



R. L. DUFFEY  
ENGINEERING

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X-100

# GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

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THE AEC is considering whether or not to approve visits by selected individuals to certain areas of the gaseous diffusion plants. Officials from several divisions of AEC Washington and Oak Ridge Operations were taken on a tour here in February. On April 15, Mr. William Simon, an ORGDP employee, was here and put our "tour" on sound video tape. He had already taped the tours for the plants at Oak Ridge and Paducah.

THE MANAGEMENT Conference Room in the X-100 building is about to have one conference table to replace the six separate tables presently being used. It is being made on plantsite, will be 5' x 18', has oval ends and will be covered with Formica with a Rosewood pattern.

TWO RECENT EVENTS serve to show top management's interest in helping universities in the area in any way possible. On a Saturday morning, Dr. Gordon B. Carson, v.p. for Business and Finance, Ohio State University, and about 25 students and their chaperons were here as G. H. REYNOLDS and C. D. TABOR used slides and a film during a presentation entitled, "Present and Future Role of Gaseous Diffusion in the Atomic Energy Field." Three Marshall University administrators were also on plantsite recently to learn more about our computer facilities and how we utilize them. That visit was coordinated by A. H. WERNECKE.

RECENT PROMOTIONS include: T. L. HUGE from Tech Squad trainee to technical man, D-531.

NEW SALARY EMPLOYEES include: DR. HENRY H. THOMAS, JR., D-522, who holds both B. Met. E. and PhD. degrees from Syracuse University. For the last year, Dr. Thomas has been a research assistant at Penn. State U. He and his wife, Sandra, have two sons, ages six and four. They plan to live in Waverly. MISS VIRGINIA M. HARRIS, D-351, graduated from Waverly High School, the Jackson Manpower Training Center, and IBM school in Dayton. She lives at Route 1, Beaver. MISS LANDA J. PARKER, D-224, Steno Pool, lives in Portsmouth, graduated from the high school there last spring; has been working at the Portsmouth Banking Company. MICHAEL BLEVINS, D-223, lives in Waverly and also graduated from high school in 1968.

TODAY, May 7, is the deadline for submitting pictures of "graduates" for the next Wingfoot Clan. As of May 2, 71 were on hand. If you've forgotten your son's or daughter's picture and bring it in tomorrow, it might not be too late.

## MANAGEMENT NEWS---ON THE NATIONAL LEVEL

NUCLEAR INDUSTRY, March issue, includes a summary of present AEC gaseous diffusion plant operations and economics, the outlook for enrichment service requirements (both domestic and foreign), and the alternative proposals that have been advanced (six) for future ownership and operation of enrichment facilities. Present capacity of the three plants is listed as 17,000 tons-per-year. The proposed cascade improvement program, between 1972 and 1976 at a total cost of \$475 million, could increase plant capacity by 4,700 metric tons per year. A further capacity increase of 4,100 metric tons could be achieved, in 1976 and 1977, by a power uprating program at a cost of \$130 million and with an increase in direct operating costs of \$47 million per year. By using the improved diffusion technology available by 1975, a diffusion plant with a capacity of 17,500 tons per year could be built at a new site for \$1.3 billion. "If the new plant were added to the present Paducah plant, the cost would be lower, \$1 billion."

R. H. SEAMAN, who was transferred to Goodyear-Akron in 1964, is chief of Police for all Goodyear Tire Akron plants.

EASTMAN KODAK, in their corporate headquarters in Rochester, N.Y., and DuPont, in Wilmington, Del., are two of many companies using office "landscaping." Walls are much fewer than usual, and what walls there are are covered by carpeting. One reason walls are fewer is that managers do not have private offices. They are partly secluded by potted plants and 55-inch-high screens. Everyone can be seen but not heard. Desks are located so as to improve "communication" between employees and/or boss and employees. When changes are needed, the cost is much less than when partitions must be taken down and installed elsewhere. Both Eastman Kodak and DuPont say that production is higher where office landscaping is being used. Most employees prefer the new arrangement.

W. L. HEWITT is production superintendent, Goodyear Aerospace - Vinyl Plant. Bill was transferred from GAT to Goodyear-Akron in 1962. He reports to T. W. Leary, another GAT alumnus.

