



R. L. DUFFEY  
ENGINEERING

D-761  
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# GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

Editor - H. McClelland

February 18, 1970

DR. C. R. MILONE is now vice president, Research and General Products, The Goodyear Tire & Rubber Company. A news release announcing the promotion was received here on February 11, 1970.

OUR FIRST Cost Reduction "I"dea Reward Presentation luncheon is to be held tomorrow, February 19. G. H. REYNOLDS, M. E. CORYELL and the Cost Reduction Committee (one representative from each division) will honor the first 32 employees to submit ideas (that have been accepted) since the program was launched on May 1, 1968. Each person will receive his or her choice of a specially designed tie tac, tie bar or bracelet (they were pictured in the last Clan). Honored as the only woman in the group will be DIANA RYAN. Champion in terms of ideas submitted and implemented is C. A. SECREST with 26 (the 32 have had a total of 82 ideas accepted). Champion in terms of money saved (more than \$20,000) is G. W. PARKS. Honored as the one who had the first idea implemented is R. D. McDERMOTT.

R. D. JACKSON and L. G. SWOPE were at McKell High School on January 28. They presented science demonstrations to a total of about 200 students and teachers.

J. M. ARTHUR, JR. is the first man from the 25-man Presupervisory Training Group to be promoted. He became foreman, Field Welding, D-732, officially last Monday, February 16. The Presupervisory Group began their study program last October and they continue to meet for two hours every other Friday afternoon. Jim Arthur plans to continue with the group.

RECENT PROMOTIONS include RICHARD D. NEWMAN from machinist 2/c, D-721, to laboratory technician, sr., D-532.

EMPLOYEES active in various community and area activities include: O. A. VITA who is vice-chairman of the Central Ohio Valley Section of the American Chemical Society; A. W. ONDERA was chairman for the Jackson March of Dimes bowling tournament which raised \$308, R. O. OVERLY, D-712, was top bowler in that tournament; L. L. WISE is chairman of the Advisory Board, Atomic Chapter Order of DeMolay in Waverly. A. W. REMY is chief warrant officer, U. S. Navy Reserve. Al has more than 24 years of active and reserve service.

HARRY R. RAY, D-341, is back after being away on a military exit since 3-15-68. He served with the U. S. Army as a sergeant, part of the time in Korea.

## MANAGEMENT NEWS---ON THE NATIONAL LEVEL

COMMISSIONER Carver of the Federal Power Commission says that the public must be awakened to the nation's burgeoning energy needs, that a crisis exists right now. He believes that utilities must have more than 150,000 Mwe of installed nuclear power by 1980 (43% of the power generating growth foreseen for the next decade). He describes hydroelectric power as "too few in sites, too high in cost, and too late in getting on line." He says coal and oil suffer not only from high costs, but also high emotions about the environmental hazards they present, and natural gas only looks attractive if you don't consider dwindling supplies. He also feels that nuclear's "must" share of installed capacity by 1990 is more than 500,000 Mwe.

THE U. OF KENTUCKY has two freshmen who are prospects for the varsity basketball team next year. One is 7' 2" tall, the other is 6' 11".

MANAGEMENT CAN ACHIEVE a far greater return on investment in men than in machines in the 1970's, says Dr. James N. Farr, psychologist. He believes that management is only beginning to realize that controlling attitudes is the key to controlling people through what he calls "attitude engineering." Details are in the January 5 issue of "Industry Week."

DID YOU KNOW that fuel bills can jump as much as 3% for each additional degree on the thermostat?

PARENTS who wonder how their children can possibly study with their radio, TV, or recordplayer going full blast, should cease fretting. According to Dr. Peter McLean of the University of Calgary, long-term memory is enhanced when students have to concentrate over considerable background noise. He took a study group of 160 students, raised the room noise level to 85 decibels, and had them concentrate. Tested immediately afterwards, they scored lower than those who studied in class. Tested the next day, however, those who studied in the "Big Din" showed a greater retention of test materials than those who had concentrated in the environment of peace and quiet.

