



# GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

Editor - H. McClelland

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FORTY ORGANIZATIONS have expressed an interest in the AEC program to allow private participation in the development of technology for enriching uranium and for manufacturing enriching systems equipment (see NEWSLETTER, July 7, 1971). AEC has extended the deadline to October 1 for filing applications to participate in the program.

JAMES P. MORGAN, an Electrical Engineering co-op student from the University of Cincinnati, is scheduled to report to work on September 20 to begin his fifth work period at GAT.

THE ANNUAL All-In-One Campaign will be kicked off this year on October 1 with a meeting of the solicitors in Room 310 of the X-710 building. The keynote speaker will be Dave Verbowens, president of the Scioto County United Fund and in charge of Public Relations at General Telephone Company. The solicitation of employees will take place October 4 through 11, with H. R. SANSON representing OCAW Local 3-689 as co-chairman along with H. G. JOHNSON, who is the Company representative.

ROBERT G. HENDERSHOT, a new employee in D-761, reported for work as a draftsman, sr., on September 13. Bob, his wife, and 6-year-old child live in Jackson, Ohio. He formerly worked as a draftsman for Mead Corporation in Chillicothe.

"NUCLEAR USA" is the title of an exhibit at the Fourth United Nations International Conference on the Peaceful Uses of Atomic Energy which ends tomorrow. The display, designed by USAEC and subsidized with \$1.5 million in equipment on loan from U.S. Industry, occupies approximately 20,000 square feet at the Geneva, Switzerland, convention site. It not only depicts a dozen different topics, but receives live signals from moon-based instruments, and is linked with a science data bank in Oak Ridge to give almost instantaneous answers to visitors' technical questions.

E. E. WAGNER, JR., D-852, was inadvertently omitted from the list of employees running for public office in the November elections. Ed is running for the City Council of Chillicothe.

## MANAGEMENT NEWS---ON THE NATIONAL LEVEL

EDWARD COLE, president of General Motors, is optimistic about the future of car repairs. Speaking to the Automotive Service Industry Association recently, Cole said: "I foresee fast, accurate, and cheap car repairs within the next 10 years due to the use of on-board computers in cars. We are working with integrated circuits in which the equivalent of 1,000 transistors can be built on a chip, the diameter of a pencil eraser. These will enable us to install on-board computers in every car and thereby conduct complex diagnostic tests in seconds. We will replace whole systems, or modules, rather than individual parts, and the savings in time and labor will be immense."

BET YOU DIDN'T KNOW that the "Googol-plex" is the largest number we have a name for! Some mathematicians deal in the googol, which is a "1" with 100 zeros after it. The googol-plex is a "1" with a googol of zeros after it.

KNOTT'S BERRY FARM, not far from Los Angeles, has long been one of the Southern California's major attractions. The wild West shows, stage-coach and old train rides, excellent meals, shops to browse through, and of course, their superb jellies and jams draw large crowds everyday. Unfortunately, the smog in the area gives the local fruit a bitter taste, so most all of the Knott's Berry Farm fruit is grown in the state of Washington.

METROPOLITAN LIFE Insurance Co. ran a survey of 6,329 business and professional men listed in "Who's Who in America" and reported that over a 12-year period those 45-years and older had a mortality rate only 70 percent of that among white men of the same age in the general population. Maybe the stereotype of the overweight, overworked, and underexercised executive, abnormally susceptible to ulcers, heart disease and early death, isn't accurate any more.

A SALIVA TEST for fetal sex determination from the fourth through sixth month of pregnancy will be commercialized by Patents International Affiliates, Ltd., New York City. The test, based on free androgens in saliva of mothers carrying male children, was discovered 20 years ago by Dr. Gustav Rapp and Dr. Garwood Richardson, Loyola University School of Dentistry. The late Dr. Jean Reisman, of France, developed the test further claiming 98% accuracy in tests on 9,000 pregnant women.

EDITOR'S NEWSLETTER reported recently that a study indicated 10% of employees in industry convert company property to their own use. The cost to industry is estimated at \$2 billion per year. Under today's conditions, industry is getting tough. Rather than turning the other cheek, many companies are not only discharging guilty employees but also publicizing such incidents internally.

MORE INFORMATION on the kinds of fats in foods will be provided the consumer as a consequence of a proposal by the Food & Drug Administration. The regulation will require food manufacturers to disclose on product labels the name and source of all fat ingredients. In fact, the specific animal or vegetable source will have to be identified.

KENNECOTT COPPER CORP. has inaugurated a new help-referral program for employees of the Utah Copper Division. The program, INSIGHT, is a 24-hour-a-day 365-days-a-year counseling service. A phone call at any hour of any day gets the employee, or any member of his family, an appointment with a full-time psychiatric social worker. After a counseling session, the individual is aided in obtaining help from community agencies. During the first year of operation, over 1,200 eligible people took advantage of the service.

ACCORDING TO Karl G. Harr, Jr., president of Aerospace Industries Association, a recent employment survey revealed that Aerospace employment was still declining but leveling off. He claims the estimated 1971 drop of 11.8% is a hopeful sign, compared to the 17.5% decline in employment suffered in 1970.

WORCHESTER POLYTECHNIC INSTITUTE is attempting a revolutionary program this fall, in which an engineering degree will be granted for demonstration of competence rather than the accumulation of credit hours. The plan is very flexible, allowing a student to earn a degree in 3 to 5 years, depending on his ability and the pace he chooses. The objectives are to increase the effectiveness of learning, increase student motivation and sense of personal responsibility and develop graduates with proven ability to solve real problems.

WILLIAMS RESEARCH CORP. has developed an automotive gas turbine engine that produces less pollution than the limit set by the proposed 1975 federal auto emissions standards.

