



GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

Editor - H. McClelland

April 15, 1970

15 RETIREES were invited and 11 attended a luncheon held in their honor in the cafeteria's private dining room last Monday, April 13. G. H. REYNOLDS and other members of the Operating Committee were hosts and invited were all salary retirees eligible for, but who had not as yet received, retirement plaques. Attending were: Angeline H. McClelland, Marian H. Shawkey, J. R. Arndt, C. W. Caulley, W. E. Ellsesser, W. S. Fleshman, H. H. Kenny, L. F. Lauxterman, H. R. Pettie, W. E. Richards, and H. H. Stoops. Unable to attend were W. A. Brown, H. G. Morkassel, L. D. Hochberg, and G. A. Poole. Plaques are now given to salary employees who retire at age 65 with 10 or more years of service or those who take early retirement at age 55 with 15 years service (or some other combination of age and service totaling 70 or more).

RICHARD D. JARREL is a new Data Processing operator, trainee, in D-514. Dick graduated from Portsmouth High School in 1966 and then completed an IBM operator course at the Automation Institute of Columbus. Recently he has been working as an electrician's helper for Bertke Electric in Manchester.

THE COMPANY has been informed by B & F Tires Sales of Portsmouth, a Goodyear dealer, that they offer all Goodyear employees discounts on tires, batteries, and gasoline. These are available when the buyer properly identifies himself as a Goodyear employee. Their store is located at 12th and Chillicothe Streets.

J. W. WESNER is president and R. K. MOCHERMAN, treasurer, of the Ross County Industrial Management Club for 1970-71.

BETWEEN JUNE 1, 1966 and the present time, 32 of our secretaries (26 since Jan. 15, 1969) have been sent to Secretarial Institutes and Seminars lasting from one to three days.

ALTO BYRD, now foreman in D-426, is the second member of the Pre-Supervisory Training group to be promoted. The first was J. M. ARTHUR, D-732.

NATIONAL SECRETARIES WEEK is April 19-25. Because of that fact, there are several items about secretaries and/or the female of the species on pages two and three of this issue.

MANAGEMENT NEWS---ON THE NATIONAL LEVEL

AT G.M.'S ALLISON DIV., secretaries are given a turbine-engine course. Meetings last an hour and are held twice a week for four weeks. Attendance records are kept and certificates issued to those who attend all eight sessions. Purpose of the program is to give the secretaries a better understanding of their work.

BY 1975, the U.S. will need one million more secretaries, stenographers and typists, 34 percent more than we have now.

ANCHOR HOCKING GLASS CO. is holding an Executive Development program for their top 33 people at the Governor's Lodge, Lake White. Divided into two groups, the format calls for them to spend three days and two nights at the Lodge, a total of three times--two this spring, the other in September. Dr. Reed Powell, associate dean of the College of Commerce and Administration at O.S.U. is to conduct the entire program (He was one of the speakers at the last Portsmouth Management Conference). Included in one or the other of the two groups are the company's president, all the vice presidents and other top officers.

SIGN OF THE TIMES: Besides drive-in and walk-in movies, there are now look-around-and-slip-in-and-hope-nobody-sees-you movies.

ADD 36 to your waistline measurement in inches. If the total equals your height in inches (men in shoes, women without), you're the right weight for your build. If the total exceeds your height, you're overweight - 2.5 percent per inch. And when you reach six inches over the mark, you've passed the "stylishly stout" phase. At least, that's what Dr. Richard Gubner, clinical professor of medicine at an eastern university claims.

E. R. SULLIVAN, local AEC deputy manager, is now chairman of the Administrative Board, Waverly Grace United Methodist Church.

105 MEMBERS of manufacturing management at Gdyr-Aerospace's plant in Arizona are presently attending a Management Improvement Program. There are three meetings every Wednesday (so that only 1/3 need attend at any one time). The program started in February and continues until almost the end of May (13 weekly meetings). It is designed to acquaint all concerned with the company's plans, and the important part each mgt. division plays in those plans.

WE'VE ALL HEARD about the Peter Principle which states that individuals tend to be promoted in an organization until they reach their level of incompetence. Now, Dr. Paul Armer of Stanford University proposes the Paul Principle which states that rapid changes wrought by technology cause more and more management people to become uneducated and therefore incompetent on jobs at which they once performed quite adequately.

THE PARENT COMPANY was 25th in sales among U.S. companies in 1969.

MARY WELLS LAWRENCE is the chairman and president of Wells, Rich, Greene Inc.; one of the nation's largest advertising agencies - \$77 million income in the year ending last October. She is petite, ash blond, 40-years-old and earns \$190,000 a year.

THE DAVID L. BABSON & CO. newsletter recently carried an item which read, "The decline in the birth rate has caused a substantial drop in the number of babies born each year."

EVERY FOURTH cancer death is totally needless. In many cases, the doctor could have cured the patients if they had recognized one or more of the seven warning signs of cancer and gone for a check up. The warning signs include: Unusual bleeding or discharge. A sore that does not heal. Change in bowel or bladder habits. Hoarseness or cough. Indigestion or difficulty in swallowing and change in wart or mole.

THIRTY-ONE babies were born in Volkswagons in 1969. The VW company sent each one a \$100 Savings Bond.

BESIDES all the construction involved in building Expo 70, Japan has already started work on the world's longest undersea (railway) tunnel - 22.75 miles; plans a 1,800 ft. TV tower, which would be the world's tallest structure; a suspension bridge with a 4,996 ft. center span, which would be the world's longest; and a 156 mph train - the world's fastest.

ADMIRAL RICKOVER does not allow his crewmen to wear radium dial watches aboard his nuclear submarines because the radiation level is so low that the watches would disrupt his radiation monitoring equipment aboard ship.

