



GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

Editor - H. McClelland

December 2, 1970

A PRICE INCREASE in separative work announced by the Atomic Energy Commission on August 25, 1970, has affected our operations at GAT. The price increase from \$26.00 to \$28.00 per Kg of separative work, effective February 22, 1971, has created a huge increase in requests to beat the deadline. The original estimate was \$15 million for separative work performed at GAT during fiscal 1971; however, a recently revised estimate places this figure at closer to \$40 million. Basically, it means that separative orders to GAT, approximately \$22 million worth, have been accelerated, and another \$3 million in orders has been inherited from other plants unable to complete the orders prior to George Washington's birthday.

A TWO-HOUR cassette program entitled "Winning Ways for Working Women" has been procured by the Training Department. It will be loaned to female employees upon request.

REMINDER -- booklets and pamphlets on various phases of atomic energy and The Goodyear Tire & Rubber Company are available free from the Recreation Department. There are 64 separate titles on atomic energy alone, ranging from "Accelerators" to "Thorium and the Third Fuel." If you have a child in school or a teacher in the family, these can be a great aid to education. Contact Recreation, phone 2158, for your specific needs.

ARE YOU GOING to the Portsmouth Mgt. Conference on Saturday (December 5)? There is still time to get your ticket -- a \$7 value for \$4 if you are a GAT Foremen's Club member (the club pays \$2, the Company pays \$1 of the cost whether you're a member or not). JOHN BOGGS has the tickets and says he has sold 45 as of November 30.

AN INCREASE in interest rate was voted by the Board of Directors of the Atomic Employees Credit Union at their monthly meeting on November 23. The shareholders will receive 6% annual interest, from June 1970 forward, on all money on deposit for a period of a month or more as of November 30. It is estimated that the interest paid on December 1 will be in excess of \$45,000. The board also voted an interest rebate on loans for calendar 1970. Anyone who had a personal loan during the calendar year 1970 will get 10% of the interest he paid refunded. Calculations will be completed, and approximately \$10,000 will either be credited back to accounts or paid by check during February 1971.

MANAGEMENT NEWS---ON THE NATIONAL LEVEL

THE FUTURE expansion of ours and other gaseous diffusion plants is endangered (indirectly) by the launching of a national group called "Citizens for Survival: An Organization to Combat Nuclear Pollution." One of the two largest public relations firms in the world will handle a campaign against the spread of nuclear power plants. The organization will have an executive director, central information office, newsletter, speaker's bureau, and a nationally known scientific advisory panel.

HALLES, a department store in Cleveland, is running ads in the Wall Street Journal urging people to buy reproductions of the paintings of birds by artist Richard Sloan. They guarantee a 20% increase in value in just one year.

AN 18-YEAR-OLD lad, with the help of a computer, has found a perfect number. A perfect number is one whose divisors add up to the number itself. An example, is 28, with divisors of 1, 2, 4, 7, and 14. Until this lad, Roy Ferguson, started looking, 20 perfect numbers were known. Using FORTRAN (a computer language), Roy found Number 21, which has almost 6,000 digits.

SIGN OF THE TIMES: A parked car on a suburban street after dark carried a sign which read, "Attention thieves: This car has already been stolen."

GOODYEAR-TOPEKA used "Reach for a Peach -- of an Idea" for a one-month (November) safety campaign and rewarded each employee who submitted a safety suggestion with a Gdyr. blimp key chain or blimp charm bracelet. In addition, 100,000 blank paychecks and stubs were ordered with a cartoon of a peach-headed man and the words "SAFETY IS A PEACH" printed on them. The checks will be used to pay hourly rated employees, and they figure that that many is enough for one year.

FORD MOTOR CO'S maximum award for employee suggestions is two new cars and \$12,000.

DESPITE ALL the publicity about the health hazards of smoking, Americans apparently will light up more cigarettes this year than in 1968. Consumption is up one percent to 524 billion! Experts are wondering if the increase isn't due to the fact that we are hearing more and more reports about this and that being harmful, until it seems that the list includes almost everything we eat and drink. Thus the public may be getting sceptical.

