



GAT Management Newsletter

GOODYEAR ATOMIC CORPORATION

a subsidiary of

THE GOODYEAR TIRE & RUBBER COMPANY

Editor - H. McClelland

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THE MIDLAND ELECTRIC CO. of Cleveland is removing old lighting fixtures and replacing them with new fluorescent fixtures in D-761, D-540, and D-542. The result is an increase from 40 foot-candles of light to 170 foot-candles. The old lighting fixtures are to be cleaned, relamped, and installed in the North and West wings of the first floor, X-100 building, to increase the lighting there to approximately 170 foot-candles. The work is scheduled for completion by June 1.

M. W. HARTLE is a candidate for international director, Lion's International. Officers and directors will be elected during their convention in Mexico City late in June. Merle has been in Lionism since 1956 and has held some 15 different offices all the way from local club, then district, and finally on the state level.

A. P. ROMERO has been selected to receive The George Washington Honor Medal Award by the National and School Awards Jury of the Freedoms Foundation at Valley Forge. The award was made for his composition, "What is an American?", which was entered in the 1971 Armed Forces Letter competition.

O. A. VITA is co-author of two articles appearing in a book, "N-Benzoylphenyl-Hydroxylamine and Its Analogues," published by Pergamon Press. The first article, "The Micro-Determination of Titanium and Vanadium in Uranium Compounds," was co-authored by Messrs. Leroy Mullins (a former employee) and C. F. TRIVISONNO. The second, "Separation of Elements from Hydrochloric Acid Application to the Extraction of Niobium and Zirconium from Uranium," had as co-authors W. A. LEVIER and E. LITTERAL.

N. F. REITER, DR. H. H. THOMAS, and DR. R. A. KAPLAN were judges at the annual Southeastern Ohio District Science Fair, conducted by the Ohio Academy of Science, at Ohio University in Athens on March 11. Reiter was also a judge of the Senior Science Fair at Wheelersburg High School in late February.

M. J. RAFFERTY, on a special assignment at Oak Ridge, has been elected V.P. of an amateur radio club with members from three counties who are ready to function in civil defense or other emergencies.

C. F. FERGUSON spoke to the Chillicothe Lions Club on the subject of "Equal Opportunity" in February. He will make a similar talk to a Lions Club in Columbus on April 26.

MANAGEMENT NEWS---ON THE NATIONAL LEVEL

"BAD GUYS can save you good money" was the heading for an article in a recent issue of Nation's Business. BAD means Buck-A-Day. More than half a dozen companies have found that BAD works--if the goal is to get each employee to try to find a way to cut costs on his job by a dollar a day. For example, a New York maker of precision equipment with 500 employees had a BAD month. He'll save more than \$100,000 from employees' cost-cutting ideas. A Midwest maker of abrasive products put \$600 into a BAD program (the money went for posters, booklets, charts, and a newsletter called BAD News). He expects to save more than \$78,000 the first year.

METAL ADHESIVE TAPE is used to mark sidewalks and stripe parking lots at Sandia Labs in Albuquerque. The tape takes considerably less time than paint, lasts six times as long, and can be used immediately. Company officials figure they are saving \$8,200 a year.

GENERAL MOTORS is applying "constructive coercion" to alcoholic employees. Under a new policy established with union cooperation, alcoholics who are identified as such are required to seek treatment or lose their jobs. Costs of treatment are covered under company insurance plans and employees are accepted back without stigma when their problem is under control. The recovery rate of alcoholics seeking help under a "constructive coercion" program is two out of three, compared to the one out of five recovery rate reported by private physicians treating problem drinkers.

IN 1957, Nikita Khrushchev boldly predicted that the Soviet Union would top U.S. steel production within 15 years. They did it in 14 years. Last year, they produced 133 million tons, the U.S. only 120.2 million tons.

AN ENTREPRENEUR from Manhattan's bohemian East Greenwich Village is exporting a product that would have been, in the past, unsalable--tattered, faded, and patched blue denim jeans that he has rescued from the refuse piles from the American West. Youth-fashion designer Louis Deskin buys them, sterilizes them, and ships them off to London, St. Tropez, and Copenhagen in 200-pound bales. Foreign mod shops sell the pants to young customers, intent on cultivating an appearance of poverty, for \$6--which is more than they cost when new. Deskin began exporting worn-out jeans last summer. One London shop has already bought 16 tons--one ton equals about 1,500 pairs.

