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For Immediate Release

WLU professor to have key role  
at personnel association annual

Dr. Tupper Cawsey, associate professor in Wilfrid Laurier University's school of business and economics, will be a key speaker at the upcoming annual meeting of the Personnel Association of Canada in Toronto May 20 and 21. About 1,500 senior personnel administrators are expected to attend.

Dr. Tupper will speak on the topic, Personnel Management: Make it or break it by 1984. He has subtitled it as Dinosaurs, Buggy whips and Personnel Managers.

Dr. Cawsey said he believes a new breed of personnel manager is emerging, one who is a diagnostician, policy formulator, planner-controller, counsellor and profit-producer. As a result, he is better paid.

Others in the personnel field, the WLU professor said, are tied to the traditional role of record keeper, bureaucrat and scapegoat, with its accompanying low status, respect and pay.