



C. F. HARLEY

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# GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION.

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

Editor - H. McClelland

June 21, 1972

IN CALENDAR YEAR 1973, if nothing happens to change present statistics, 160 male and 10 female salary employees, plus 163 male hourly employees will receive 20-year service emblems.

DURING the 1971-72 school year, 12 GAT employees made one or more science demonstrations at local area schools. Nineteen demonstrations were made at 13 schools to a total audience of approximately 3,200 students. R. D. JACKSON was the coordinator and he and L. G. SWOPE made five demonstrations, five other men made two each.

NEW SALARY EMPLOYEES include CLYDE R. MILHUFF, cost accountant in D-301. He is a graduate of Portsmouth East High School and has a BBA degree from Ohio University. CATHY CLINGER is a clerk-typist in D-224. She just graduated from Wheelersburg High School. LLOYD A. WILSON is a co-op here for the first time. He is a student at Virginia State College with a major in Physics.

12 YOP'S (Youth Opportunity Program), seven males and five females, are here for the summer. Their names and assignments are as follows: BEVERLY S. HILL, D-211; RODNEY K. ROBERSON, D-228; BECKY S. LITTLEJOHN, D-301; PHILIP D. RANEY, D-375; DANIEL N. BAER, D-423; TERRY A. DAVIS, D-512; TERESA L. TRAPP, D-532; DANNY R. WICKER, D-541; CONNIE RAMEY, D-551; RANDY E. BEVERLY, D-553; WILLIAM FARLEY, JR., D-761; and PATRICIA D. CANTRELL, D-801.

T. W. LEARY was appointed director, Films and Flooring Manufacturing Operations, for the parent company effective June 1. Tom was superintendent, Plant Engineering here until his transfer to Goodyear-Akron in 1957.

GOODYEAR-LOGAN is to host the Annual Goodyear Southern Ohio Open which will be in Lancaster on July 8. Employees from the Goodyear plants in Logan, Point Pleasant, Jackson, and Piketon have been invited to play and about 35 GAT'ers have said they are going.

ISE 543, Work Design II, a three-hour grad level course, will be taught at Ohio University - Chillicothe on Tuesdays and Thursdays from 6:30-9:00 p.m. starting June 27 and ending August 10. The instructor is Dr. Overby. The cost is \$102.



A DANISH CO., Scandinavia's largest maker of food canning and freezing equipment, pays its employees only four times a year and deposits the money directly into each employee's bank account. Workers like the plan because it allows them to come up more easily with down payments on cars, houses and large appliances, buy household food and supplies at low quantity-prices.

RETIREEES, 65 and over, can play the nine-hole Lake View Golf Course near Hartville, Ohio, weekdays for only \$1.

SCHOLARSHIP Search/IMS, 120 E. 56th St., New York, N. Y. 10022, has a list of 14,000 sources which offer a total of 150,000 grants to students. And a surprising number have nothing to do with need or ability. A student fills in a comprehensive questionnaire and sends it to them along with \$20. The information is fed into their computer and they guarantee to send 10 leads or return the money.

WHY DOES DUST adhere to surfaces? Sandia Laboratories' scientists say that high humidity has a lot to do with it and if you want clean surfaces, keep humidity under 50 percent.

DID YOU KNOW that Warren and Youngstown tied for the dubious honor of having the lowest annual temperature in the state last year? They both had 48.3 degrees, as compared with 54.1 in Columbus, 52.6 in Chillicothe, 52.2 in Waverly, 51.6 in Jackson, and 55.6 in Portsmouth. Ironton had the highest average temperature in the state--57.3.

--information supplied by E. R. Newman

MORE THAN 35 users of punch cards in the New England area are getting a 10 percent rebate by repacking punched cards after using them. Ecology Service Corp., Portsmouth, N. H., has them picked up, sorts them and returns them to paper mills for recycling.

JOHN GODDARD, at the age of 15, wrote down a list of 127 "goals." They included: learn to type 50 wpm; become an Eagle Scout; visit every country in the world and the North and South Poles; climb 16 specific mountains including Mt. Kilimanjaro, the Matterhorn and Mt. Everest; explore eight rivers including the Nile and Amazon; write a book; fly in a blimp, balloon and glider; dive in a submarine; learn French, Spanish and Arabic; live to see the 21st century. John is now 47 and has achieved 103 of his goals.