SOUTHERN RAILWAY System, with headquarters in Washington, D.C., claims that their computer complex (the largest in the railroad industry) makes it possible to locate any car on their 10,400 miles of tracks in two seconds.

NEW BIKES are unsafe. Several medical and accident prevention studies point out that there has been an "epidemic" of injuries to the skull and face of children using bicycles with small front wheels, low-set front axles, long narrow seats (which encourages riding double and causes more accidents), and high wide handlebars. The smaller front wheel of the high-rise bike increases the difficulty of negotiating curbs and requires more skill to ride. Console gear shift levers increase the risk of genital injury. The "sissy bar" rising high in back of the seat on some bikes encourages stunts and hinders getting on and off. To top off all the other non-safe design features on the new bikes is the fact that most of them have no place to mount a light and have no reflectors -- which are needed on the sides and front as well as the rear.

INNOTECH CORP'S president, Don Gamache, boasts that he and his employees (14) can invent anything for anybody on demand. He maintains that the key to invention is to see an old device or process in a different or unusual light and 99% of the technology that will ever be needed for future inventions exists right now.

IN OKLAHOMA you can fish in deluxe comfort. Several state lodges have enclosed fishing arenas which extend out over lakes. They operate all year long because they are heated in the winter, cooled in the summer. The walls are wood-paneled, there is carpet on the floor, and there is about 25 comfortable chairs around each lighted fishing well (four in each lodge). In addition, there are snack bars, bait for sale, and television to watch when the fish aren't biting.

WHEN THE Wright Brothers of Dayton made the world's first plane flight, the Dayton Daily Herald buried the story on page 12 and gave it seven inches of space.

BENDIX CORP. has a fully automated "transfer machine" at its St. Joseph, Michigan, plant which costs \$800,000 and carries metal castings (disk-brake) 230 feet as it performs 28 machining operations without human effort. One man monitors the entire process from a console.

THOUGHTS ON MANAGEMENT

THERE IS every reason to believe that the closing decades of the twentieth century will see changes as rapid as those that characterized the 50-odd years between 1860 and 1914, when a new major invention, ushering in almost immediately a new major industry with new big businesses, appeared on the scene every two or three years on the average. Unlike the last century, however, these innovations of ours will be as much social as technical; a metropolis, for instance, is clearly as much of a challenge to the innovator today as the new science of electricity was to the inventor of 1870. And also, unlike the last century, innovation in this century will increasingly be based on knowledge of all kinds rather than on science alone.

-- Peter Drucker

PROSPERITY is that short period between the final installment and the next purchase.

-- Mickey Porter

I RECENTLY had occasion to spend a couple of weeks on the campus of the University of California at Berkeley. It is, as you know, one of the really great universities of the world -- a century old -- with a beautiful campus spread over the green slopes of the hills on the eastern shore of the San Francisco Bay, and when I saw the outrageous minority of nuts and acid heads in their filthy robes, long hair and beards, barefooted and critical, even contemptuous of a nation that can provide such great schools for its youngsters, I marveled at their shortsighted stupidity.

-- Earl Nightingale

EXHILARATION is that feeling you get just after a great idea hits you, and before you realize what's wrong with it.

-- Changing Times

FILLING your stomach with low-calorie foods won't satisfy your appetite; only sufficient calories can do that. Most people mistakenly believe that when the stomach is full, hunger is satisfied. The control of hunger is in a group of cells located at the base of your brain, called an appestat. When the amount of calories circulating in your body drops below a fixed level, the appestat clicks on and signals hunger. Then, when the level rises to a certain point, the appestat registers satiety and clicks off. It functions much like the thermostat in your home that automatically turns the heat on and off.

-- Grant Gwinup, MD

HE WHO WILL NOT economize will have to agonize.

-- Confucius

WHERE is the math that I knew so well? Where are the bushels of wheat to sell? Where are the masons: one slow, one fast? Where are the opposite trains that passed? Where are the gallons and pints of cream? Where are the boats being rowed upstream? Tell me of sets if you really must, of additive inverse, of spatial thrust of binary systems: combined, discrete, of parallels destined at length to meet. But I draw the line at your wildest thought: some numbers are real -- but some are not.