MONSANTO'S plant in St. Louis, is the largest producer of aspirin in the world--a million pounds a year. The aspirin is sold in bulk to pharmaceutical manufacturers who press it into the final form to be sold through drug and other stores--which proves again that aspirin is aspirin, so ignore brands and look for the lowest price.

"ULCERLESS DECISION-MAKING" Suggestions from one publisher include: (1) Distinguish big from little problems. Spend time on big matters, but give little things less attention. (2) Delegate all of the smaller decisions you can. (3) Consult and check. Today it is a sign of strength, not a weakness, to admit that you don't know all the answers. (4) Don't be afraid of failure. Fear of failure is the biggest cause of mental strain. (5) When you've made a decision forget it. Mulling over past decisions invites ulcers.

THE FLEXIBLE FLYER sled is an Ohio product. Made since 1889 and advertised as the most steerable and durable sled on the market, a new plant at Medina produces 400,000 a year.

A LIFE POLL, which surveyed a cross section of 4,047 Americans discovered that "green grass and trees around me" lead the list of "The Things Americans Want Most." And, "To be at peace with yourself and have honest relationships with others" was the most popular answer to the question: "What Goals and Values Are Most Important?"

OVER 30% of the population (some 61.4 million) are in the classroom this year either as students or teachers - this does not include administrators, office staff, maintenance employees, cafeteria workers and school bus drivers.

GOODYEAR AEROSPACE engineers have developed an insulating material so efficient that - under space vacuum conditions - it would take eight years for an ice cube placed inside it to melt even though external temperatures go as high as 250°F! The material, composed of alternating layers of mylar and foam, is so thin that 56 layers plus a protective cover is only 1/8" thick.

AS OF DEC. 18, 1969, the AEC plants had booked \$1-billion in toll-enrichment services from eight customers in the U.S. and 17 abroad. Enrichment services in 1970 alone will gross the U.S. Treasury about \$130-million. (from Background Information, published by Atomic Industrial Forum, Inc.)

BLUE CROSS made a two-week production comparison between "automatic" or power typewriters and the conventional type. They found that a typist using the automatic equipment could be expected to do about twice as much work. Other benefits include no errors to erase; less paper and carbons wasted; only half as many people, desks and equipment needed; less turnover.

## THOUGHTS ON MANAGEMENT

THERE CAN BE no divorce of planning from doing in knowledge work. On the contrary, the knowledge worker must be able to plan himself. And this the present entrance jobs, by and large, do not make possible. They are based on the assumption - valid for manual work but quite inappropriate to knowledge work - that anyone can objectively determine the "one best way" for any kind of work. For knowledge work this is simply not true. There may be one best way, but it is heavily conditioned by the individual and is not entirely determined by physical (or even mental) characteristics of the job. It is temperamental as well.

--Peter Drucker

I HAVE NEVER been able to figure out why hotdogs come ten to a package while hotdog buns come either 6 or 12 to a package.

--Alexander Sly

A POPULAR PHILOSOPHY in a time of tight costs is that a man can make an error once but not twice. Yet most management jobs require decisions on similar things over and over again with about the same likelihood of error. So a man who has once made an error hesitates to make another decision like it because a second error looks stupid. This philosophy is costly because it also dries up initiative.

--C. J. Slaybaugh

DIETING is starving to death so you can live longer.

--Jan Murray

IN A WORLD brimming with new knowledge it is not enough to ask whether what is learned has worth. We must ask rather, "What is of most worth?" The greatest value, in my opinion, is a belief in the dignity of man. To dignify man is to honor, to exalt, to make worthy. It is easy to say this, but to translate it into reality is today's great challenge.

--Edgar Dale

A MIND stretched by a new idea never returns to its original dimension.

--Submitted by Charlotte Yates

TIME is a subtle partner. Time can manage the manager or it can be managed. Control of self is one of the most demanding of taskmasters. Yet success or failure is most often a reflection of how you and I invest our energy.

