



GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

February 19, 1969

COST REDUCTION Abstracts, published periodically by the AEC in Washington, D.C., contains money saving ideas from employees at various installations. Ten times, articles (some of them illustrated) have appeared describing cost reduction ideas submitted by GAT employees. For example, the most recent edition (Fall) carries an idea suggested by J. R. DAILEY, another one for which several employees in Cascade Maintenance share the credit. The next one (Spring) will carry descriptions of ideas suggested by ORON GLEIM and GUY PARKS.

GAT is joining "Com-Share," a computer time-saving organization. We will have available for our use, computers in both Chicago and Ann Arbor, Michigan. An 18-hour training program for about 45 technical and engineering personnel on Com-Share use will be conducted on plantsite the week of February 24.

FOUR NEW Bowling Champs won crowns on February 15 during the GAT Men's Tournament in Jackson. J. W. CARVER became singles champ with a handicap score of 691. R. M. NANCE bowled a 699 scratch series as he became all-events champ with a 2015 total. O. JENKINS, D-712, and R. D. CHRISTMAN won the doubles crown with a 1355 total.

RECENTLY PROMOTED from the Tech Squad to permanent assignments were: A. E. CAVADEAS, JR., to D-533; and C. F. HARLEY to D-535.

NEW SALARY EMPLOYEES include: S. W. WOHLFORT, supervisor, D-522. Sam graduated from Libbey High School in Toledo, has a B.S. in Chemistry from the University of Toledo, an M.S. in Chemistry from O.S.U. For the last three years, he has been section supervisor for Milchem, Inc., in Houston, Texas. He and his wife, Betty, have two sons, Mark - 15 and Eric - 13, and a daughter, Beth - 7. F. R. NEWMAN, Industrial Relations staffman, sr., D-201, graduated from Portsmouth High School, has both B.S. and J.D. degrees from O.S.U. He was admitted to the Bar in 1968 and has been working as an attorney with the firm of Robert Wilcox & Associates in Columbus. Bob and his wife, Bonny, have a five-month-old daughter, Nicole. Bob's father is J. FORREST NEWMAN, D-851.

EMPLOYEES active in various community activities include: MAX CORYELL, who is unopposed as a candidate for 3rd Ward Councilman in Portsmouth; A. W. ONDERA is a candidate for 1st Ward Councilman in Jackson. J. E. HARSHMAN, R. E. SHEPHERD, and Dr. F. E. WOLTZ are candidates for Council in Waverly.

1969 WOMEN'S GAT Team Bowling "Champs" are: JUDY RAY, MEREDITH EVANS, and the wives of M. D. WICKLINE (Nancy) and F. M. McGHEE (JoAnne).

MANAGEMENT NEWS---ON THE NATIONAL LEVEL

MORE THAN 650 new firms were established and more than 2,300 other firms expanded their facilities in Ohio in 1968. A record \$2.4 billion was invested and for the fifth straight year, Ohio led the nation in industrial growth.

BECAUSE HUSBANDS don't always remember to fill wives in on what's going on, the monthly meetings of the Western Electric Wives Club in Denver will stress "The Men in Our Lives" this year. Speakers will include two employee artists who conduct free classes, an employee who is a member of the National Ski Patrol, and a personnel department team who will explain W.E.'s policy in employing the "disadvantaged."

PRODUCTIVE TIME was increased from 66 to 78 percent at Wilson & Co., Inc., after foremen started doing work sampling.

SEVERAL YEARS AGO, a baby was born in a Volkswagen. An enterprising promoter saw this as an opportunity to again prove that "there's always room for one more in a VW" so Volkswagen of America, Inc., offered a savings bond to the parents of any child born in one of their cars. Every year since, at least 20 babies have been born in VW's.

MRS. NANCY ANDERSON of Birmingham, Alabama, doesn't believe in retirement. At age 92, she owns a hotel and supervises eight helpers who serve family-style meals to 125 patrons.