-- Polly McMillan

MOST PEOPLE can accept good advice gracefully if it doesn't interfere with their plans.

-- Today's Chuckle

ONE OF THE enemies of sound, lifelong motivation is a rather childish conception we have of the kinds of rewards life has to offer. We insist on imagining that there is some tangible, concrete, finite, describable goal toward which our efforts drive us. We want to believe that there is a point at which we can feel that we have arrived. We want a scoring system that tells us when we've piled up enough points to count ourselves successful. So you scramble and sweat and climb to reach what you thought was the goal. And when you get to the top you stand up and look around, and chances are you feel a little empty. You wonder whether you climbed the wrong mountain. But it is wrong to think that life is a mountain that has a summit. It isn't and it hasn't, nor is it -- as some suppose -- a riddle that has an answer, nor a puzzle that has a solution, nor a game that has a final score. Life is process and the meaning is in the process. The really important tasks are never finished -- interrupted perhaps, but never finished -- and all the significant goals recede before one . . . Life is an endless unfolding, and if we wish it to be, an endless process of self-discovery, an endless and unpredictable dialogue between our own potentialities and the life situations in which we find ourselves.

--John W. Gardner, former secretary of H.E.W.

AT TIMES we all feel as if our fins are on backward or we're swimming against the current in heavy boots. But this passes. Tomorrow will be a brighter day and knowing it will help you get through today.

-- Contributed by Phyllis Bowling

WHO'S WHO IN MANAGEMENT

WILLIAM F. POTTS is power coordinator foreman, D-851. He supervises power operators in the operation and maintenance of the switchyards. He also conducts power operations retraining programs and maintains equipment records. He is presently assigned to X-300 as power coordinator. He reports to A. W. ONDERA, general foreman of power operations.

Mr. Potts graduated from Portsmouth High School and attended Ohio University for one year. He served as a quartermaster, 1st class, in the U. S. Navy during World War II (1943-46) and again during the Korean Conflict (1950-52). Prior to his work with GAT, he was employed by Gilbert Grocery and Ohio Power Company, both of Portsmouth. He was hired as an operator trainee at GAT in 1953, promoted to power operator and foreman of power operations in 1954, and to his present position in 1963.



Bill and his wife, Marjorie, have twin 21-year-old daughters, Sandra and Brenda (Mrs. John Horr of Portsmouth). The Potts live at 2318 Micklethwaite Road and are members of the Evangelical United Church of Christ in Portsmouth. Bill belongs to the GAT Foremen's Club, GAT men's bowling league, and the Silver Compass Club. He is second vice-president of the Portsmouth Shrine Club, and a member of the Masonic Lodge, Aurora #48 in Portsmouth and El Hasa Shrine Temple in Ashland. As commodore of the Ohio Valley Boating Club, he was this year's chairman of the River Day's boat races.

GAT NAMES AND FACES IN THE NEWS



R. M. RUTHERFORD

F. P. HUMSTON

F. A. KOEHLER

R. D. JACKSON

R. E. FISCHER

G. J. WILLIAMS

R. M. RUTHERFORD and F. P. HUMSTON celebrate 35th Goodyear service anniversaries this month. Bob's anniversary is December 11, and "Cap's" is on the 16th.

F. A. KOEHLER has been named to the Board of Trustees for the "James A. Rhodes Historical Center" which is to be built in Coalton, the governor's birthplace. Al's fellow board members include Spiro T. Agnew, E. N. Cole, president of General Motors, and Paul Brown, general manager of the Cincinnati Bengals.

R. D. JACKSON and R. E. FISCHER presented science demonstrations to approximately 265 students and teachers at Wellston Junior H. S. on November 18. Mr. Jackson is also coordinator of GAT's 1970-71 school year Science Demonstration Program.

G. J. WILLIAMS is to talk to East H. S. science students in Sciotoville on December 15. His subject will be "Goodyear Atomic Corporation and the Nuclear Industry."