



R. L. DUFFEY
ENGINEERING

D-761
X-100

GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

Editor - H. McClelland

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EMPLOYEES with two or more years of continuous service who have sons or daughters who plan to enter college next year (1971) are reminded that they are eligible to try to win one of the minimum of 15 four-year scholarships annually awarded under the Goodyear Merit Scholarship Program. The first step is to check with school advisers or principals about taking the National Merit Scholarship Qualifying Test which is annually administered each February. Limited supplies of a booklet describing the Goodyear Merit Scholarship Program are available from the Community Relations Section, second floor, X-100 building.

SCHEDULED to be presented in this calendar year are one 40-yr. service emblem, three 35-yr., one 30-yr., two 20-yr., fifty-eight 15-yr., two 10-yr., and eleven 5-yr., for a total of 78.

CLYDE L. JENKINS, after almost 42 years of service, has chosen to take early retirement. The official date is March 31, but he had "banked" enough vacation so that his last day worked was January 16. Both the Operating Committee and personnel in his division held evening parties in his honor; coffee and cookies were served and some of his many friends here shook his hand and wished him well last Friday afternoon. He and his wife, Helen, are spending the rest of the winter in Florida. They will probably buy a home there, but are still trying to decide whether it should be on the East Coast or West Coast.

RECENT PROMOTIONS INCLUDE: F. J. TREMEL from Tech Squad to engineer in D-761; J. E. RICHARDS, JR., electronics technician to group leader, electronics, D-554.

NEW SALARY employees include: BARRY J. CARLSON, staff engineer in D-531. He graduated from high school in Indianapolis, has a BS ChE degree from Purdue. He has been working since April 1966, on propulsion systems for Northrop Carolina, Inc., in Asheville, N.C. He and his wife, Jean, have three youngsters - ages 6, 5, and 3.

GAT EMPLOYEES helping in various community activities include: ALTO L. BYRD, D-512, who is junior warden of the Trinity Masonic Lodge in Portsmouth; M. REDDEN and C. F. CRUMM are members of the Portsmouth Male Chorus; B. F. HOFFMAN, D-711, is 2nd lieutenant and executive officer of the Waverly Squadron, Civil Air Patrol; C. R. McNISH is a member of the Board of Directors, Ross County Heart Association. He is also in charge of their film library and two "Resusci-Annes."

MANAGEMENT NEWS---ON THE NATIONAL LEVEL

BY 1975, according to Dr. Reed Powell, one of the speakers at the Portsmouth Management Conference, we can expect: A colony on the moon, self organized machines, automated car control, automated highways, automated libraries, automated medical diagnoses, underseas farming, self repairing machines, interplanetary travel, and some steps toward weather control.

AT THE RAND CORP., in California, employees do not wear badges; visitors do.

WHEN Ritter Pfaudler - \$187 million in sales - merged with Taylor Instruments - \$70 million, it was decided to use a computer to get a new name for the corporation. Since about 30% of their sales are international, company officials wanted a name that could be pronounced the same in any language and have positive or at least neutral connotations. Modern-sounding prefixes were fed into the computer and 20 minutes later, they had 25,000 possible names. After the ridiculous were weeded out, the rest were handed to legal and linguistic experts who pared them down to two - Roboron and Sybron. The former was eliminated because "robor" means "to rob" in Spanish. Total cost of finding and researching SYBRON, the firm's new name, was about \$25,000.

IF DRINKERS could be prevented from driving, it is estimated that 27,000 lives per year would be saved.

THE J. P. STEVEN'S & CO. Safety Department fastens sticks of chewing gum to safety messages which they send to every employee. Above the gum are the words "Something to Chew On," below the gum is a safety message. For example, recently the safety message was in the form of a question, "Why do our employees take unnecessary chances?"

BY ALLOWING small amounts of Polyox, a Union Carbide chemical, to enter firehose, friction inside the hose is reduced so that water can go through faster and go further.

AVOCATIONAL GUIDANCE, INC., of New York City, offers "Leisure Profiles" to firms as a part of their preretirement program. They've combined the talents of a psychologist with a computer. A 200-question test is sent to employees of companies that subscribe on a group basis for a \$10 per person fee. The computer sorts through each individual's answers and factors in 17,000 considerations to determine his or her best hobby.

