



# GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE &amp; RUBBER COMPANY

Editor - H. McClelland

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GAT took third place in the 1970 Goodyear worldwide safety contest. The winner was Goodyear Aerospace-Arizona. They ended the year with more than 6.5 million man-hours without a lost-time accident. Goodyear-Columbia was second with 3.9 million man-hours (their last lost-time injury was in August, 1968).

SCOTT A. REISINGER, a member of the 1968 Administrative Squadron, is back on the payroll after a military exit on 1-10-69.

IT TAKES TIME to implement recommendations made at the conclusion of last October's Value Engineering Workshop but several are "in the mill." One that has actually been adopted has to do with "BOP Backplate Assembly Dismantling" (BOP means "blowout prevention"). The old method of disassembly and decontamination took 90 minutes. Now, by using a jig and cutting tool, fabricated from scrap materials by the Apprentice Machine Shop, the time per unit has been cut to 48 minutes. Estimated annual savings are almost \$300.

THREE OF THE FIVE members of the Western Local School Board are GAT employees. Recently re-elected as president and vice president were HOMER D. SMITH and R. H. WALLS. C. D. CARTER, D-424, has been a member of the Board for 12 years, Smith for 16 years, and Walls for 10 years.

THE AVERAGE GAT EMPLOYEE is almost 43 years of age (42.84 as of 12-31-70), has 12.8 years of formal education, and 13.66 years of service. For a statistical comparison of the average salary and the average hourly employee, in terms of age, education and service, continue to the next two items.

THE AVERAGE SALARY EMPLOYEE is 41 years of age (41.01 as of 12-31-70), has more than two years of college (14.3 years of education), and 13.25 years of service.

THE AVERAGE HOURLY EMPLOYEE is almost 45 years old (44.67 as of 12-31-70), is not a high school graduate (11.3 years of education), and has 14 years (14.02) of service.

L. G. SWOPE and R. W. SPARKS gave science demonstrations to 160 Mt. Logan Jr. High School (Chillicothe) students on January 22.

## MANAGEMENT NEWS---ON THE NATIONAL LEVEL

A FOREMAN must be made to feel important if he, in turn, is to successfully motivate the people who report to him. So says F. S. Lomardo, plant manager, in an article in a recent issue of Plant Operating Management. The author lists (and elaborates on) seven ways to motivate a foreman: (1) Keep him advised of the company's business climate. (2) Have him attend seminars on subjects of interest on his level of responsibility. (3) Have him visit vendors that supply the basic raw materials used at your plant. (4) Have him accompany sales personnel on trips to customers who have complained about quality. (5) Supply him with free tickets to sports events. (6) Listen to what he is trying to tell you. (7) Set attainable goals as targets for him.

FOR THE 56th consecutive year, the parent company is advertising: "More people ride on Goodyear tires than on any other kind."

DID YOU KNOW that some old comic books are worth their weight in gold? For example, copies of the first issue of Superman, published in 1938, now bring \$300, as do copies of the first issue of Famous Funnies, which came out in 1934. Five years ago, either could have been bought for \$60 a copy. Even later editions of many comics are valuable. The 44th edition of Terry and the Pirates is worth \$40; the 124th of Roy Rogers sells for \$10; and the 328th edition of Donald Duck is priced at \$6. Since they all originally sold for 10 cents, it would be nice to find an attic full of them wouldn't it?

SIGN OF THE TIMES: A forthcoming controversial film is being touted as "suitable for the mature, broad-minded adult or the average teenager."

O.S.U. has the world's first large scale computerized on-line remote library circulation system. All the books in the main library and the branch libraries around the campus -- 2,450,000 of them, plus 400,000 music scores, 677,000 microfilm units, and 150,000 maps are recorded in the computer. Since less time and trouble is involved, a 30 percent increase in library circulation during the first year of the computer system's operation is anticipated.

COPY MACHINES are doing their part to drown us in paper. In the U.S. alone, 375 billion copies and duplicates are made annually -- and the total is expected to be 15 percent more five years from now.

GOODYEAR AND CHRYSLER got special "package" prices, but all other advertisers for NBC TV's coverage of the Superbowl on January 17 paid a record high of \$200,000 per minute.

THE U.S. Industrial Chemicals Company has a speakers' bureau for two reasons: to enhance community relations and improve the speaker's communicative ability. In the first four months of operation, 12 of the group's 30 members spoke before 26 civic, church, and professional organizations. Their talks covered a wide range of subjects, including hobbies, current events, and company-oriented material. To be sure of quality, each speaker has to give his talk at least twice to members of the speakers' bureau before he can speak to outside groups.

IBM's sales have soared from \$1 billion to \$7 billion a year in the last decade. Profits have increased from \$1.92 to \$8.21 a share.

THE BOEING CO. held a highly successful "Idea Roundup Week." Pretty girls wearing cowboy hats and kerchiefs around their necks manned booths at 17 locations. One day there were 3,728 ideas turned in; 518 on the poorest day -- compared to an average of 105 a day before the special campaign.

THE NUMBER of shopping centers is expected to double in the next 15 years. There are presently 13,000 centers containing more than 200,000 retail units.

THE VOLKSWAGEN BUS, according to Moneysworth, The Consumer Newsletter, is the most unsafe car on the road today. They point out that it is underpowered, can be easily blown over, and if it does turn over, the doors may open and the occupants thrown out. Furthermore, since the motor and trunk are in back, there is very little protection for the driver. In a study of 270,697 traffic accidents in North Carolina from 1966 to 1968 (108 different types of accidents included) it was found that the driver of a VW bus was more likely to be killed or severely injured than the drivers of any other car. In fact, only the MG and the 1962 Corvair even came close.