THE AVERAGE COMPANY creates from 1½ to 2 cubic feet of records per employee per year. Eighty-five percent of the records filed are never referred to again. Ninety-five percent of records referred to are less than three years old.

--contributed by E. A. Niziol

IN 1970, 91 percent of new-car buyers chose automatic transmission, 81 percent got power steering, and 61 percent air conditioning.

YOUNGSTOWN SHEET AND TUBE CO. believes the way to stimulate pride in performance is to reward extra effort with shares of stock. They say their "Pro Program" has created high worker interest. A joint union-management committee picks 10 "pros" per month to receive awards.

WAVERLY'S highest temperature in 1971 was 92 degrees. Jackson had 94; Portsmouth, 96; and Chillicothe, 97 degrees. All were on June 29th.

THE WORLD'S LARGEST two-day conference was held in Chicago last fall. It cost Associated Milk Dealers Inc. \$7.5 million for the 43,000 guest-members who attended. They came from 20 states stretching from the Canadian border to the Rio Grande. Thousands came in cars, others in 600 chartered buses, one special train, and by air. Eastern Air Lines used 46 aircraft (including two 747's) on 96 flights from 20 cities--and 36 hours later they all had to be taken home again. For the initial banquet at McCormick Place for 25,000 people (another 18,000 ate in hotels and came later to hear President Nixon speak), 600 cooks prepared the meal and 800 waiters served the 2,500 tables. Next fall an even larger crowd is expected.

THE PARENT COMPANY jumped from 22nd in 1970 to 19th in 1971, as ranked by sales among the nation's largest industrial corporations. In terms of net income, it jumped from 32nd to 23rd place.

COFFEE-DRINKING men have more than average angina pectoris (chest pain) and myocardial infarction. They have higher blood cholesterol levels. That can spell serious trouble. Northwestern U.'s Dr. Ogelsby Paul says the caffeine in coffee elevates the blood cholesterol level, a situation that has been linked with heart disease. The solution is to cut down on coffee (have just one or two cups) or switch to decaffeinated coffee or tea.



## THOUGHTS ON MANAGEMENT

IN A SOCIETY as complicated as ours is, and as interrelated, we had better start asking "What happens if--?"...Let's consider an example in which the evidence is already beginning to come in: the banning of DDT. We have been phasing out its production for a decade now. Has it been worth it? According to the World Health Organization, the island of Ceylon, by using DDT from America, had in 1961 finally managed to reduce the incidence of its ancient scourge of malaria to the annual rate of 150 cases, with no deaths. Then came the decision to discontinue the use of DDT. By 1968 there were two million cases of malaria in Ceylon, with 12,000 deaths. Rachel Carson's moving description of dead birds and fish from DDT is vivid in our minds. We must preserve our wildlife and yet, how many dead robins equal one dead Ceylonese?...Especially if you happen to be Ceylonese.

--William F. May, chairman of the board and president, American Can Company

I WRITE MY NAME with hesitation, as though I have something to fear. But it's not fright nor meditation--just little holes where it says, "Sign Here."

--Arnold J. Zarett

NO THOUGHTFUL EXECUTIVE ever sets out to create a creditability gap. But some do it by withholding "bad news" for fear that it will be "damaging to morale" or "unsettling," or by not commenting on a given problem in the naive hope that "maybe nobody has noticed, and why call their attention to it?" Of course, the perceptive people have noticed and are anxiously awaiting some word from management as to what is going to be done. Management's not talking about the problem only serves to increase their anxieties and to promote the feeling that no one is in control of the situation.

--Roger A'prix, "How's That Again"

INDEPENDENCE DAY: The day we demonstrate how dependent we are on the automobile.

--Harold Coffin

WHAT YOU GET if you give a drunk an icy shower, black coffee and a walk in the cold air is a wide awake drunk. The best cure for intoxication is time. Alcohol gets into the blood stream and it takes a while for the blood to get rid of it. The more alcohol that goes into the body, the longer it stays there.