LABELS are very important. Changing the name of something doesn't really make it different but it can make it more palatable. The industrial relations v.p. of an automobile corporation writes in "Nation's Business" that labels can communicate attitudes and set the stage. Just as "the till is half full" sounds much better than "the till is half empty," he advises a "Profit Improvement Plan" rather than a "Cost Reduction Plan."

FORT LAUDERDALE, FLA., has 165 miles of waterways inside the city.

PHOTOCHROMISM is a new process, still in the development stage, which may make it possible to store 100 to 10,000 times as much information in the same computer memory equipment as is presently stored. The process utilizes the fact that some materials change color under different kinds of light.

FIVE HOUSEWIVES -- experienced shoppers, well above the average educational level -- conducted a test arranged by the Consumer Research Foundation, a nonprofit group. The women didn't know each other. They were sent to the same supermarket, 30 minutes apart, to buy 14 items (such things as pancake mix, rice, dishwashing detergent, toilet soap, and liquid shampoo). Their instructions were to select the package of each item that offered the largest amount at the lowest price per unit. The January issue of "Consumer Reports" carries the results. Even though the five women spent an average of 50 minutes in shopping for the 14 items from the 286 brands, types and sizes available, they were able to select the "best buy" only 32 times out of the 70 total.

PIKE COUNTY has the highest TB rate of any county in Ohio.

A FIRM IN THE EAST is showing its employees a professionally narrated 17-minute color film of the plant's operations -- from component handling through shipping. Purpose is to let the employees see themselves at work, and to provide them the opportunity to discover ways to improve methods.

A SOLDERING NEEDLE has been developed by Craig Laboratories which can be used under microscopes or where there are small space tolerances. It weighs only 4.5 grams and has a power consumption of 5 watts.

THE ECONOMICS PRESS, about a year ago, started offering to industry payroll insert messages for six to nine cents a piece (depending on the number ordered). The idea caught on and E.P. is presently printing and selling 200,000 copies per month. The messages include cartoons, in color, and are on such subjects as the importance of being cheerful and friendly; how much spreading rumors can hurt individuals and/or organizations; and the need for "high quality" work regardless of the type of work done.

TELEVISION is truly a democratic, classless tool. More families in the United States have television sets than have bathtubs, telephones, toasters, vacuum cleaners or a regular daily newspaper. Even in households with an annual income below \$5,000, ninety percent own a TV.

SWAHILI is being offered as an elective to OSU sophomores during the winter quarter by the University's department of linguistics.

THOUGHTS ON MANAGEMENT

THE ESSENCE of communication lies in creating a receptive atmosphere. Almost any message, even a clumsy or garbled one, will get through to an audience that is eager to understand. But a hostile or suspicious audience can twist, or wholly reject, the clearest and simplest of messages. This is the point at which our understanding of supervisory styles and our understanding of communication flow together. For the creation of a "receptive atmosphere" depends on whether a mutually satisfactory set of roles can be worked out for all the members of an organization, superiors and subordinates alike, so that each feels sufficiently comfortable in his role to accept all the others in their roles. This does not mean humoring every little egotistical whim of every employee, but it does mean a willingness to share some authority and to compromise on some of the more obvious forms of prestige.

- Saul W. Gellerman, "Management by Motivation"

IT HAS BEEN ESTIMATED that 10 billion manhours are lost each year through ineffective utilization of the nation's manpower.

- Frank J. Scott

THE PHRASEMAKERS of management are at it again. Having introduced into the language such science-oriented jargon as "operations research," "sensitivity training," and "simulation," they are cooking up a new set of labels aimed more specifically at management itself. And the one label some seem particularly fond of right now is "critical mass" -- a phrase that simply means, despite its ominous sound, the point at which a company has reached the correct size and mix of managerial talent needed for carrying out its operations and objectives.

- George J. Berkwitz in "Dun's Review"

ADVICE is seldom welcome. Those who need it most, like it least.

- Samuel Johnson (1709-1784)

ONE THING is sure about the New Year. No historian will look back on violent, crime-ridden, high-tax, disorderly, divisive, strike-prone, inflationary and war-torn 1968 as the "good, old days." The year 1969 is bound to be better.

