

Businessmen's Campus Available in Westchester

Companies Can Hire Estate With All Facilities for Management Seminars

By WILLIAM M. FREEMAN

A 26-acre estate in Tarrytown, N. Y., in suburban Westchester, is playing host each day as a campus-for-hire for scores of business executives representing blue-chip companies.

On the former Mary Duke Biddle estate, renamed Tarrytown House and transformed into a modern setting for conferences, seminars and training programs, the executives gather to discuss sales objectives, business trends, economic conditions and related topics, all with a view to planning for the futures of their companies.

The idea of the venture, according to Robert L. Schwartz, president of Tarrytown House, is to supply everything a business group needs—shelter, food, conference rooms and materials, and recreational facilities—to hold a training program or seminar. The corporate customers provide the “students” and “faculty.”

Mr. Schwartz, a former journalist and bureau chief for Time and Life magazines in this country and abroad, is optimistic about the potential of the enterprise, now only several months old. So, too, is Steve Harrison, the managing director.

Groups of executives from such leading concerns as the General Foods Corporation, the American Telephone and Telegraph Company and the Gen-



William M. Freeman for The New York Times

James F. Morrison, left, manager of passenger sales, Trans World Airlines, with Herbert E. Weber, an account executive, in management training course at Tarrytown House, the setting for a variety of such executive courses.

eral Electric Company meet at Tarrytown House for a day or a week or for a series of conferences over many months.

Their purpose is “to get away from it all” to talk things out from early morning until late at night and get some decisions made on corporate plans and how to go about implementing them.

At a session the other day,

James F. Morrison, manager of passenger sales of Trans World Airlines, and Herbert E. Weber, a T.W.A. account executive, discussed sales techniques with their associates.

At another meeting, John J. McCarthy, manager of sales training and practices of General Electric, explained methods of imparting the latest techniques to salesmen.

The New York Times

Published: May 18, 1964

Copyright © The New York Times