--Dr. Leon A. Greenberg, director of research, Rutgers University Center of Alcohol Studies

IF YOU TELL A MAN that there are 300 billion stars in the universe, he will believe you. But if you tell him something has just been painted and is still wet, he won't believe you until he touches it.

--Arthur Zito

IT IS A TRAGIC commentary on our way of life that managers have very little effective help or training in the fine art of managing others. Too many managers have never had the opportunity to learn how to help others cooperate. When they say "I want you to cooperate," they mean simply "I want you to do it my way." Their early experiences with teamwork in sports have a special meaning for them--domination, first by beating everyone else out for the position and second by trying to become the star of the team. Many executives have been so conditioned to the need to win all the time, on the playing field, in the classroom, at home, that cooperation with its competitive but open give and take for the mutual benefit of everyone is beyond their comprehension.

--Robert C. Sampson

IT'S BEEN WRITTEN that life is divided into three terms--that which was, which is, and which will be. Let us learn from the past to profit by the present, and from the present to live better for the future.

--Earl Nightingale

EVERY PERSON has an ideal, a hope, a dream of some sort which represents his soul. In the long light of eternity this seed of the future is all that matters. We must find this seed no matter how small it is; we must give to it the warmth of love, the light of understanding and the water of encouragement. We must learn to deal with people as they are--not as we wish them to be. We must study the moral values which shape our thinking, arouse our emotions and guide our conduct. We must get acquainted with our inner stream and find out what's going on in our heads and hearts. We must put an end to blind, instinctive, sensory thought and feeling. We must take time to be human.

--Corby Dorr Dam

THE WAYSIDE of business is full of brilliant men who started out with a spurt, and lacked the stamina to finish. Their places were taken by patient and unshowy plodders who never knew when to quit.

--Shrine News



## WHO'S WHO IN MANAGEMENT

JAMES J. TAYLOR, systems analyst D-301, is responsible for the review, development, and revision of business systems and procedures. He obtains information and data necessary for programming business applications including forms design, input and output formats, and timing schedule, and prepares program requests to Data Processing. He analyzes problems in terms of equipment feasibility and improved manual operation and recommends more efficient methods. He also performs special analyses as required. He reports to J. E. HARSHMAN, assistant manager, Finance Division.



Mr. Taylor graduated from Lone Jack High School, Four Mile, Ky., attended Draughon's Business School for a year, and received his BS in Business Administration from Morehead State University. His work experience includes a year as stock clerk for J. J. Newberry Co., Pineville, Ky., and warehouse foreman for O. G. Wilson's and Sons, Inc., Louisville (November 1961 thru September 1964). He joined GAT in August 1967, as an administrative squad trainee, promoted to accounting clerk, sr. in February 1968; made a cost accountant on March 1, 1968; and promoted to his present position in June 1970.

Jim, his wife, Laura, and their three-year-old son, James Jefferson Taylor, II, live at Route 4, Lucasville, Ohio, and attend the Baptist Church in South Shore, Ky. He is a family man and shares an interest in woodworking, photography, camping, fishing, and gardening with his wife and son.

## GAT NAMES AND FACES IN THE NEWS



A. B. STEGER



D. J. ZELINSKI



N. H. HURT



J. G. CRAWFORD



H. G. JOHNSON



J. R. ORTMAN

A. B. STEGER observed his 30th service anniversary on June 18. Art started with Goodyear in a Birmingham, Alabama, store; has been in Akron twice, Arizona and Java before coming to GAT in 1968.

D. J. ZELINSKI observes his 20th anniversary (with Goodyear) on Friday, the 23rd of June. Dave started as a member of the Production Squadron in Akron, was transferred to the Staff Squadron on March 1, 1953; came to GAT 2½ months later.

N. H. HURT's 25th anniversary is June 30th. He was hired as a factory office trainee; was one of the first 28 men transferred to GAT (11-9-52).

J. G. CRAWFORD is co-general chairman, along with H. G. JOHNSON for this year's GAT picnic on July 22. Jack is also the instructor for a Senior Life Saving Course at the Pike County Swim Club the week of June 24.

J. R. ORTMAN was granted an AB in Physics on June 10 by Ohio University. At least a portion of his courses were reimbursed under GAT's Educational Assistance Program.

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