

Professional writing and a specialty in group communications include meetings, training, and audio/visual presentations. He has also created insights into various once-muddy issues affecting ordinary people.

Chief among his original-thinking achievements, if you're interested:

Three articles for Meredith publications: a) the world's-first consumerist format for evaluating and comparing travel tour brochures; b) examining second mortgages on homes (nation's first how-to for second-mortgage planning); and c) nation's first how-to article on assessing condominium apartments--reprinted by a bank!

From other publishers: d) a definitive article on Chicago's Deep Tunnel flood control that helped to unseat an opposing US Senator; also e) first challenge of city government involvement in race riots in Chicago-'69 (both in Chicagoland magazine). Additionally, e) the first never-challenged, two pilot-study based, articles re: a medical-pilot for the health care industry's involvement/responsibility for the continuing medical-malpractice crisis (McGraw-Hill's Modern Hospital, Jan '70; plus "Chicago Tribune's" Sunday magazine, Dec 7, '85; both are reprinted on this site.)

As a professional meetings manager/coordinator since 1960, and after a 1970 first-article, AAD's Boss became the leading published authority in the group communications field. He remained a published meetings authority for more than a decade. That status included over four combined years of consumerist columns in Crain's "Advertising & Sales Promotion" and Bill Bros' "Sales & Marketing Management" magazines). Cavalier has constructed the majority of (imitated) how-to methods that are now standard in the meetings field.

Unnamed, he wrote the second and third (of three, total) first-and-only special-advertising issues of "Business Week" on the meetings topic. Curiously, although the

"BW" subscriber list is hallowed, those special editions were not supported by the travel industry--likely because of their consumerist viewpoints. No support . . . because the "BW" editors couldn't be controlled with ads?

Also he moderated the nation's first incentive-travel conference (sponsored by New York University's School of Continuing Education; see 'Recognition/Industry'); and co-presented the nation's (world's) first conference for hotels and company users-combined (sponsored by "Sales & Marketing Management" magazine). Credence shots from both of those printed brochures are contained on this site.

In 1982, he won an MPI award for his Tenth Anniversary Convention address that demanded standards and ethics in a trade that still (2017) has no Code of Ethics. An award from the MPI, but no action from the purveyor-dominated members. (See 'Recognition/Industry' then 'MPI' base button; last item in the 'MPI' file.) MPI is the second association to be formed and is the longest survivor in the meetings field.

Personal qualifications:

Cavalier is a University of Minnesota graduate and former MBA student at Northwestern University's Graduate School of Business, Chicago. Having traveled in nearly 40 countries, he created and published a short-form ESL course based on dictionary codes, "Practical Word Power."

His "PWP" tutors' script and workbook eliminates years of teen/adult learners' memorizing of ten new words weekly, via the Dewey Method. All of us US English-speakers still wrestle with Dewey after a full century. With codes learned, students can pronounce every word in the dictionary. Independently.

Additional benefit of that course: When English and bilingual dictionaries are used together, code learners can, within minutes, get translations and spellings; then

pronounce in English any word already known in their native languages. That's a lifelong independence in vocabulary development to personal need . . . that the Dewey Method cannot teach!

Research a U-Milan depreciated the Dewey Method of memorizing slogans and rules-with-exceptions. Educators' problem: The Dewey Method step-system requires years of memorizing: Whatever will the schools do for new curriculum with those newly-gained months/years of generic and marginal classroom lists?

Suggestion: Teach grammar much earlier. Americans speak relatively poor 'book' English. 'Slang' is the official excuse, but not the real problem. Slang is valid in the neighborhood in which it's learned--it's simply not more broadly recognized. Dewey himself has been a god to the educational establishment and to dependent careers. Dewey Method or Student Independence? Quandry?

Given such credence items as outlined above, can you believe that Cavalier's independent thinking might help your meetings and training programs to Achieve Your Objectives? If so, join AAD!