



GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

Editor - H. McClelland

October 20, 1971

ACCORDING TO the co-chairman of this year's GAT United Fund Campaign, Gordon Johnson, employees have exceeded the first officially set goal of \$20,700. Total contributions already exceed \$21,300 and additional moneys are expected. When combined with this year's increased contribution by the company (\$11,000), the local United Fund organizations are assured of over \$32,000 from our efforts.

OVER \$200,000 worth of used and unused surplus government property will be sold by sealed bid on Friday, October 29. The twenty-seven lots consist of electronic and electrical instruments and hardware, welders, lighting fixtures, a fatigue test machine, synthesizer, reactor vessel, insulation tester, reflectoscope, spectrograph, spectrophotometer, mobil X-ray unit, electron microscope, converters, amplifiers, power supplies, and miscellaneous laboratory equipment and supplies. If you are interested, you may inspect the material between 8:00 a.m. and 2:00 p.m. during the week of October 25 at Warehouse No. 15.

CURTIS STEWART was transferred from the Technical Squadron and promoted to engineer in the 530 Subdivision, Engineering Development, effective October 1.

WILLIAM H. CAMPBELL, JR. was a cost accountant in D-331 prior to his transfer on September 20 to Goodyear Aerospace, Jackson, and his promotion there to accountant.

C. F. FERGUSON participated in a three-hour "Open Forum" broadcast from stations WOUB-TV and WOUB-FM in Athens on October 8th starting at 8:00 p.m.

CONSTRUCTION of the "Europa," Goodyear's fourth blimp, is in progress at Goodyear Aerospace in Akron and Litchfield Park, Arizona. The ship will tour Western Europe annually during the spring and summer beginning in June 1972 and will be based during the winter at a yet-to-be-selected site in Southern Europe. She will boast the same dimensions as two of her sister ships, the Columbia and the America, and include the famous "Super Skytacular" animated electric signs on both her sides. Powered by two 210 horsepower, 6-cylinder aircraft engines and carrying a pilot and six passengers, she will be our goodwill ambassador in Europe.

H. H. THOMAS has been selected as Jaycee of the Week by the Waverly Chapter. He is presently a State Director and the R&R Chairman to the local organization.

MANAGEMENT NEWS---ON THE NATIONAL LEVEL

ADELPHI UNIVERSITY and the Long Island Railroad are combining their efforts to offer full credit courses toward a Master's Degree in Business Administration for commuters. Beginning October 18, a special classroom car will be added to the New York inbound and outbound trains, and hour-long classes will be conducted while enroute. It is estimated the MBA degree can be obtained in approximately two years of commuting, and at the same fees charged on campus.

AN ESTIMATED 20% of all dog food purchases are for human consumption.

DR. IRWIN M. STILLMAN, author of "The Doctor's Quick Weight Loss Diet," recommends that you make it a habit to get on your bathroom scale, unclothed, first thing every morning, without fail. Anytime you are up three pounds, he says, you should consider it more serious than if your temperature is three degrees above normal.

A VERSATILE foamed ceramic, which resembles Styrofoam in weight and appearance has been invented by a UCLA professor. It is an excellent heat and noise insulator, is impermeable to water and gas, doesn't burn or have an odor. It can be painted, glazed, drilled or sawed, glued or nailed. Possible uses include: roofing, outside walls or inside partitions, as insulation or even as water pipes. A board foot (1' x 1' x 1"), the professor estimates, can be manufactured for three cents. The ingredients -- two common waste materials, glass bottles and cow dung! Five to ten percent of the latter (which acts as the foaming agent) is mixed with 90-95 percent of powdered glass, put in molds or trays and heated at relatively low temperatures.

SINCE THE IRISH have healthier hearts than we do, two differences in their diet are worth consideration. First, by eating brown bread, whole grain cereals and potatoes, they get 50 to 100% more magnesium. Second, they drink tea rather than coffee, and tea contains the mineral nutrient, fluoride, which lessens the deposition of calcium in the arteries.

WE CARRIED AN ITEM in a previous NEWSLETTER which said that it is nice to watch wood burning in a fireplace, but that it made your furnace less efficient. More recently, appeared an item which said wood produced about 8,000 BTU's of heat compared with 19,000 BTU's for fuel oil using the same weight of fuel.