THOUGHTS ON MANAGEMENT

A GOOD BOSS, according to a poll of secretaries, is one who: Makes it a challenge to work for him; expects the best of his employees and usually gets it; is not a fusser, but demands accuracy; assigns a job and leaves his staff to work it out; requires his employees to use their initiative, imagination, and drive; is fair and does his best to see that superior performance is properly rewarded.

--Purchasing Magazine

MEMORY is what tells a man his wedding anniversary was yesterday.

--Contributed by E. Hartnett

THE PROBLEMS of pollution know no boundaries, geographic or biologic. They affect us all, both as individuals and as members of society. And all of us, individually and collectively, must contribute to their solution.

--Russell DeYoung

WHEN the going gets tough, the tough get going.

--Cramer Dautel

AS A SOCIETY we have become somewhat like the middle aged man who, striving all his life to reach certain goals and believing he has obtained many of them, is confronted by a moment of truth as he peers into his mirror one morning. Looking into that mirror, which reflects not only his own face but the opulent if disheveled surroundings of the bedroom behind him highlighted by the morning sun, he suddenly becomes acutely, perhaps painfully, aware of many things. Where on previous mornings he may have discovered a new wrinkle or another gray hair he now looks into his eyes and sees a new image of the whole man. At that moment a million questions seem to rise up and beg for answers. There is the question of identity, of success in terms of existing values, of the value of those values, of what future there is for himself and his offspring. There is the question of whether he has reached the limits of his physical and creative powers, of whether his surroundings are the true measure of his worth, and if not whether he still has the power and the will to change them and his life in relation to them.

--Dr. Glenn T. Seaborg

PLEASE spare us from slacks on girls who are max, and skirts much too mini on girls who are skinny.

--Darrel Thorpe

I AM SHOCKED by the attitudes I see in so many of today's junior executives. Frankly, our national shortage is not manpower, it's guts. I've never heard so much talk about company benefits and security and so little about risks and rewards as among today's junior and some senior executives.

--L. D. Barton

NOW THAT women are jockeys, baseball umpires, atomic scientists, and business executives, maybe more of them will master parallel parking.

--Bill Vaughan

MANY GIVE LIP SERVICE but few delegate authority in important matters. And that means all they delegate is dog-work. A real leader does as much dog-work for his people as he can: he can do it, or see a way to do without it, ten times as fast. And he delegates as many important matters as he can because that creates a climate in which people grow.

--Robert Townsend, former chairman of AVIS

IF IT'S TRUE that "practice makes perfect", isn't it interesting that man was made first.

--Joan Rivers

DICTION will take several forms in the 1970's. There will be more portable equipment which will allow a manager to dictate in his car or on the commuter train. There will be a growing use of central dictation systems in the office which will enable the executive to dictate by telephone from any location.

--Administrative Management

PEOPLE used to discuss their problems over coffee and cigarettes. Now coffee and cigarettes are the problems.

--Ed Clark

THE SOPHISTICATION of today's equipment is so great it has outstripped the educational system that should be providing the necessary human cadre. The machines have started demanding better people. They are being limited in their capacity to perform by human failings.

--R. K. Moffett, editor of "Plant Operating Mgt."

OF WORKING DAYS, each Friday is the best of all the five; the thing that aches is that it takes all week long to arrive.

--Dick Emmons

WHO'S WHO IN MANAGEMENT

JOSEPH E. HALE, budget analyst on the Production Division staff, D-801, collects all budget information and prepares budgets for the division. He also reviews all monthly costs, and conducts special cost studies. He reports to R. M. RUTHERFORD, Production Division manager.

Mr. Hale graduated from Rush Township High School in McDermott. He attended Ashland Jr. College, Rio Grande College, and Ohio U Portsmouth. He also attended St. Ambrose College and the University of New Mexico while serving on a cadet program in the United States Navy ('45-'46). He also served in the Army ('50-'52). Prior to his work with GAT, he was employed by the Norfolk & Western Railroad in Portsmouth. He was employed by GAT in 1954 as an accounting clerk, was promoted to section head of office equipment services (1955), foreman of process area (1957), to assistant budget analyst in 1957, and to his present position in 1962.



Joe and his wife, Helen, and a son, Joseph Lee (11), live at Rt. 2, McDermott. A daughter, Mrs. Patricia Smith (21), lives at Chanute AFB in Illinois and another son, William (20), is a sophomore at Greenville College in Illinois. The Hales are members of the McDermott Methodist Church. Joe belongs to the GAT Foremen's Club, Lucasville Masonic Lodge #465, Silver Compass Club, Alladin Temple in Columbus, Scottish Rite in Cincinnati, the American Legion and Elks Lodge in Portsmouth.

GAT NAMES AND FACES IN THE NEWS



G. H. REYNOLDS



J. M. BOGGS



E. L. DARDENNE



J. G. DAVIDSON



R. L. DUFFEY

G. H. REYNOLDS spoke on "The Future of the Nuclear Energy Industry" as the Second District Ohio Clerk of Courts Association (44 members and guests) met at the Lake White Club on March 26.

J. M. BOGGS was the speaker as members of the American Association of University Women met at the Piketon Methodist Church recently. John spoke on the general subject of air pollution. He also showed a film entitled "The Poisoned Air."

E. L. DARDENNE, Health and Safety chairman for the Shawnee District, B.S.A., presented recently a program which included showing the Air Force film "Survival" - first to 20 members of the Civil Air Patrol and then to 87 Boy Scouts.

J. G. DAVIDSON and R. L. DUFFEY are to be the speakers for a meeting of the Ashrae Chapter, American Society of Heating, Refrigerating and Air Conditioning Engineers on April 29, in Portsmouth. They will discuss a paper they wrote entitled, "Balancing the Heating and Air Conditioning System after Installation."