## THOUGHTS ON MANAGEMENT

### ANOTHER GUIDELINE for successful management--

Law #3--Don't settle for second best. The greatest enemy faced by any manager is mediocrity. Excellence is the only alternative to mediocrity. There is no room for compromise. Demand excellence of yourself--of your subordinates, associates and superiors--and of your organization. And expect them to demand the same in return. It's well known that the more talented employees respond well to demanding standards of performance. They like to aim high. They like to achieve their aims. And they like an environment that permits and requires both. If supervisors are fair in their judgment of performance, and if they are clear in their counseling, good employees would rather work where standards are high than where they are sloppy.

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

FAILURE IS, in a sense, the highway to success, inasmuch as every discovery of what is false leads us to seek earnestly after what is true.

-- John Keats

A HOT HEAD seldom sets the world on fire.

-- Aladdin's Lamp

MANAGEMENT OF TIME is an important administrative objective. This concept is relatively new since the severity of executive pressures and tensions is in itself a relatively new phenomenon. It should be placed on a high priority by every manager, since its proper treatment can increase effectiveness for the executive and create an overall integrated organizational environment.

-- A. Tsaklanganos, Rutgers University

A GO-GETTER is a man whose spouse refuses to meet him somewhere.

-- Laughing Matter

ISN'T IT GREAT that princes and kings--and clowns that caper in sawdust rings--and common people like you and me--are builders of eternity? To each is given a box of tools--a various lot and a book of rules. And each must build ere life is done--a stumbling block or a stepping stone.

-- Anonymous

THE GREATEST GOOD for the greatest number means, in its material sense, the greatest goods for the greatest number which, in turn, means the greatest productivity per worker.

-- No. 7 of "The Ten Pillars of Economic Wisdom"

WHAT CAN YOU EXPECT from a day that begins by getting up in the morning?

-- Laugh Parade

EXPERTS have estimated that of all things we worry about, 40% will never happen; 30% are past and all the worry in the world cannot change them; 12% are needless worries about our health; 10% are petty, miscellaneous worries, leaving 8% for things that legitimately deserve our concern and thought. Telling someone not to worry is usually a waste of time but perhaps telling him about what the experts say concerning percentages may help him achieve a more realistic perspective.

-- Earl Nightingale

TACT is making your guests feel at home when you wish they were.

-- "Doc" Bishop

ANYONE who stops learning is old, whether this happens at 20 years or 80 years. Anyone who keeps on learning not only remains young but also becomes constantly more valuable.

-- Harvey Ullman

MANY of the human problems of business are the unforeseen side effects of solutions to other problems. When we deal with problems that are not as simple as they look, we are prone to "oversolve" them. That is, not only do our plans change what we wanted them to change, but they produce a number of unplanned changes as well. These other effects can lead to a new set of problems for which our original may be altogether inappropriate. Most of the problems of running a business are, in fact, related to each other; it is when we overlook this interrelatedness and define problems too narrowly that our solutions are most likely to undo themselves.

-- Saul Gellerman

TWO-THIRDS of promotion is motion.

-- Submitted by Jim Hamilton

GRADUATE EDUCATION tends to inhibit creativity. In a recent experiment, involving sophomores and graduate students at MIT, they were asked to propose a way of meeting a particular human need. The sophomores did significantly better than the graduate students, which indicates the colleges must reshape their teaching approaches so they nurture rather than inhibit creativity.

-- Dr. Myron Tribus, senior vice-president, Xerox Corp.

## WHO'S WHO IN MANAGEMENT

DWAIN L. CLARK is a staff accountant in D-341, and is responsible for operating a system of cost collection and distribution. His further responsibilities include preparation of financial reports for all phases of our operation, providing financial data for inclusion in AEC budget submissions, control of our cash flow records, and the preparation of special cost analyses to assist management in plant operation. He reports to R. L. SETTLE, supervisor of Accounting.



Clark graduated from Star-Washington High School, Union Furnace, Ohio, before joining the U.S. Air Force in 1943. He was honorably discharged a corporal in 1946 and completed a Bachelor of Science in Accounting degree at Ohio University in 1949. Prior to joining GAT as an accounting clerk, sr., in 1955, he was a brakeman on the Chesapeake and Ohio R.R., a sheetmetal man for Curtis-Wright in Columbus, and assistant secretary-treasurer of the Jackson Production Credit Association. He was promoted to accountant in 1965 and to his present position in 1968.

Dwain and his wife, Martha, reside at 641 Harris Street, Jackson, with their two children, Nancy (14) and Ronald (21). Ronald is a Civil Engineering major at Akron University. The clarks are members of the Christian Union Methodist Church, where Dwain serves as Sunday school superintendent. He belongs to the Masonic Order (Trowel Lodge #132), is secretary-treasurer of the Jackson Lions Club, and Chaplain in the United Commercial Travelers. His hobbies are golf and gardening.

### GAT NAMES AND FACES IN THE NEWS



H. G. JOHNSON



G. A. BOGARD



W. D. HUGHES



W. F. POTTS

H. G. JOHNSON was elected chairman of the executive board by the members in attendance at the annual meeting of the Tri-State Red Cross Regional Blood Program (covers portions of Ohio, Kentucky, and West Virginia) on September 9.

G. A. BOGARD, D-761, was named Jaycee of the Quarter by the Waverly Chapter. Gary is serving as Peewee Football Chairman at present.

W. D. HUGHES was the judge of the Scioto County Art Competition at the Scioto County Fair (August 18) for the fourth consecutive year.

W. F. POTTS, D-851, was chairman of the racing committee for the championship boat races held on the Ohio River, September 4 thru 6, as part of the Ninth Annual River Days Festival in Portsmouth.

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