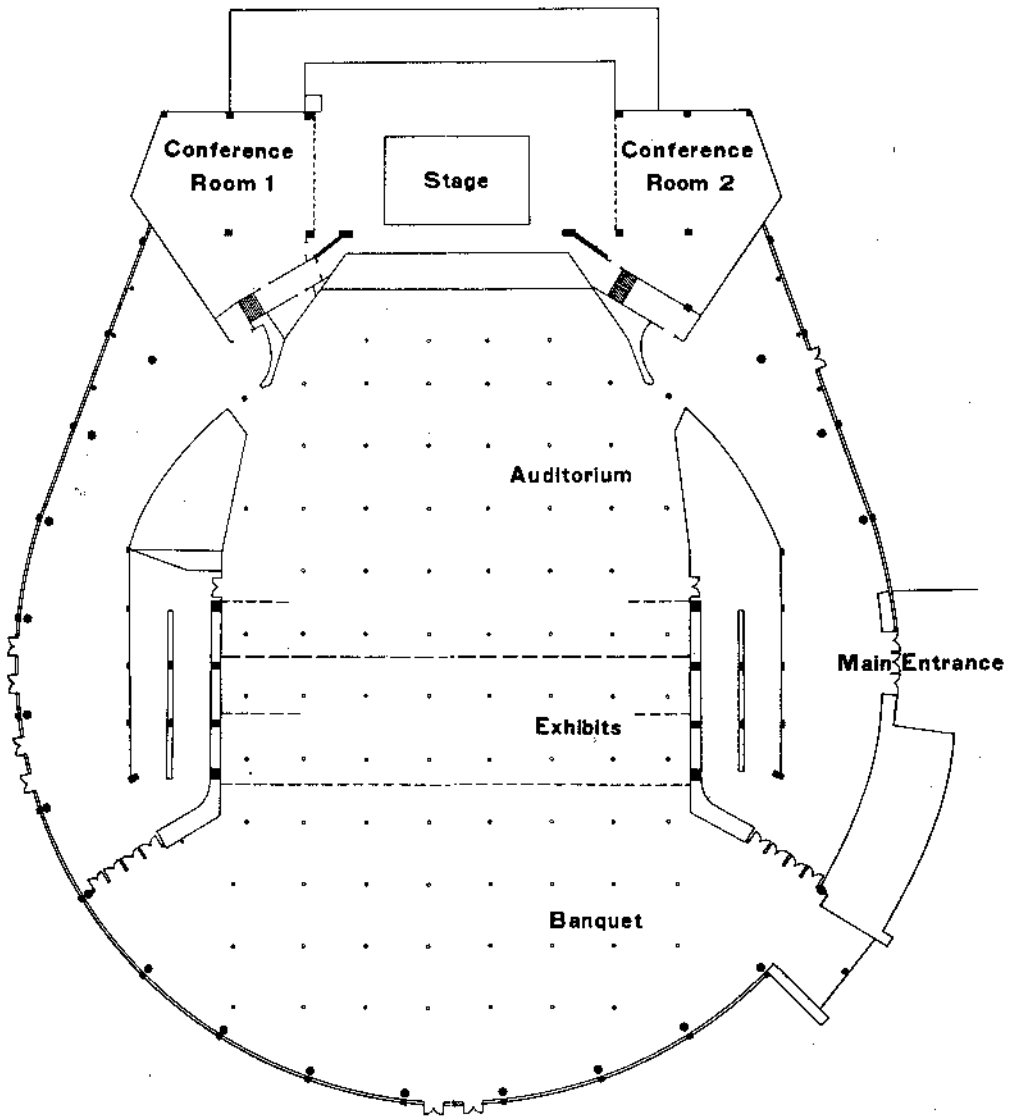
## Conference Exhibitors

<u>Booth Number(s)</u>	<u>Exhibitors</u>
11	Texas Hospital Association
33	Texas State Technical Institute
22	Texas Technical Society
28, 43	Dallas County Community College District
40, 41, 42	U. S. Army
20, 21	Texas Department of Corrections
35, 36	Texas Department of Human Resources
31	Texas Association of Private Schools
30	Braniff Education Systems, Inc.
29	U. T. at Austin, Instructional Materials Center
32	U. T. at Austin, Division of Continuing Education
13, 14, 15, 16	Abilene Adult Education
37	San Jacinto College
10	Texas Tech University
5	Texas Education Agency - Distributive Education
3, 4	Vocational Instructional Service
38, 39	Texas State Technical Institute
2	Texas Education Agency - Office Education
26	U. S. Navy
7	Texas Employment Commission
25	Texas A & M University - Engineering Extension Service
1	Dallas ISD