SNOW TIRES are expensive. Careless storage can shorten their life. Parent company experts advise you to store tires on their sidewalls on a flat surface in a clean, dry, cool, dark room. If the tires are mounted on wheels, reduce the pressure to 12-16 pounds.

D. W. DONER, chief personnel officer, Goodyear-England, has been unanimously elected president of the West Midlands Industrial Fire Brigades' Association, which covers five counties and has a membership of 40 industrial fire brigades. He is only the second Goodyear executive to be elected to this office.

THREE MEN bought the 69-acre Ascot Race Park near Akron, Ohio, in 1940 for \$17,500. It turned out to be a smart investment. They sold it 14 years later for \$1,300,000.

WESTINGHOUSE uses 22 million ice cubes to cut nuclear power plant construction costs and to keep any steam from escaping after a reactor malfunction. A conventional reactor containment structure with a design pressure of 47 psi would be about 212 feet high with a 135-foot diameter. With the ice cube system and a comparable reactor, the containment structure need be only 120 feet high with a 108-foot diameter. The conventional structure would cost about \$9 million. The ice cubes make possible a structure costing \$2 million less.

EDUCATOR & EXECUTIVE Insurance Company offers a special discount to non-smokers -- both men and women. A non-smoker, by their definition, is anyone who has not smoked a cigarette for two or more years. Cigar and pipe smokers get the discount, too.

GENERAL MOTORS paid \$2.5 billion in taxes in 1968; \$810 million in employee benefits.

TWENTY-THREE Negro men are being trained in Oak Ridge to fill skilled jobs at the new AEC high energy physics research center now under construction near Batavia, Illinois, 30 miles west of Chicago. The men are all between the ages of 18 and 25, almost all are from Chicago, all were either unemployed or underemployed. The training started in February, will last approximately 30 weeks and is in four areas: electronics, machining, mechanical engineering technology and drafting, and mechanics.

GOLF, according to the physical fitness and/or health experts, is not good exercise--particularly if you ride a cart between shots. However, it is healthy the way Bob Richards, the guy (43 years old) who does the "Wheaties" commercials, plays it. He runs to his ball between strokes. His daily exercise, when in New York, is to run up 17 flights of stairs in a hotel four times!

## THOUGHTS ON MANAGEMENT

A GREAT DEAL OF TWADDLE has been written about communication. It is in reality subtle, complex, and hard to define or measure . . . Effective communication -- that is transmitting information which influences its receivers to behave in a manner acceptable to its senders -- is built on feedback. The receivers must be able not only to make sure that they understand what the senders mean, but also to influence the senders. Here is the nub of the entire communication problem: The sender, to be certain that his message will be accepted by the receiver, must be prepared to let the receiver influence him. He must even be prepared to let the receiver alter, to modify, the message in ways that make it more acceptable to the receiver. Otherwise it may not be understood, or it may not be accepted, or it may simply be given lip service and ignored.

- Saul W. Gellerman, "Management by Motivation"

AS MACHINES become more sophisticated, the human problems of technology become more challenging.

- Sir Eric Ashey

WE HEAR all the time that Ohio's tax structure is important in attracting industry. Studies on how important state taxes are in attracting industry reveal that taxes are negligible. The differences in taxes between states are not great and the difference is negated since state taxes can be deducted from federal taxes. The important considerations of industry as to where they locate include access to labor, transportation, raw materials and nearness to markets.

- Frederick Stocker, OSU tax expert

PERHAPS one reason some people don't try to be successful is that by the time most people are rich enough to sleep late, they can't break the habit of waking up early.

WE MAY SAY of a man that he is more frequently kind than cruel, wise than foolish, energetic than lethargic, or vice versa; but it could never be true to say of one man that he is kind and wise, and of another that he is wicked and foolish. Yet this is our method of classifying mankind, and a very false method it is. Men are like rivers. The water is alike in all of them; but every river is narrow in some places and wide in others; here swift and there sluggish; here clear and there turbid. Every man bears within himself some of every human quality, displaying all in turn; and a man can seem unlike himself -- yet he remains the same man.