NEIMAN-MARCUS, in Dallas has the perfect TV for sports fans. There are three Sony sets in one cabinet, so the viewer can watch three games at once, with a button to switch sound tracks. Price tag is \$750.

THE UNION Camp Corp. is in the pine tree business. They have 1.6 million acres of them. They advertise that the ones they harvest they replace and what they harvest they use - everything. The bark mulch fertilizes the earth. The lumber and plywood build houses. The sawdust and wood chips make paper. The paper and paperboard go into everything from printed communications to supermarket and industrial packaging. They even capture the pine fragrance and use it for bathroom and kitchen deodorizers. They sowed four tons of seed last year. They also planted twenty-eight million baby trees!

THE HIGHEST individual award ever reported for a suggestion was paid by IBM in 1968 when they paid \$75,000 to an employee for one suggestion.

THE MEDICAL SUPPLY CO. has developed an "Instant Cold Pak" which can be kept in the medicine cabinet or First Aid Kit until needed for the treatment of sprains, toothache, nose bleed, black eyes, etc. To activate, a capsule inside a leak-proof plastic bag is broken by squeezing and then the bag is shaken vigorously.

PROCTER & GAMBLE spent more money to advertise its products - \$270 million - last year than any other company. General Motors was second with \$214 million, General Foods third with \$154 million.

THE AUTHOR of an article in the Harvard Business Review says that there is a distinction between "leader" and "manager" and the two terms should not be used interchangeably. He agrees that a good manager can be a good leader, and vice versa, but this is not necessarily the case. He points out that in industry, education, and government it is possible to have an outstanding manager who is not capable of leading people but, who, if he recognizes this deficiency, will staff his organization to compensate for it. He defines "Management" as achieving objectives through others; "Leadership" as influencing people to accomplish desired objectives; and "Administration" as managing the details of executive affairs.

THE 3M COMPANY has developed a four-color photo copy machine that reproduces any printed color sheet in about the same amount of time it takes to make black and white copies.

THOUGHTS ON MANAGEMENT

THE SIGNIFICANT movements of a decade rarely begin with the opening year and then stop neatly on calendar cue ten years later; men and events are not so tidy with time. The last decade in America that perhaps deserved a single, embracing label was the '30s: surely it was a decade dominated from beginning almost to end by the Great Depression. The '40s, however, were sharply divided between World War II, over in 1945, and the postwar years, a period for America of worldwide involvement and rebuilding. Nor did the second phase of the '40s end with the decade. It continued into the '50s, which eventually became, under president Eisenhower, a period of relative tranquillity and peace, of the cold war and the silent generation.

The '60s, a time of tremendous forces and changes, will be analyzed and argued about for years to come. But we suggest that this decade, in terms of American life and the American scene, breaks into fairly distinct parts. In the first, there was a brisk feeling of hope, a generally optimistic and energetic shift from the calm of the late '50s. Then, in a growing swell of demands for extreme and immediate change, the second part of the decade exploded--over race, youth, violence, life-styles and, above all, over the Vietnam war. These explosive years will carry over into the '70s, and it is impossible to predict when they will end..

In the record of history the times of greatest change and progress are never tranquil. The passage of America through the '60s seems in close retrospect too frantic and troubled, but out of such travail other times have yielded better worlds. That hope should sustain and guide us as we move forward into the '70s.

--part of a LIFE editorial

DON'T always be too quick to judge a man's future by his past - experience may have taught him a lesson.

--Bits & Pieces

WE WILL, within another 10 years, become far less concerned with management development (that is, adapting the individual to the demands of the organization), and far more with organization development (that is, adapting the company to the needs, aspirations, and potential of individuals).

--Peter Drucker

THE NOTION that work should be inherently satisfying and not just an unpleasant necessity is a more or less recent addition to managerial thinking. So is the modern concept that satisfaction on the job consists of more than working in comfortable or attractive surroundings, that it also includes subjective experiences of enlarging one's competence and of job mastery. One of the major discoveries of behavioral research has been that such experiences can be quite important, not only for a man's ego but also for his productivity.

