



R. L. DUFFEY
ENGINEERING

D-761
X-100

GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

July 16, 1969

OUR CAFETERIA is to be renovated. Plans include air conditioning, drop ceiling, wall paneling, four service areas (instead of one) new tables and chairs, two special rooms for group dinners, etc. Target date for completion--sometime before June 1, 1970.

NEW SALARY EMPLOYEES include: new Adm. Squad members RONALD E. PARKER and STEPHEN K. BATTLE. Ron is a graduate of Minford H.S., has a BBA from Morehead State. His wife's name is Donna Jean. Steve graduated from Portsmouth H.S., has a BBA from Ohio U. His wife's name is Gail--they were married last Sat. (Both his sister, MRS. LELA PERRY and his sister-in-law, MRS. MELONIE BATTLE work here). RICHARD L. GRANT is a new employee in D-551. He graduated from Portsmouth H.S., has been working toward a degree in Chemistry at O.U.

OUR COST REDUCTION program is to have a "Ready Kilowatts" type figure (designed by ED HARTNETT) to be used in connection with future displays and promotions. Details of a "Pick a Name" contest will be announced in the next Clan.

NEW STENO POOL employees include: VIRGINIA M. RAGLAND who graduated from Jackson H.S. and was an office assistant there for two years. MRS. BARBARA J. NELSON is a graduate of Chillicothe H.S. She has a daughter-10, a son-9 (L. C. JAMES, D-810, is her cousin). JANET L. CARVER is a graduate of Portsmouth H.S. (Her father is JOE, D-331).

SIX EMPLOYEES are to spend all of next week learning COMPACT II, a computer language which will enable them to use COMSHARE to get a punched tape to use on numerically controlled machines. The training program is to be conducted in the Supervisional Conference Room.

THOSE HERE for the summer and their assignments include: LINDA S. BREWER, D-552 (father is FORREST, D-423); MICHAEL R. CLARK, D-228; ZOA D. CRAUMER, D-531 (father is RICHARD, D-761); PAUL FRALEY, JR., D-858; ALICE D. GARRISON, D-514; TOMMY V. HAMILTON, D-551 (brother is JAMES, D-224); THOMAS T. HAMMOND, D-523; LUCIUS E. JONES, D-424; MICHAEL L. KIDD, D-514; JAMES W. MANNON, D-734; JAMES S. MASSIE, D-311; JAMES V. PELLEGRINON, D-423; JAMES L. RAMEY, D-424 (LEONARD, D-512 and ALBERT REMY, D-720 are uncles); BRUCE E. SMITH, D-762 (GREGORY, D-311, is his brother); GARY F. SMITH, D-512; PENNY L. STEVISON D-801; MARY J. TURNER, D-553; GERALD W. WHITE, D-522; and JERRI L. ZIMMERMAN, D-210 (BETTY, D-375 is her mother).

MANAGEMENT NEWS---ON THE NATIONAL LEVEL

ON A HILL overlooking the Oak Ridge Gaseous Diffusion Plant, there is now an air-conditioned "Visitor's Overlook." People may look out of tinted, heat-absorbent windows, listen to a "play-it-yourself" tape recording which supplements a large aerial photograph of the plant on which the major buildings are marked. On the backwall of the overlook is material which explains the part gaseous diffusion plants play in the "chain of nuclear operations." A parking lot is adjacent to the overlook, which is open from 8 a.m. to dusk, seven days a week. Visitors are permitted to take photographs of the plant, from either inside or outside the building. There is also a small, shaded picnic area which is a part of the overlook.

GDYR.-AKRON, Plant 1, has an "Order of the Broom" trophy which is rewarded each month to the department judged to be most outstanding by the plant's Housekeeping Committee.

THE \$44 BILLION invested thus far in space exploration has already produced benefits for aviation, medicine, communications, weather forecasting, materials, technology, education, plus advances in such sciences as astronomy. Described in an article in "Changing Times" for example, is an electromagnetic hammer that causes metal to flow like soft plastic and allows it to be shaped and smoothed without weakening it; an outdoorsman's blanket developed from an aluminum-coated plastic material that reflects a person's body heat back to him, weighs less than two ounces and folds to a 2" x 4" packet; and pinpoint-size ball bearings, developed for satellites, have improved high-speed dentist drills to the point where the grinding sensation is all but eliminated.

