

Developments In Business Simulation & Experiential Exercises, Volume 20,1993

THE BASF DELEGATE CORPORATION

Marshall Welch, BASF Corporation
Charles Walter, BASF Corporation
Roland Doeppner, BASF Corporation

An overview of the BASF Delegate Program by Dr. Marshall Welch to include:

- Introduction to BASF
- Purpose of Delegate Program
- Types of Delegations
- BASF delegation activities around the world
- Preparation of delegates and families
- Design of experiential learning activities
- Company experiences with the program

Panel of Mr. Charles Walter, delegate to Germany, Mr. Roland Doeppner, delegate to U.S. from Germany and Dr. Marshall Welch, Director of Training for BASF Corporation will field questions from the audience about the delegate program and the experiences of the two panel members who have participated.

COMPANY PROFILE

BASF Corporation is among the leading producers and marketers of chemicals and chemical-related materials in the United States and Canada. As the North American arm of the worldwide BASF Group, the company is built on a 125-year tradition of research achievements dedicated to the service of its customers.

BASF Corporation serves a wide range of markets, including the automotive, aerospace, construction, home furnishings, apparel, food, nutrition, pharmaceutical, personal care, graphic arts, entertainment and electronics industries.

BIOGRAPHIES

Dr. Marshall W. Welch is Director of Training for BASF Corporation. Prior to this assignment he was Director, Management and Quality Training for BASF Corporation. He held the position of Director, Quality Improvement and Training for the Fibers Division from 1986 until 1989. Marshall was the Supervisor of Training at the Anderson, South Carolina plant from 1977 until 1986.

His previous experience includes management of training for a metal working company and instructing in the South Carolina Community College System.

He holds a B.S. in Psychology from Francis Marion College and a Masters and a Doctorate in Vocational/Technical Education from Clemson University.

Charles Walter is Manager of Standard Seminars for BASF Corporation. He spent 18 months working in Ludwigshafen, Germany as part of a project exchange program with the Training and Development Department of BASF AG. Prior to joining BASF six years ago, he directed the training function for Universal Manufacturing Corporation, a division of Northwest Industries.

Since 1975 he has worked in training and development in a number of industries. He holds a B.A. in English Literature from Rutgers University.

Roland Doeppner works for the Training Department of BASF AG in Germany. He is currently on a one-year assignment with BASF Corporation in Parsippany, N.J. Before he joined BASF five years ago, he worked for several years for an employer's association.

He has a degree in Social Sciences and Economics from the University of Goettingen.