

**THE ECONOMIC CLUB OF DETROIT**

ANNOUNCES

**"CIVIC DEVELOPMENT"  
LUNCHEON**

**MONDAY NOON, JANUARY 16, 1978**

**TWELVE O'CLOCK**

**COBO HALL**

**CIVIC CENTER, CITY OF DETROIT**

**GUESTS OF HONOR AND SPEAKERS**



**JAMES M. ROCHE**

Co-Chairman  
Economic Growth Council of Detroit, Inc.  
and

Detroit Economic Growth Corporation  
Former Chairman and Chief Executive Officer  
General Motors Corporation



**LYNN A. TOWNSEND**

Co-Chairman  
Economic Growth Council of Detroit, Inc.  
and

Detroit Economic Growth Corporation  
Former Chairman and Chief Executive Officer  
Chrysler Corporation

**SUBJECT**

**"A NEW FOUNDATION FOR DETROIT'S FUTURE"**

**PRESIDING OFFICER**

**THE HONORABLE COLEMAN A. YOUNG**

Mayor  
City of Detroit

**LUNCHEON**

**MEMBERS AND SPOUSES \$6.25 PER PLATE**

**GUESTS \$6.75 PER PLATE**

**(PLACES WILL BE ASSIGNED IN THE ORDER IN WHICH RESERVATIONS ARE  
RECEIVED. RESERVED SEATS WILL BE HELD UNTIL 12:20 P.M.)**

44th Season

### JAMES M. ROCHE

James M. Roche served as Chief Executive Officer and Chairman of the Board of General Motors Corporation from November 1, 1967 to December 31, 1971. Until May, 1977, he was an active member of the GM Board of Directors and the Finance Committee.

Born in Elgin, Illinois, on December 16, 1906, he was graduated from Elgin High School in 1923. Mr. Roche's first job was with a gas and electric utility in Aurora, Illinois, during which time he continued his education through correspondence school business and statistical courses.

In 1927, at the age of 21, he took a job as a statistician at GM's Cadillac Motor Car Division Chicago sales and service branch, an association which some 30 years later was to see him named general manager of Cadillac and a vice president of General Motors.

Within a year after joining Cadillac, he was named assistant to the Chicago branch manager and in 1931 he was transferred to New York as assistant regional business manager. Mr. Roche came to Detroit in 1933 as assistant manager of the Cadillac Business Management Department and two years later he was appointed national business management manager for Cadillac. Following other promotions, in 1950 he was named as Cadillac general sales manager.

Mr. Roche achieved the top rung in the Cadillac organization on January 1, 1957, being named general manager and a vice president of General Motors. On September 1, 1962, he was elected an executive vice president of General Motors and a member of the Board of Directors, and three years later he was elected GM's thirteenth president.

He is a member of the boards of directors of PEPSICO, Inc. and the New York Stock Exchange. He was elected to the Board of Associate Trustees of Holy Cross College, Worcester, Mass., in September, 1966, and in October, 1971 was elected to the Board of Trustees of Tuskegee Institute.

Among his civic responsibilities, Mr. Roche serves on the National Advisory Council on Minority Business Enterprise and as a vice chairman of the Urban Coalition. Since December, 1967, he has been a member of The Business Council. Among his numerous awards, Mr. Roche holds seven honorary degrees.

He was appointed Co-Chairman of the Economic Growth Council of Detroit, Inc. on October 26, 1976 (the Council is scheduled to terminate January 31, 1978) and on December 16, 1977 was appointed Co-Chairman of the Detroit Economic Growth Corporation.

Mr. Roche and his wife, the former Louise McMillan of Elgin, Illinois, have three married children, a daughter and two sons.

LYNN A. TOWNSEND

The Board of Directors of Chrysler Corporation elected Lynn A. Townsend Chief Executive Officer on April 1, 1966, and Chairman of the Board of Directors on December 1, 1966, effective January 1, 1967. He retired as Chrysler's chief executive on September 30, 1975.

Mr. Townsend joined Chrysler Corporation in 1957 as comptroller. He was appointed group vice president - international operations in 1958, and directed all Chrysler activities outside the United States.

In January, 1959, the Board elected Mr. Townsend a director, and in December, 1960, administrative vice president of the corporation.

In July, 1961, the Board established its Executive Committee and chose Mr. Townsend as one of the original members. He became president of the company on July 27, 1961.

Before joining Chrysler, Mr. Townsend worked on Chrysler affairs for more than 10 years as a member of the company's national accountants, Touche Ross & Co. He became a partner in that firm in 1952.

He was born in Flint, Michigan, May 12, 1919 and attended high schools in Beverly Hills, Calif., and Evansville, Ind. He began his career in the National City Bank of Evansville where he worked for 18 months before enrolling at the University of Michigan. He was awarded a B.A. degree in 1940, and an M.B.A. with distinction in 1941.

In 1941, he joined the accounting firm of Ernst & Ernst in Detroit. Following service in the U.S. Navy during 1944-46, he rejoined Ernst & Ernst.

In 1947, he became a supervising accountant at George Bailey and Company, now Touche Ross & Co.

In January, 1966, Mr. Townsend was elected a director of the Manufacturers Hanover Trust Co. of New York, and became a director of Manufacturers Hanover Corporation, the parent company, when it was formed in 1969. He was elected to the board of Michigan Bell Telephone Company on August 26, 1974.

Mr. Townsend was elected a member of The Business Council in November, 1967. In March, 1970, former President Nixon named Mr. Townsend to a one-year term as chairman of the National Alliance of Businessmen (NAB). During 1972 he was chairman of New Detroit, Inc. He is a trustee of the Metropolitan Fund, Inc., and a director of Detroit Renaissance. Among his many awards, Mr. Townsend holds six honorary degrees.

He was appointed Co-Chairman of the Economic Growth Council of Detroit, Inc. on October 26, 1976 (the Council is scheduled to terminate January 31, 1978) and on December 16, 1977 was appointed Co-Chairman of the Detroit Economic Growth Corporation.

Mr. Townsend married the former Ruth M. Laing on September 14, 1940, in Ann Arbor, Mich. They have three sons.

**THE ECONOMIC CLUB  
OF DETROIT**

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DETROIT, MICHIGAN 48226  
TELEPHONE AC-313-963-8547

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1977-78**

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**THE ECONOMIC CLUB OF DETROIT  
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WILLIAM M. AGEE, Chairman, President and  
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