HAVING YOUR SEAT BELT buckled saves you \$5 if you appear before Cleveland Judge Brown for a traffic violation.

DAN STRYK, who was General Power coordinator at GAT until his transfer to the parent company in 1958, has been named manager of engineering for the new Kelly-Springfield Tire Co., plant now under construction at Fayetteville, N. C. Since leaving us, he has had assignments in Java, Turkey, Jackson (Michigan) and Topeka.

EVERY MANAGER SHOULD READ "Executives, Estates--and Trouble" in the May issue of Dun's Review. Cited, for example, are five basic errors most of us make; the dangers of "joint tenancy," the value of the "revocable trust,"

A SERVICE called Dial-A-Poem has begun in New York, making it possible for a poetry-lover to pick up a telephone anywhere in the world, dial a number, and hear Allen Ginsberg or William Burroughs read one of his works, or perhaps hear a Hindu chant. The number is 212-628-0400 and it is presently being dialed about 60,000 times a week.

NO MAN is promoted to foreman at the Sprague Electric Co., (25 installations in the U.S., Canada, and Puerto Rico) unless he agrees to enter into a six-year self-training program, of at least 56 International Correspondence Schools study units. He starts with the five-unit "Modern Supervision" course, picks the other 51 from the more than 900 ICS study units available. The grades he gets on the 10 or more courses he takes each year are an important factor on whether or not he gets an annual increase.

THE GOODYEAR Textile plant in Brazil hasn't had a disabling injury since March, 1962.

THE NATION'S FIRST nuclear facility, that will do bulk irradiation for manufacturers on a contract basis, will go on stream near Schenectady, New York this fall. The Gamma Process Co., is building the plant and will operate it for the New York State Atomic and Space Development Authority. Industry is already using atomic radiation in the curing of paints and surface coatings, production of flooring and wood-plastic products, sterilization of medical supplies, production of bromine and other bulk chemicals and synthesis of fabrics with built-in water repellency, and soil-release or crease-resistant properties. Many more uses for the versatile process are expected in the future--for example in the automobile industry, in building products, in textiles and in foods.

SEVERAL counties in Ohio now let people use a Bank Americard to pay real estate taxes. (Franklin, Ashtabula, Portage)

LIFE magazine tells the story of 23-year old Leeam Lowin who is a college dropout, wears corduroy pants, shirt and boots, hasn't had a haircut for five months, carries his clothes in a pillowcase when he is traveling. That's part of the story--the rest is that before dropping out of Columbia, 2-1/2 years ago, he applied for and got a student loan of \$800. By buying and selling stock, he made \$1 million in two years. In the last six months, with the help of relatives and friends he has also made rich, he has founded six companies and is now worth at least \$5 million.

THOUGHTS ON MANAGEMENT

BEHAVIORAL RESEARCH has given us a more realistic way of analyzing what happens inside organizations than we have ever had before. In fact, we now understand the process of managing people much better than we practice it. In part, this is because behavioral research is an analytical tool and nothing more. It is not a list of specific things to do and not to do. Motivational theory, which is the product of this research, is in some ways a product for which there is no ready market. Most managers are aware--sometimes acutely aware--of the need for more effective ways to cope with the human problems of running a business. But they are quite properly looking for ways to simplify their work, not to complicate it. Therefore, motivational theory, which offers no simple solutions at all and demands instead that a far reaching analysis be made of every aspect of management, is a disappointment to many managers. It is just not what they want. Although the theory has its share of enthusiasts, many others find it "too theoretical" or "not practical enough." Yet motivational theory may very well be about as practical as any other really useful tool we are likely to get. Research results show that managing by means of simple rules and simple assumptions has already caused many more problems than it has solved. The job of management itself, in other words, seems to demand more analysis and less "action," at least of the thoughtless variety, than many managers have supposed. A simple list of do's and don't's, however fondly we may wish for it, is not going to get much accomplished.

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

THE MEN at the top of the ladder wouldn't be very valuable without the help of the men at the bottom.

THE NOTION that a man is a "born" leader, capable of leading in all circumstances, appears to be nothing more than a myth. If there are leaders who excel under all conditions, I have not found them in my 18 years of research.

--Fred C. Fieldler

REMEMBER when the only time you asked, "Is it a boy or girl?" was when a baby was born?