IN A STUDY of the viewing habits of TV watchers in a major U.S. city (Atlanta), it was found that the average viewer watched only 32% of the commercials from stations in his viewing area, could correctly identify only half of the advertisers whose messages he did watch, and misidentified one-fourth of them.

DESPITE considerable publicity recently about the value of vitamin C in warding off the common cold, a controlled experiment by University of Maryland researchers revealed vitamin C doesn't help very much. They inoculated 21 healthy male prison volunteers with rhinovirus 44, a cold causing virus. Eleven of the men had received three grams of ascorbic acid (vitamin C) a day for 14 days previously; the rest had received dummy pills. Both "treatments" were continued for a week after the inoculation. All 21 subjects got colds and there was no significant differences between members of the two groups in severity or duration.

RETIRING at age 62 results in a Social Security pension 20 percent less than at age 65. However, Leo Martin, a Social Security administrator, points out that a worker who chooses to wait until age 65 must draw his pension for 12 years before he can recover the amount of money he could have received between age 62 and 65--and only after that will he be ahead money-wise.

SIGN OF THE TIMES: To try and stop thefts of TV's from motel rooms, someone has invented a device which starts the set "screeching" if the set is unplugged. The only way to stop the noise is to plug it in again.

EMPLOYEES at IBM's West Germany computer plant can charge meals at the company's cafeteria by slipping an identification card into a data terminal. The magnetic tape record created by the terminal goes to a computer which deducts each employee's monthly charges from his pay. The employee gets a receipt showing his ID number and the price of his lunch. For those who prefer to pay cash, the terminal displays the amount without recording it on the tape. The advantages of the new system are faster service and reduced handling of cash.

ESQUIRE magazine presented one of its "Dubious Awards of 1971" to the 23-year-old hunter in Arizona who shot himself in the leg. In an effort to attract help, he shot his gun again. This time, he shot himself in the other leg.

THOUGHTS ON MANAGEMENT

IN URBAN and developed economies such as ours, the four years that separate age 17 from age 21 are the true generation gap. No period in a man's life--except perhaps the jump from full-time work at age 64 to complete retirement at 65--involves greater social or psychological changes. Seventeen-year-olds are traditionally rebellious, in search of a new identity, addicted to causes and intoxicated with ideas. But young adults from 21 to 35--and especially young adult women--tend to be the most conventional group in the population, the one most concerned with concrete and immediate problems. This is the age in which concern with job, advancement, mortgage, career, income, furniture and doctor's bills moves to the fore. And this is the age group which, for the next 15 years, is going to dominate American society increasingly

-- Peter Drucker, "The Surprising Seventies"

IF WE DISCOVERED that we had only five minutes left to say all we wanted to say, every telephone booth would be occupied by people calling other people to stammer that they loved them. Why wait until the last five minutes?

-- Christopher Morley

SOME PEOPLE today put the whole emphasis on job satisfaction. The money is secondary. But we still can't lose sight of the fact that there are others who couldn't care less about job satisfaction. To them, a job is just something that brings in money so that they can enjoy the weekend. The trouble is that neither industry nor government knows enough about any of this to formulate either personnel practices or public policy.

-- R. J. Gruenwald, former Olin Corporation v.p., and now assistant secretary of Labor for Policy Evaluation and Research

THE PROSPECTS never looked brighter, and the problems never looked tougher. Anyone who isn't stirred by both of those statements is too tired to be of much use to us in the days ahead.

-- John W. Gardner in "No Easy Victories"

SOMEONE once calculated that the average person is given about a half million hours, give or take a hundred thousand or so, and it's up to each of us to determine what his time on earth is worth in whatever values we feel are important to us. But if we don't get what we want out of this life, it is seldom because we are not given enough time. As with most everything else, it's what we choose to do with it that makes all the difference.

-- Earl Nightingale

ACCURACY in evaluating to spot management talent comes more from investing a lot of management time in review than it does from some people just being good at making predictions.

