

The National Association of Manufacturers is a voluntary organization of industrial and business firms, large and small, located in every state, which vigorously support principles that encourage individual freedom and which through the Association develop and engage in sound programs for the advancement of the economic well-being and social progress of the American people.



National Association of Manufacturers
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Consumerism

It calls into question industry's good faith on such fundamentals as product quality and safety, warranties and service, pricing, labeling and advertising. The honest answers are greeted with disbelief. Hence . . .

THE CRISIS IN CREDIBILITY

Theme of a Marketing Conference
to which you are invited.

*Sponsored by
the Marketing Committee
National Association of Manufacturers*

NAM

At The Waldorf-Astoria, New York
Thursday, April 9, 1970



Faith in the honesty and responsibility of American business—all business—has reached a low ebb. Demands by consumer advocates for more and more protective legislation, picked up by responsive politicians, have raised doubts in the public mind—doubts about product safety and reliability, about warranties and guarantees and service, about environmental pollution, about truth in packaging, and truth in advertising. No less than 150 bills identified with consumer interests are now pending in the Congress. And while the adult population is thus impressed with an apparent need to be protected by government, a new and militant younger generation is growing up with a cynical attitude toward both business and government.

The impact of consumerism is by no means restricted to those who manufacture consumer products. Once doubt about industry's good faith is implanted in the public mind, all industry is suspect, and each company suffers a loss of respect from its employees and its community.

Thus the crisis in credibility touches all.

A handwritten signature in dark ink, appearing to read "D.G. Sanders". The signature is fluid and cursive, with a large, stylized "S" at the end.

Chairman, NAM Marketing Committee

The Crisis in Credibility

Jade Room, Waldorf-Astoria, April 9

9:00 Opening remarks by DONALD A. GAUDION, *Chairman, NAM Marketing Committee, and President, Sybron Corp.*

9:15 **The Genesis of Consumer Distrust**

ELIAS BUCHWALD, *President, Burson-Marsteller*

"Consumerism" is a word too new for even the newest dictionary. Yet today it is a full-blown political force, shaking the foundations of American business. How did it begin? What made it grow? What can we do to restore public confidence? Mr. Buchwald, head of one of America's largest public-relations firms, will speak from a background of in-depth study of this problem.

9:40 **Are We Communicating?**

WILLIAM J. COLIHAN, JR., *Chairman, Telmar Communications*, will moderate a panel comprised of three representatives of industry and three communicators to discuss the question of whether industry is effectively communicating its views to government and the public. Each participant will make a three-minute opening statement and will then enter debate.

For industry:

H. NAYLOR FITZHUGH, *Vice President, Special Markets, Pepsi-Cola Co.*

H. GEORGE WOLFE, *Advertising Manager, Merck Chemical Div., Merck & Co.*

ROBERT J. EGGERT, *Staff Vice President, Economic and Market Research, RCA,*

For communicators:

STANLEY E. COHEN, *Washington Editor, ADVERTISING AGE*

ESTHER PETERSON, *former Special Assistant to the President for Consumer Affairs*

JOHN CUNNIFF, *Business Analyst, The Associated Press.*

10:40 Stretch break

10:50 **Product Safety: Is Washington Credible?**

DONALD L. PEYTON, *Managing Director, American National Standards Institute*

The head of America's only private organization dedicated to coordination and promulgation of nationally recognized and accepted standards challenges the concept that only Washington can determine standards for product safety. On the basis of over 4,000 standards already in wide industry use, he believes the voluntary route offers the best hope for protection while preserving the benefits of a competitive economy.

11:15 **Let's Tell It Like It Is and Do It Like It Says**

Two speakers—one representing a manufacturer's viewpoint and one the retailers'—will deal with consumer criticisms of product information, warranties and guarantees, complaints and service. They will suggest effective means of dealing with these problems.

STEPHEN E. UPTON, *Vice President, Consumer Services Div., Whirlpool Corp.*

FRANK MAYANS, *Operating Vice President, Corporate Research and Development, Federated Department Stores, Inc.*

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About the speakers

12:00 Reception and cocktails

12:30 Luncheon—Astor Gallery

1:20 Luncheon address

HENRY LUCE III, Publisher,
TIME MAGAZINE

From his vantage point as publisher of one of the leading news magazines, with a worldwide staff of reporters and commentators, Mr. Luce is in an excellent position to assess public opinion as it relates to the problems of industry. He can suggest constructive ways to close the credibility gap.

Afternoon Session

(for Marketing Committee members only)

2:00 Review of Washington developments, with interpretation and comment by NAM's Washington staff.

2:40 Questions from the floor and general discussion.

3:15 Discussion of policy questions.

4:00 Adjournment.



Elias Buchwald, in addition to being president of Burson-Marsteller, is secretary and a member of the board of directors of Marsteller, Inc. He was responsible for the publication in 1968 of "Consumerism: A New and Growing Force in the Marketplace," which has become a standard reference work on this subject. A new edition is now in preparation. A graduate chemical engineer, he has been a frequent speaker and lecturer on public-relations topics.

Stanley E. Cohen has been Washington Editor of *Advertising Age* since 1943, writing extensively about regulatory agencies and consumer protection. With unusual perceptiveness, he has followed and reported upon the expanding government regulatory program and the development of new concepts of business-government relationships. He is a member of the National Advisory Food & Drug Council and is a vice president of Advertising Publications, Inc., publishers of *Advertising Age*.



William J. Colihan, Jr., is widely known as an early advocate of business-government cooperation and as a speaker and writer on consumerism and public affairs. He retired in 1968 as executive vice president of Young & Rubicam to devote himself mainly to public service, with such organizations as the Corporation for Public Broadcasting, the Office of Economic Opportunity and the Peace Corps. He is a member of the Executive Committee of the National Marketing Advisory Committee, and has become founder and chairman of Telmar Communications, a new firm which provides computer-based media and marketing systems.