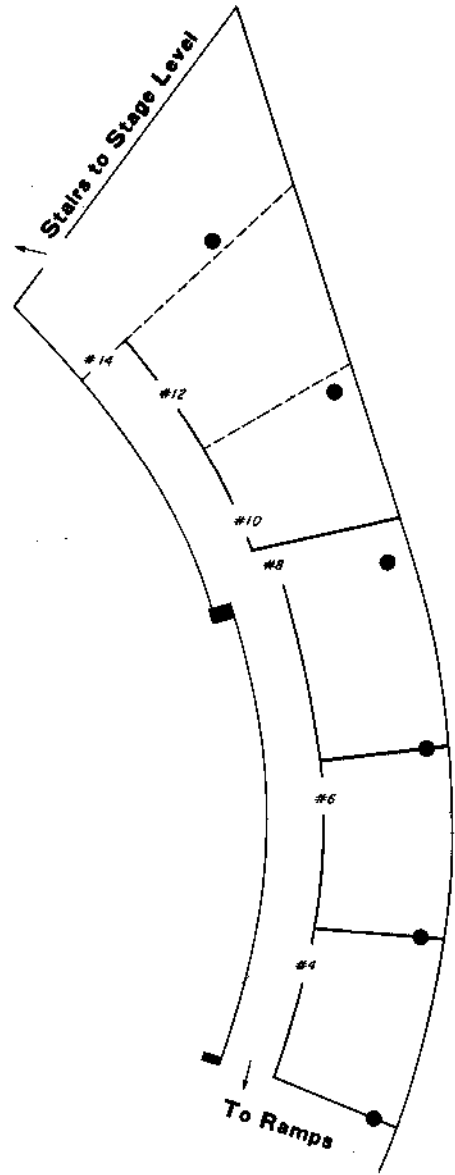
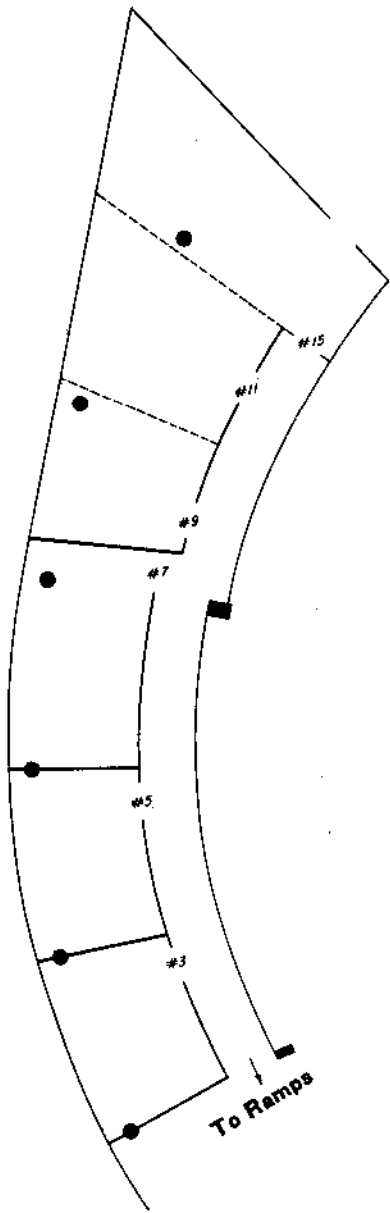
Booth Number(s)

Exhibitors

6	CETA Youth Programs
8	City of Dallas
24	Del Mar College
12	U. S. Air Force
23	Hidalgo-Starr Cooperative for Adult Programs
17, 18, 19	Gary Job Corps Center



**Main Floor**



**Second Floor**

## About the Council

The Advisory Council for Technical-Vocational Education in Texas was established under the federal Vocational Education Amendments of 1968. It was reconstituted under state law in 1969.

It has 24 members who are recommended by the Governor, appointed by the State Board of Education, and confirmed by the State Senate to serve three-year staggered terms. The Council presently has one vacancy.

The Advisory Council's broad purpose is "to establish a climate conducive to the development of technical, vocational, and manpower training in educational institutions in the State of Texas to meet the needs of industrial and economic development of the State."

On November 10, 1973, the State Board of Education designated the Council to also serve as the "State Advisory Committee on Adult Education."

Under law, at least one public forum must be held each year by the Council to obtain citizen input on education and manpower needs. Over 100 public forums have been conducted by the Council at the state, regional, and local levels since 1970.

In addition to its annual report to the State Board of Education, which is also sent to the U. S. Office of Education and the National Advisory Council for Vocational Education, the Council submits an annual report to the Governor and a biennial report to the State Legislature.