-- Harry D. Kolb, mgr., Personnel Development, Humble Oil

IF YOU ARE a happy parent, you give your son or daughter an invaluable legacy. It doesn't matter too much whether you're rich or poor--although, let's not kid ourselves, rich is better. But if the choice is between happy-poor and unhappy-rich, the children of a laughing pauper are the ones to envy. For they will grow up with the expectation that life is good, that the world is a sunny and friendly place, that other people are as human and decent as they are, that it's fun to be alive. And with that attitude they can accomplish almost anything.

-- Guy Wright in the San Francisco Examiner

THE DISCOVERY of ethel alcohol molecules in the interstellar gas would make me very happy. It would certainly make the prospect of going to heaven much more attractive.

-- Dr. W. Fowler, Caltech astrophysicist

MANAGERS have a powerful training technique available to them--their own behavior. Every manager wants to develop his people. Managers try hard to recognize those skills which will predict success at higher levels of responsibility, but often they overlook the great influence their own behavior has on the potential young manager. Academic success has been the criterion used to predict success at work. This has survived even though no relationship has ever been proven. Real managerial success is based on application of a complex of intellectual, emotional, and interpersonal skills. People develop styles of leadership as a result of many learning experiences, the most powerful of which are the leadership styles to which they have been exposed.

-- R. E. Rogala, "How Young Men Learn to Manage"

YOU'RE THE SOLUTION to pollution.

-- December issue of Travel

MOST COLLEGES teach learning but not reasoning. A professor pours information into a student and then asks him questions. In real life, a student runs into problems, not questions. Life is not kind enough to ask us only what we know the answers to.

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

WHO'S WHO IN MANAGEMENT

JAMES (JOE) GRANT is a buyer in Purchasing, D-411. He is responsible for the procurement of janitorial supplies, blowers and fans, steam parts, insulation, cements, handling parts, vehicle accessories, heavy mobile equipment, garage equipment, and films. He reports to E. MUTTER, assistant purchasing agent.



Mr. Grant graduated from Portsmouth High School, was granted a B.S., Phy. Ed. degree by Bowling Green State Univ., and later attended Youngstown State Univ. His first job was as a press operator for Westinghouse Electric (1963-64) in Columbus. He was a recreation leader for the Columbus Recreation Dept. (1964-65), and has held two positions with the Youngstown Board of Education: work coordinator (1965-66) and teacher at East High School (1966-68). GAT employed him (9-3-68) as an industrial relations staffman in the Employment Dept., promoted him to ind. rel. staffman, sr. (3-1-70), and transferred him to his present position August 16, 1971.

Jim, his wife, Elizabeth Marie, and their son, James Joseph (4), live at 1240 Seventeenth Street in Portsmouth. They attend the Emmanuel Apostolic Church. He is a member of the Ports. GAT basketball squad, GAT Foremen's Club, and the Exec. Bd. of the local NAACP. Jim assisted in organizing "Young, Gifted, and Black," a black youth organization, and "Black Coalition of Southern Ohio," an organization to police practices of local construction concerns in hiring blacks. He was senior class advisor at East H.S. His hobbies include reading, music, and home decoration.

GAT NAMES AND FACES IN THE NEWS



D. C. PATE



W. R. SIMPSON



M. E. CORYELL



V. J. DeVITO



R. W. SPARKS



R. L. O'DOHERTY

CONGRATULATIONS will soon be in order for D. C. PATE who celebrates his 30th year of Goodyear service on March 31, and W. R. SIMPSON who will observe his 25th anniversary on April 1.

M. E. CORYELL has been elected to the Board of Trustees of the Greater Portsmouth Growth Foundation, an organization founded in 1966 to foster the development of the Portsmouth area.

V. J. DeVITO was elected to a three-year term as director of the Buckeye Community Concert Association at their annual meeting in Waverly. This association, serving Jackson, Pike, and Ross Counties, has been instrumental in bringing 22 concerts to the area in the past six years.

R. W. SPARKS and R. L. O'DOHERTY presented two consecutive science demonstrations to approximately 320 students at the South Webster High School.

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