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News Release

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RELEASE

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ON DELIVERY, TUESDAY, APRIL 6, 1965, AT INDUSTRIAL DEVELOPMENT
COMMITTEE DINNER, RIDGEWOOD COUNTRY CLUB, WACO, TEXAS -- via
Ken Smith, Waco Chamber of Commerce.

GOALS, PLANNING -- EDUCATION AND TRAINING FOR PEOPLE --
MUST REPLACE HAPPENSTANCE IN INDUSTRIAL DEVELOPMENT
-- Gifford K. Johnson

WACO--

Carefully-planned goals and long-range planning to meet them are the
way to industrial development for Waco -- not happenstance -- Gifford
K. Johnson said here Tuesday night.

Much of Waco's industrial and economic gains have been the result of
happenstance -- with some persuasion -- he told a Texas Industrial Week
dinner audience. While Waco's industrial gains over the past 15 years
are good, Mr. Johnson said, they are small in comparison to population
growth.

Seven per cent of the Waco area population, he pointed out, is employed
in 180 plants, 16 of them less than five years old. Other areas, he noted,
have 12 per cent or more industrial employment in the technological age.

Mr. Johnson is president of the Graduate Research Center of the
Southwest in Dallas. GRCSW is a private institution performing basic
research and working with nearby universities and industries to increase
graduate education opportunities. Mr. Johnson became president of the

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GIFFORD K. JOHNSON -2-

Center March 17. He previously was president of Ling-Temco-Vought, Inc., a major aerospace and electronics firm.

Tuesday night's program, at the Ridgewood Country club, was sponsored by the Industrial Development Committee of the Waco Chamber of Commerce.

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Industry of the future will be made successful only through brainpower, Mr. Johnson said. Citing the products of team research and development in aerospace, communications and transportation -- where team research has replaced the discoveries and inventions of a few, he pointed to the past 25 years as proof that the future will proceed faster toward new products, technology, and ideas.

For Waco, he said, this means only opportunity. "I'm afraid little will come your way unless you do the things necessary to reach out, grab, and hold it. The competition is too keen for it to just happen. "

Waco needs to exploit geographical advantages as a natural market and distribution center; contribute to agriculture, build cultural activities, and develop an air -- a feeling that says "We are on the move -- this is a great place. "

"You need above all to educate and train your people, " Mr. Johnson said. "You need to grow and attract a few who will invent and create your new products and industries -- to recognize that they are doing this at the very early stages, and to help them to succeed in every way you can. You need to look beyond your city to those you compete with and those you can complement -- then, do so. "

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Mr. Johnson said Waco was fortunate to have had some past influx of industries, typified by Rocketdyne's use of the former Bluebonnet Ordnance plant. He called the Monday announcement of wide-range vocational training by Texas A&M University (at Connally Air Force Base) a "tremendous windfall for you. Make the most of it, by all means."

He urged fast action in the formation of educational and long-range planning committees by the community, making use of brainpower at hand and available elsewhere.

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