- Editorial, "Nation's Business"

BEWARE of a half truth; you may have gotten hold of the wrong half.

- Kennescope

IT WOULD BE foolhardy for educators, public officials and law enforcement officers to ignore or dismiss lightly the revolutionary terrorism invading college campuses. It is a serious threat to both the academic community and a lawful and orderly society.

- J. Edgar Hoover

WHETHER TO PAY management people for their suggestions for methods improvement is a leading question today. Actually, you can't afford not to pay for them. In today's management picture, which is becoming more and more complex, top management is becoming farther removed from the job. And so are outside professionals and consultants often hired to cut costs and run certain aspects of a business, to design and formulate. In many cases these outsiders do not have the feel for a particular job that is necessary for them to come in and make suggestions. Instead a company should take advantage of a paid suggestion system. It takes the man on the job and the supervisors of that job to come up with suggestions that will save the company money.

- K. Ekstrom, Nat. Assoc. of Suggestion Systems

ENGLISH is a funny language. A fat chance and a slim chance are the same thing.

- Jack Herbert in "Good Housekeeping"

IN THIS AGE of computers, we just no longer can afford to look at the individual as a transducer, a cheap information and energy converter. That's what a computer is for, and the essence of its promise for mankind. We now must go quite the other way and recognize that the individual, as an individual, is the sole source of strength and meaning for the organization. The organization can grow only as he grows.

- Dr. Richard A. Norman

WHAT you don't owe, won't hurt you.

- Laughing Glass

THE PROBLEM of poverty for at least a great many, often overlooked by those who peer into crystal balls instead of onto ghetto streets, is not so simple as the failure of the unskilled to meet the new requirements of America's super-technological society. Rather, the problem is that many people with adequate skills are simply not being provided with adequate jobs.

- Barry Bluestone, "The Poor Who Have Jobs"

THE YEARS teach much which the days never know.

- R. W. Emerson

WHO'S WHO IN MANAGEMENT

WILBUR W. CARNES is "R" shift fire captain, D-113. As "relief" captain, he is responsible for coordinating fire department activities on all four shifts. He supervises the activities of firemen on his shift; directs auxiliary fire training when conducted on his shift and, in addition, provides assistance and collaborates with the fire protection engineer as needed. He reports to O. F. TUSSEY, chief of Fire and Police.



Carnes graduated from high school in Marengo, Ohio. He served in the U. S. Army as a corporal in 1945-46 and in the U. S. Naval Reserve as a Seaman 2/C in 1947-52. Work experience as a firefighter was gained at Curtiss Wright Corp., and as a fire engineer at what is now North American Rockwell, both in Columbus, Ohio. He came to GAT as a fire lieutenant in 1954, was promoted to his present classification in 1965.

Wilbur and his wife, Mary, live at 501 Morningside Drive in Waverly. They have a son, Jon, who lives in Xenia and is a teacher at Fairborn Elementary School. They are members of the Grace United Methodist Church in Waverly. Wilbur is a member of the GAT Foremen's Club and is 2nd vice commander and past 1st vice commander of American Legion Post #142 in Waverly. He has demonstrated life-saving resuscitation techniques to many groups in our four-county area.

GAT NAMES AND FACES IN THE NEWS



R. J. REED



F. S. VOSS



C. A. SECREST



C. H. CANTER

R. J. REED is to be chairman for the Jackson County Unit of the American Cancer Society's April Cancer Crusade. Bob is also treasurer of the Jackson County Unit of the American Red Cross.

F. S. VOSS has been elected president of the Atomic Employees' Credit Union for the third straight year.

C. A. SECREST, D-724, is the new commissioner of the Shawnee District, Scioto Council, Boy Scouts of America. In addition, Bishop Clarence Elwell has appointed "Sid" to serve a two-year term as lay chairman of the Scioto Area Catholic Committee on Scouting.

C. H. CANTER has been re-elected president of UPGWA Local 66 for the sixth straight year.