--Clark Caskey

LEADERSHIP is the human factor that binds a group together and motivates it toward goals. A good leader plans work, organizes his group, and makes decisions, but in the final analysis none of these actions get direct results. Planning, organizing, and decision making are dormant until the leader triggers the power of motivation in people and guides them toward goals. . . Leadership transforms potential into reality. It is the ultimate act which brings to success all the potential in an organization and in its people.

--Keith Davis

A WISE OLD OWL lived in an oak; the more he saw, the less he spoke; the less he spoke, the more he heard; why can't we all be like that bird?

--Postscript

MANAGEMENT will never be a profession until managers develop a code of ethics similar to the one in the medical profession. You will never hear one doctor refer to another as a butcher. But it's not unusual for one manager to refer to another manager as an S.O.B.

--Dr. William Levy

THE FELLOW who says he's too old to learn new things probably always was.

--Bits and Pieces

RESEARCH has found no significant correlation between college grades and achievement after employment. This is probably because good grades in college and achievement on a job require different competencies. In many courses, the student who gets high marks is the one who can remember what he read or what the professor said and answer somewhat specific questions on examinations. On the job, the graduate is being tested constantly, but not in the typical examination room. As he relates facts and detail to his work, he can get help from others or he can find what he needs to know in some printed source of information. Success on the job seems to require such personal qualities as industry, initiative, resourcefulness, responsibility and, especially, the ability to work well with other people. While it is true that, in some courses, some of these competencies are reflected in grades, usually they are not.

--Frank S. Endicott

WE VIEW with alarm the 50,000 lives taken on our highways every year. But we are indifferent to the fact 50% of these fatalities result from drunkenness.

--Russell DeYoung

## WHO'S WHO IN MANAGEMENT

MAURICE R. ZIGLER, D-420, is superintendent of the Materials and Services Subdivision. Approximately 100 employees (70% hourly) handle such functions as Receiving and Shipping; Materials and Surplus Sales; Janitor Service; Mail, Records and Documents, and Traffic. Mr. Zigler reports to H. WATTS, manager, Purchasing and Materials.



Mr. Zigler graduated from high school in Sterling, Ohio, and went to work, as a clerk, for The Goodyear Tire & Rubber Company in 1934. He became a member of the Production Squad in 1936, was on the Balance Squad in 1940, was promoted to shift foreman just before he had to leave to serve as a staff sergeant with the 83rd Division, Field Artillery in Europe 1942-45. Returning to Goodyear in Akron, he was made squad foreman. He became secretary to Mr. DeYoung in 1947; supervisor, Service Division in 1948; storeskeeper in 1951; transferred to GAT as supervisor of Stores, 1953; promoted to his present classification in 1958.

Mr. Zigler and his wife, Conza, and a son, Barry (21), a junior at Miami University in Oxford, live at 28 Fruit Hill Drive in Brewer Heights, Chillicothe. Another son, Richard, is a captain in the USAF and is presently in Turkey. The Ziglers are members of the Orchard Hill United Church of Christ, and Maurice is a member of the Board of Deacons. He is also a member of the Chillicothe Country Club, Masonic Lodge, Joppa #666; the Silver Compass Club, and the GAT Foremen's Club.

### GAT NAMES AND FACES IN THE NEWS



C. E. HEMLEPP



F. J. WOOD



X. S. MAROUDIS



C. H. CANTER

CURTIS E. HEMLEPP retires March 1 after more than 16 years of service. He started here as a machinist November 16, 1953. "Pop" hasn't been too well lately so he and his wife, Alice, plan to take things easy for awhile in their home in Ashland, Kentucky; they may do some traveling later on.

FRANK J. WOOD celebrates his 20th anniversary of Goodyear service on February 27.

X. S. MAROUDIS is to again direct the Miss Portsmouth Beauty Pageant. The local winner will be chosen May 9.

C. H. CANTER has been re-elected president of UPGWA Local #66 for the seventh straight year.

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