R. A. MANNING, who was a GAT employee until his transfer to the parent company in 1956, is now chairman of the state government committee of the 109th Ohio General Assembly.

## THOUGHTS ON MANAGEMENT

THERE ONCE LIVED, many years ago, an Indian chief who had seen lots of moons wax and wane, and plenty of buffalo vanish forever over the horizon. And when he had grown immeasurably old, he became mindful one day that he was not likely to be immortal. This cast him into a pensive mood, for who should be chief of his people when he was gone?

Now this ancient chieftain had two sons -- Falling Rock and Running Nose -- and both were strong, fearless braves. One should succeed him -- but which one? The old man thought and thought, all through one night and into the pale light of dawn before he decided what to do.

He called his two sons to him and told them that separately they were to go forth in search of riches for the tribe, and the one who returned with the most would someday inherit the chief's teepee. So early the next morning the two braves rode away, each wearing a breechclout -- which was the thing to do in those days -- and each armed with a tomahawk, for which no federal registration was required.

In less than a day, Running Nose had returned laden with all manner of riches for the tribe. I am not prepared to submit an itemized list, but I assume that there were swift horses for the men, beads and colorful cloth for the women, and a rebuilt Model A Ford with chrome air scoops for the teenage youngsters.

It was quite a haul, indeed, and Running Nose was greeted with whoops and hollers and other expressions of jubilation. Then everybody settled down to await the return of Falling Rock, to see what he would bring. But Falling Rock did not return, and considerable grumbling could be heard around the teepees.

Then, the grumbling changed to concern. Various members of the tribe were sent out, and I suppose the National Guard and the local Boy Scouts joined in the search. Still Falling Rock was not found.

Finally, the grieving father, unwilling to give up, did the only remaining thing he could think of to do. He got paint and brushes and made signs. And to this day, along the highways and side roads of this fair land, one can still see his desperate plea: WATCH OUT FOR FALLING ROCK.

-- Mickey Porter

PEOPLE WHO SAY that they never have enough time to do what they want are like people who complain that they do not have enough money to buy all the things they would like to have. In most families money is limited, but those who take careful stock of what they own and plan their spending wisely get a lot more than do those who simply go along from day to day, buying on impulse and feeling abused because they never have enough cash.

-- Cyril O. Houle, author of "Continuing Your Education."

SOME FOLKS go to church just three times in their lives -- for hatching, matching, and dispatching. And they are sprinkled three times -- with water, rice, and dust.

-- Sales Meetings magazine

IT IS QUITE POSSIBLE that there are more deprived children living in this country today than ever before in our history. They are deprived, not because we cannot give them enough, but because we give them too much . . . we have raised a generation of takers, kids with out-stretched hands who have yet to learn how to give. We should never lose sight of the fact that the child who has everything done for him is a deprived child. And the day will come when that child will have an extremely rude awakening. What will happen when this kind of deprived child must produce for himself? Will he really know that as an adult he can no longer be a taker? One of the most important jobs we have as parents is to teach our kids the rules of successful living. If we, in our natural desire to help them and because of our love for them, make takers out of them instead of givers, they're going to be in trouble.

-- Earl Nightingale

MIDDLE AGE is when you're not inclined to exercise anything but caution.

-- Bob Goddard

I MET HER in the meadow, as the sun was sinking low. We walked together quietly, in the twilight after-glow. She waited while silently I lowered all the bars. Her eyes were bent upon me, as radiant as the stars. She neither smiled nor thanked me, because she knew not how, for I was only a country lad, and she a Jersey cow.

-- Anonymous

## WHO'S WHO IN MANAGEMENT

DONALD E. ROCKHOLD is a staff engineer in D-730, Process Maintenance. He evaluates the use of new and old equipment, writes procedures and makes schedules, plans, and budgets for preventive maintenance analysis. He coordinates computerized preventive maintenance procedures. He also does miscellaneous engineering assignments for the department. He is the 700 Division representative to the Safety Review Committee and evaluates safety and cost savings ideas for the 730 Subdivision. He reports to D. B. JONES, superintendent of Process Maintenance.



Mr. Rockhold graduated from Parkersburg, W. Va., high school and received a BES degree in Engineering Machine Design from Marshall University. He is presently utilizing GAT's Educational Assistance Program to get a masters degree in Industrial and Systems Engineering from Ohio U. He began work with GAT in 1968 as a member of the Technical Squadron and received his present assignment in 1969.

Don and his wife, Sue, live at 441 West Main Street in Chillicothe and are members of the Trinity United Methodist Church. He belongs to the Trinity Men's Brotherhood and plays on the church softball and basketball teams. He is this year's president of the GAT Foremen's Club and is a member of the Ross County Industrial Management Club. He is an associate member of ASME (American Society of Mechanical Engineers). Other activities include GAT men's golf league and summer volunteer work at the Veterans Hospital.

### GAT NAMES AND FACES IN THE NEWS



C. D. TABOR



A. "BIM" WALDER



R. W. BROWN



DR. H. H. THOMAS

C. D. TABOR was the speaker for a meeting of the Waverly Service Club (60 members and guests) on January 22. His subject was: "The Impact of Atomic Energy on Southern Ohio."

CONGRATULATIONS are in order for A. "Bim" WALDER, whose 25th anniversary of Goodyear service is February 6; and for R. W. BROWN, whose 30th anniversary is February 17.

DR. H. H. THOMAS is the first Waverly Jaycee to receive their "Distinguished Service Award." Besides at least six services to the community through his Jaycee activities, Dr. Thomas was cited because he was Waverly West PTA, v.p., member of Regional and City Planning Commissions, active in at least three youth recreational programs and the Rubella immunization program.