--Saul W. Gellerman, "Management by Motivation"

SOME stretch pants have no other choice.

--Ed Clark

A WONDERFUL WAY to reach agreement with people who work for you, or with friends and particularly with young people, is to restate to their satisfaction what they are trying to get across to you. Ask them to do the same where you are concerned. A problem clearly defined is half solved already.

--Earl Nightingale

HE WHO throws dirt loses ground.

--Ann Landers

THE REASON for the limited supply of capable executive talent to inherit the reins of the corporation lies in the fact that the typical manager learns, through a combination of the process of his aging and his experience in the organization, to anticipate either continued success or failure. It is not because of his capabilities (most management theorists and virtually all high ranking executives will agree that successful managerial performance at the higher corporate levels is as much or more a matter of attitude than it is a matter of knowledge or specific skills) but because of his having been culled from the "front runners" early in his career.

--Lawrence L. Steinmetz

THE SUCCESSFUL MAN is the one who had the chance and took it.

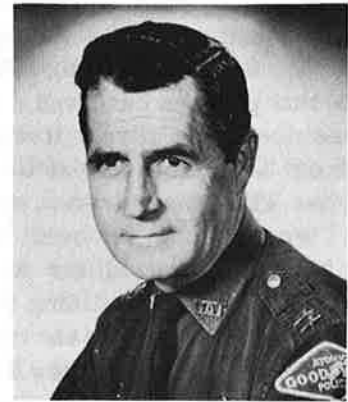
--Roger Babson (1875-1967)

I WOULD LIKE to be a could-be, if I could not be an are. For a could-be is a maybe with a chance of reaching par. But I'd rather be a has-been than a might-have-been, by far; for a might-have-been has never been, while a has-been was once an are.

--Leo Lynch

WHO'S WHO IN MANAGEMENT

ROBERT W. "BOB" DODDS is police shift captain in D-112. He and the personnel he supervises (one sergeant and several patrolmen) are responsible for plant security on C-shift. This includes manning the Portals, security patrols in all areas, and operation of the X-104 communications center. He reports to O. F. TUSSEY, chief of Fire and Police.



Captain Dodds graduated from Portsmouth East High School. He attended Rockhurst College in Kansas City for one year while in service, and later attended Ohio University, Portsmouth, for one year. He served as a flight officer pilot in the USAF (1943-45) during World War II. Prior to coming here as a police officer in 1953, he worked for several companies, most of them in Portsmouth. Most recent previous employment was as a yard clerk, for the N&W RR. He was promoted at GAT to sergeant in 1953, lieutenant in 1954, and to his present position in 1965.

The Dodds live at 363 Warren Avenue in West Portsmouth. Bob and his wife, Betty, have a son, Robert (20), a counselor at a school for disturbed children in Hialeah, Florida. They also have three daughters. Brenda (19) is a dental assistant in Portsmouth; Genine (14) and Rebecca (11) go to school. Bob's hobbies include sailing and collecting antique clocks.

GAT NAMES AND FACES IN THE NEWS



G. H. REYNOLDS



G. C. LITTLE, JR



M. E. CORYELL



R. M. FELDMAN



B. HARRIS

G. H. REYNOLDS is now president of the Waverly City Board of Education. He has been a member of the Board since 1960, was vice president the last six years.

G. C. LITTLE, JR., D-811, as executive director of the Izaak Walton League's W. Va. Division and as a national v.p. is leading the fight against a bill pending in Congress which would permit a considerable increase in timber harvests in national forests.

M. E. CORYELL was recently unanimously elected by the Portsmouth City Council as vice president of Council and vice mayor of the city.

R. M. FELDMAN spoke to the Matheletes Club at Chillicothe High School on January 8. His subject was "Mathematics at Goodyear."

BERNARD HARRIS, Adm. Squad member and Chillicothe resident, is the moderator for a program in that city on TV Channel 2 every Monday evening from 6-6:30 p.m. The program is entitled, "Let's Talk About It."