

WEDNESDAY, JUNE 19

10:00 A.M. — 11:30 A.M.

"PROS AND CONS OF OFFSHORE PRODUCTION"

MODERATOR:

Stuart H. Green, Vice President and Secretary,
Phillips-Van Heusen Corp., and Chairman,
AAMA Foreign Competition Committee



S. H. Green

"WHAT'S THE PROBLEM?" Carl Priestland, AAMA Consulting Economist, discusses the growth of imports of apparel items and how the increase of domestic consumption of these imports have taken more of the market.



C. Priestland

"MEETING MANAGEMENT'S RESPONSIBILITIES IN A PUBLICLY-HELD APPAREL CORPORATION." Lawrence S. Phillips, President, Phillips-Van Heusen Corporation, will justify Management's decision to go overseas for production to meet this crippling import competition.



L. S. Phillips

"A COUNTRY BY COUNTRY CRITIQUE OF APPAREL PRODUCTION OPPORTUNITIES IN SOUTHEAST ASIA." Kenneth Gott, Editor of "Business International," will cover the more important aspects of general investment conditions, including such factors as political stability, tax rates, incentives, freedom to remit profits and repatriate capital and who is investing.



K. Gott

"THE GOVERNMENT'S VIEWPOINT." Stanley Nehmer, Deputy Assistant Secretary of Commerce for Resources, points to four basic reasons why it is not in the national interest for American apparel or textile plants to locate abroad — the adverse effects on many sectors of the economy, on employment, on the balance of payments, and on our national security.



S. Nehmer

THURSDAY, JUNE 20

9:00 A.M. — 10:30 A.M.

"PRODUCTIVITY IMPROVEMENT USING THE A.T.P.I. APPROACH," by Emanuel Weintraub Associates, New York. With labor in short supply and wage rates increasing, the A.T.P.I. approach to productivity improvement will outline the steps that enable a firm to identify its unachieved productivity potential and will indicate the productivity improving techniques that should be utilized by plant engineers, supervisors, and other members of the management team.



E. Weintraub

"MARKETING APPAREL IN THE SEVENTIES," by Management Services, Greenville. During the present decade, significant changes occurred in the markets for apparel and the manufacturers' approach to selling them. The decade just over the horizon promises to be just as volatile if not more so. How these shifts will affect manufacturers' selling, sales management, merchandising, customer relations, sales promotion and other facets of marketing will be explored in this Seminar. Emphasis will be placed on capitalizing on the opportunities the Seventies will afford to the progressive manufacturer.



H. Wedemeyer

"PRODUCING SMALL LOTS EFFECTIVELY," by Bertrand Frank Associates, New York. Today style, and more style, is the thing. But style brings small production lots, slows delivery, weakens quality and skyrockets costs. Yet sound merchandising demands the on-time delivery of a variety of increasingly better garments at low cost. The answer: a comprehensive approach throughout manufacturing, to support this new selling.



B. Frank

"INTRODUCING IMPROVEMENTS IN METHODS AND MACHINERY IN APPAREL MANUFACTURING," by Summerour & Associates, Atlanta. A new rated, 30-minute color film will open this Seminar, demonstrating significant improvements in machinery application in the manufacture of a wide variety of apparel products from coveralls to underwear. Panelists will then discuss justification of the changes; how to sell the changes to production operators who will be affected by them; and operator re-training. The audience will be invited to participate in the discussions.



W. Summerour

Your roadmap to INCREASED PROFITS



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35th ANNUAL MEETING
PANORAMA FOR PROGRESS
CONVENTION HALL
ATLANTIC CITY, JUNE 19-22