IF YOU HAVE a $\frac{1}{4}$ " or $\frac{3}{8}$ " electric drill, you will be interested to know that Black & Decker has on the market a drill sharpener (\$15.99), which sharpens twist drills from $\frac{1}{8}$ " to $\frac{3}{8}$ " in from one to three seconds.

BEST ADVICE for girls who graduate from high school comes from David R. Witmer, author of "The Value of College Education," a new publication. "If you can get into college, enter. If you can stay in college, stay. If you can earn a degree, earn one." He points out that the average lifetime earnings of fully-employed female college graduates (including many who started as secretaries) are \$100,000 higher than those girls who did not go on to college after graduating from high school.

FLASHLIGHTS that will provide as much as 14 hours of emergency light, and will operate on water, coffee, snow or any liquid available, are now available (\$15.98). They are lightweight, unbreakable, will float, and can be stored for years in car, boat or cabin and activated when needed.

THE ANNUAL RATE of productivity increase in the U.S. is now the lowest of any major industrial nation. Since 1965, the annual rate of gain has been only 2.1% as compared with Canada's 2.5%, which is next lowest.

MORE AND MORE COMPANIES are using "assessment centers" to pick good supervision or for manpower planning, talent development, organizational development, etc. Typically, an assessment involves about six candidates and two assessors. Programs vary from one to five days. Originally, companies developed their own programs (AT&T has been assessing employees since 1958 -- 67,000 to date), now several package programs are available. For example, AMA offers films, audio tapes, exercise workbooks, etc., to set up a testing center. The initial cost is approximately \$5,000. However, assessment centers have at least two definite advantages. When used as a selection device, for example, they eliminate the biases of supervision in selecting workers to become foremen. Second, with assessment, you can also find talent you might otherwise miss.

G.E. CONTRACTED both a U.S. and a Japanese utility to provide nuclear power plants. According to the chairman of G.E., as reported in Business Week, the U.S. plant required more than 5.4 million man-hours of high priced labor to complete. The Japanese plant took less than 4.5 million man-hours of cheaper labor.

THOUGHTS ON MANAGEMENT

KEEP ON GOING and chances are you will stumble on something, perhaps when you are least expecting it. I have never heard of anyone stumbling on something sitting down.

-- Charles F. Kettering

ANOTHER GUIDELINE for successful management-- Law #5--Don't alibi. You have all had the experience of having something go wrong and expecting a big hassle about who was to blame--only to have someone speak up and say, "It was my fault." Disarming, wasn't it? It is hard to get mad at anyone who does that. Think how rare is the man who says "I was wrong," and how much you have respected the man who said it. But these are the big people that you see up toward the top.

-- Louis B. Lundborg, Bd. Chm., Bank of America

OF ALL the remedies that won't cure a cold, by far the most popular is whiskey.

-- Earl Wilson

SCIENTISTS are today discovering that to live, as if "live" and "love" were one, is an indispensable condition--because this is the way of life which the innate nature of man demands. The idea is not new. What is new is that contemporary men should be rediscovering, by scientific means, the ancient truths of the Sermon on the Mount and the Golden Rule. For human beings--and for humanity--nothing could be more important.

-- Ashley Montagu, "The Humanization of Man"

THE ONLY FELLOW who never steps on anybody else's toes is standing still.

-- Franklin P. Jones

THE MAIN REASON people get into debt, and this is true both near and far, is endeavoring to keep up with folks who by and large already are.

-- Harold Heifer

UNION CONTRACT talks might be improved and strikes averted if both labor and management entered negotiations without demands. They should begin by discussing the issues, not the settlement.

-- Norman R. F. Maier, Univ. of Michigan

ATTACK if you must your president. Tear down the halls of reason. But spare, I beseech you, the football coach. He's having a winning season.

-- Robert Fuoss

ONE OF THE HARDEST secrets for a person to keep is his opinion of himself.

-- Laughing Matter

ONE OF THE MOST mawkish of human delusions is the notion that friendship should be lifelong. The fact is that a man of resilient mind outwears his friendships, just as certainly as he outwears his love affairs and his politics. They become threadbare, and every act and attitude that they involve becomes an act of hypocrisy. A prudent man, remembering that life is short, examines his friendships critically now and then. A few he retains, but the majority he lets wither on the vine.