- Count Tolstoy

WITHOUT sufficient money, retirement becomes tragedy. Without good health, it becomes misery. But even with sufficient money and good health, you will not be happy unless you have something meaningful to do.

- Dr. Johnson, Life Extension Institute

IN ENGLAND and the United States, in Denmark, Norway, and Sweden, in Switzerland and Canada, democracy is today sounder than ever before. It has defended itself with courage and energy against the assaults of foreign dictatorship, and has not yielded to dictatorship at home. But if war continues to absorb and dominate it, or if the itch to rule the world requires a large military establishment and appropriation, the freedoms of democracy may one by one succumb to the discipline of arms and strife. If race or class war divides us into hostile camps, changing political argument into blind hate, one side or the other may overturn the hustings with the rule of the sword. If our economy of freedom fails to distribute wealth as ably as it has created it, the road to dictatorship will be open to any man who can persuasively promise security to all; and a martial government, under whatever charming phrases, will engulf the democratic world.

- Will and Ariel Durant, "The Lessons of History"

HAVING A NEW EMPLOYEE read a procedures manual or having him watch another employee do the job is not training him. It's ignoring him.

- S. C. Brandt, president, Loen-Brandt, Inc.

MOST INVENTIONS represent minor but noteworthy improvements to an existing product, and it is the sum of these thousands of improvements -- most of which escape our attention -- that result in a technologically innovative economy. And the overwhelming majority of inventions are made by men "on the job" who perceive the possibility of improving in some relatively small way upon a process or product they are familiar with. It is this sort of thing that is the bread and butter of economic growth.

- Jacob Schmookler, author

MEN BECOME PRISONERS of their procedures. The rule book grows fatter as the ideas grow fewer. Thus almost every well-established organization is a coral reef of rules and procedures that were laid down to achieve some long-forgotten objective.

- John W. Gardner, former secretary of HEW

IF AT FIRST you don't succeed, you're typical.

- D. L. Grieger

## WHO'S WHO IN MANAGEMENT

WILBERT S. SMITH is foreman in D-424, Materials Department. He supervises six hourly employees who store and disperse part of our thousands of stores items. Included is stationery stores in the X-100 building, laboratory deliveries, film pickups and deliveries, etc. He reports to H. B. CHAMBERS, general foreman.

Mr. Smith graduated from West Hazleton High School in Pennsylvania; served as a corporal in the U. S. Marine Corps (1943-46); and was purchasing agent for the Necho Coal Co. in his home town for approximately six years. He started at GAT as a materials man in 1954, was promoted to foreman later that same year.



Wilbert (Smitty) and his wife, Betty, have two sons, Mark - 18 and Jim - 16 years old. They live at 538 East Third Street in Waverly and are members of the Grace United Methodist Church. Smitty is a member of the GAT Foremen's Club; Orient Lodge #321, F&AM, Scottish Rite, and Silver Compass Club; Civil Air Patrol, and National Rifle Association (life member). He is presently enrolled at Ohio State University for a computer programming course.

### GAT NAMES AND FACES IN THE NEWS



J. W. WESNER



H. STEINHAUSER



G. C. LITTLE, JR.



W. "PAT" MULLINS

J. W. WESNER, D-201, is vice president of the Ross County Industrial Management Club and along with the Club's education committee chairman made the arrangement for the Annual Spring Seminar on April 16.

H. STEINHAUSER, D-535, is the second man to be sent by GAT to attend the Annual Modern Engineering Manager's Program at Carnegie-Mellon University (the first was the late David Connery). This year's program is the sixth and is from April 14 - May 9. Enrollment is strictly limited, a total of only 103 men attended the first five programs.

GROVER C. LITTLE, JR., D-811, was a speaker during a seminar on "Appalachia's Problems and Possibilities" in Huntington, W. Va., on April 17. He and a Marshall U geology professor both spoke on "Our Environment--Water, Land, Air." Grover is executive director of the Izaak Walton League of West Virginia.

WILBUR "PAT" MULLINS, D-112, has been awarded the Silver Beaver, the highest adult award in Scouting. The award was made at the annual Scouter's Recognition Dinner held by the Chief Logan Council on April 24.