NOT BEING ABLE to understand women wouldn't be so bad if they didn't understand men. Actually, the so-called weaker sex is the stronger sex because of the weakness of the stronger sex for the weaker sex.

--Earl Nightingale

AS A RULE, the supervisor gets neither gold stars nor overtime pay for his thinking time. It is one of the consequences of responsibility. It also may be the most important part of his job, because how well a supervisor uses his thinking time often determines how good a department he has.

--Harold Mayfield

THE TROUBLE with the younger generation is that some of us no longer belong to it.

--Laughing Matter

COMPUTERS will force new arrangements of human effort that facilitate meaningful problem identification, creative solution generation, and effective solution implementation. Perhaps organizations in the future will have no sales, production, engineering, or other functionalized departments as we know them today. Instead, executive talent will be organized around those activities computers cannot perform as well as men.

--Eugene J. Koprowski

A YOUNG MAN, after receiving his college degree, rushed out, threw up his arms and yelled, "Here I am, world; I have an A.B." And the world replied: "O.K. Son, now I'll give you a chance to learn the rest of the alphabet."

THE MOST VALUABLE riches of all cannot be measured by any material standard. The world's greatest thinkers are at our command to pour the treasures of their wisdom into our minds. One way to live many lives, during one lifetime, is to read biography and autobiography. To see the beauties of nature we need but to open our eyes. On record or tape or by turning a radio dial or TV station selector we can have our choice of music or entertainment. To a very great extent true wealth consists of having rich thoughts and rich emotions. Our richest experiences often come not from getting, but from giving. There are many things besides money that we can give to others. Money is nice to have but money isn't everything.

--David Allen

BE SKEPTICAL of the man who asks your advice, he may only want someone to listen to his troubles.

TOPLESS suits and peek-a-boo clothes, miniskirts and see-through hose; if Lady Godiva made her ride today, would anyone even glance her way? Yes, I guess they would. Of course--people seldom see a horse!

--Helen Lohr

WHO'S WHO IN MANAGEMENT

ROBERT E. SHEPHERD is section head of Project Engineering, D-761, Plant Engineering. He supervises the activities of five salary employees as they work on project engineering design, sub-contract specifications and inspection of sub-contractor work. He reports to R. W. BEABOUT, Supervisor of Mechanical and Project Engineering.



Mr. Shepherd graduated from high school in Durham, North Carolina, and has a BSCE degree from Duke University, Class of 1949. He served as a radio operator gunner in the South Pacific Theatre of War for the U.S. Army Air Force, 1942-1946, and was a staff-sergeant when honorably discharged. Previous employment included working as a field engineer for Maxon Construction Co., at Oak Ridge during the construction of the K-29 and K-31 plants in 1949-1951 and working as an equipment engineer for F. H. McGraw Company during construction of the Paducah gaseous diffusion plant 1951-1954. His first job here was as area engineer during final construction of the process buildings. He was promoted to senior engineer in 1957 and to his present classification in 1958.

“Shep”, his wife Jacquelyn (Jackie), their 16-year-old daughter, Terri and 15-year old son, Garry, live at 123 Columbia Drive in Waverly in a new home, most of which Shep built himself. The Shepherds are members of the Chillicothe Episcopal Church and Shep is a member of the Waverly Board of Public Affairs and a candidate for City Council in the November election. He is also a member of Grahamville, Kentucky, Masonic Lodge No. 707; Silver Compass Club, a member and past president of the GAT Foremen’s Club. His hobbies include golf, bowling, fishing and cycling.

GAT NAMES AND FACES IN THE NEWS



M. W. HARTLE



A. H. WERNECKE



C. R. McNISH



S. A. KOHUT

M. W. HARTLE, as chairman of the “Travel to Tokyo in 1969” Committee, was instrumental in having more than 700 Ohioans attend the Lion’s International Convention in Tokyo, July 2-5.

A. H. WERNECKE is to speak to the New Boston Kiwanis Club on Tuesday, July 22. His Subject will be, “Growth in the Atomic Energy Field.”

C. R. McNISH has been named chairman of the Heart Association exhibit for the Ross County Fair, August 5-9. He also arranged the display at Veteran’s Hospital on Hospital Day.

S. A. KOHUT won three weekly \$5 first prizes in a row (the maximum allowed) in the Columbus Citizen-Journal Snapshot contest.

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