-- H. L. Mencken

MANY A FELLOW gets a reputation for being energetic, when in truth he is merely fidgety.

-- Laugh Parade

IF WE ASSUME that managers are not born but developed, then every potential manager needs a growth-inducing environment. Such an environment includes at least four factors: stretching, feedback, coaching and career management. Stretching means assigning a man to responsibilities that are always a bit more than the man himself or any of his superiors feel he is ready for. Feedback includes telling a man how his work has been rated by his superiors. The third component is coaching. An opportunity to analyze problems, review plans, and "postmortem" his mistakes can be invaluable for any man. Coaching is a valid, but too often overlooked, teaching tool. However, it is important to note that the function of a coach is quite different from that of a teacher. The coach does not give the manager the answer to his problems, in fact, he may not even pretend to know it himself. However, he should be totally committed to helping the man to be as successful as possible. The best time for career counseling is when a manager is about midway to two-thirds of the way through a "normal" period of assignment on a specific job. If not done properly, a company may lose one or more high-potential managers.

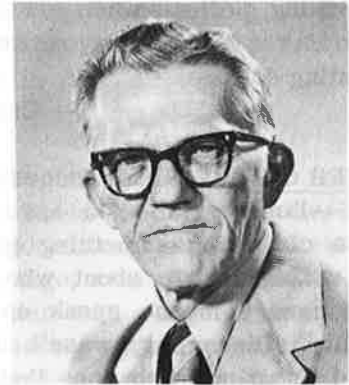
-- Saul Gellerman

ASK YOURSELF: "What's the most important thing on earth as far as a human being is concerned?" I think it is truth. Truth is knowledge, and truth is honesty. To the extent that a person has knowledge, and personal honesty, he is rich.

-- Earl Nightingale

WHO'S WHO IN MANAGEMENT

BAYARD H. MURDOCH, D-720, is a foreman-maintenance in the Machine Shop. He shares the responsibility for the activities of 21 machinists and three (3rd year) apprentices in equipment construction and repair. His duties also include instructing a class of 2nd year apprentices in Shop Theory. He reports to E. C. GEARHART, general foreman.



Mr. Murdoch graduated from McArthur High School, and completed machine shop training at the National Defense Training School in Columbus. He served with the U. S. Army Airforce (1942-45) in Italy during WW II and was honorably discharged as a staff sergeant. His work as a machinist included Curtis-Wright Corporation in Columbus and McNally Pittsburg Mfg. in Wellston before joining GAT in 1953 as a machinist AA. He was promoted to foreman in 1969 and assumed his present responsibilities in 1970.

Bayard and his wife, Lelah Mae, live at 111 North Illinois Avenue, Wellston, Ohio. They have two children; Michael (25) lives in Wellston and works for the Ohio Power Company, and Peggy Ann (19) is a sophomore at Ohio University, Athens. He belongs to American Legion Post 371 in Wellston and repairs watches for a hobby. His spare time is spent camping and fishing.

GAT NAMES AND FACES IN THE NEWS



N. H. HURT



G. D. ALTHOUSE



J. L. FEUERBACHER



ANITA BROWER



DR. H. H. THOMAS

N. H. HURT is program chairman (assisted by G. D. ALTHOUSE) of the Chief Logan Council Scout-O-Rama to be held at the Ross County Fairgrounds on October 23 and 24. J. J. EYRE is chairman of the Booth Show sub-committee. D. H. CAUGHLAN is a member of the General Ticket Committee and E. HARTNETT designed and coordinated the Goodyear display.

J. L. FEUERBACHER delivered a speech yesterday at the winter meeting (October 17 through 21) of the American Nuclear Society in Miami Beach, Florida. The exact title is too long to print, but essentially the subject was "Shipping High Assay UF₆ in 8" and 12" Cylinders.

ANITA BROWER has completed training and passed the test for Certified Instructor of the AJBC (American Junior Bowling Congress). She is coaching 40 members of the Pacesetters League (ages 9 thru 15) at Weiss Recreation, Waverly, on Saturdays.

DR. H. H. THOMAS is vice chairman for the Pike County United Fund Campaign. Other GAT employees assisting him in the Pike County drive include JACK LANG (D-554) and WALTER DUNCAN (D-523).

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