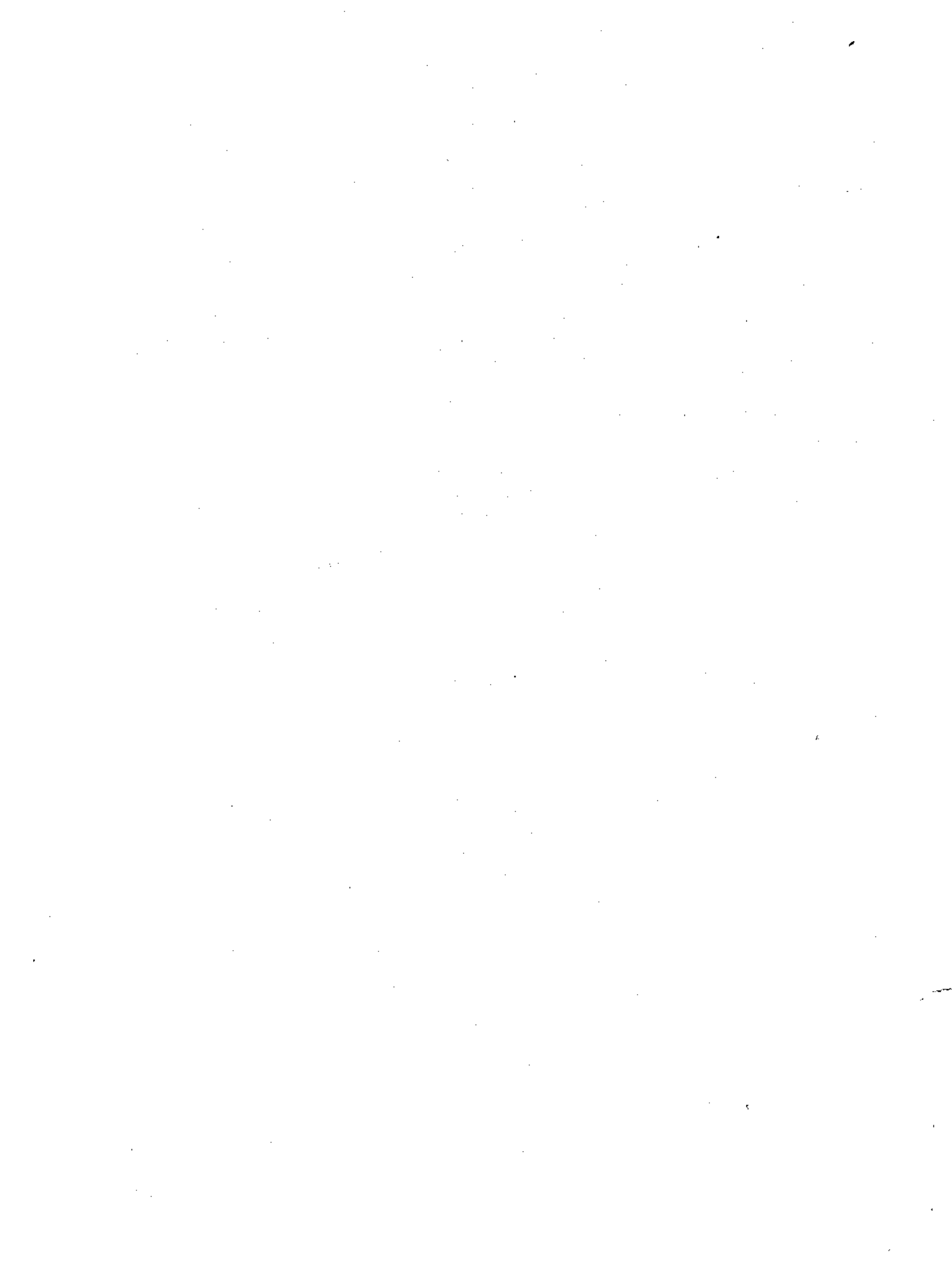
The Council also publishes a monthly newsletter in addition to numerous other reports, staff analysis, working papers, surveys, and background information data as the need arises.

### ADVISORY COUNCIL MEMBERS

Doyel E. Chandler, Chair, Kirbyville	James Martin, Arlington
Robert D. Hunter, Vice-Chair, Abilene	Cletus G. Michel, El Paso
Noe B. Calvillo, McAllen	Edith F. Patterson, Houston
E. W. Collins, Beaumont	Dorothy R. Robinson, Palestine
James C. Currey, Dallas	S. Don Rogers, Austin
Bill Elkins, Dallas	Milton J. Schiller, Waco
Ruth Ellinger, Austin	Annyelee Smith, Kingsville
Maxia Farris, Huntsville	Sherry Townsend, Denton
Clemente Garcia, Corpus Christi	Jon Underwood, Austin
Jacinto Juarez, Laredo	D. L. (Dally) Willis, Midland
Hugh E. McCallick, Houston	Mario Yzaguirre, Brownsville
Mary Mahoney, College Station	Vacant

### ADVISORY COUNCIL STAFF

Alton D. Ice, Executive Director	Valeria Blaschke, Administrative Technician
Angie Grace, Program Officer	Cathy Myers, Secretary
Jeanine Hicks, Program Officer	Lynda Permenter, Secretary







The Advisory Council for Technical-Vocational Education in Texas  
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Austin, Texas 78767  
(512) 475-2046