

GAT Management NEWSLETTER



Editor - H. McClelland

November 1, 1972

ONLY 17 PEOPLE out of 1400 plus employees took advantage of the opportunity to nominate someone for the Goodyear Spirit Award. Two retirees, 13 salary, and one hourly employee were nominated. The nominees' names and qualifications were sent to Akron where they will be considered, along with nominees from Gdvr-Research and General Products Development, for one winner who will get \$100 and a certificate of commendation. "Local" winners then compete for divisional awards of \$300 and a special medallion. Ultimately, among the various divisional winners will come on person who will receive the E. J. Thomas Spirit Award which includes \$1,000 and a distinctive bronze medallion, both presented in Akron.

AGAIN THIS YEAR several records were broken in our All-In-One Campaign. Employees contributed \$22,767.00, which was \$1,263.21 more than last year and the most contributed since 1959, when there were a lot more employees. The average gift this year was \$17.89, an all-time high. Last year, the average gift was \$17.52—the highest ever until this year.

NEW SALARY EMPLOYEES include JOSEPH S. SCHREICK, JR., data processing operator, D-541. He is a graduate of Valley High School in Lucasville and has been working recently at the state data center in Columbus. His father works in D-732. They live in Minford. JUDY M. LOCKE is a key punch operator in D-541. She graduated from Point Pleasant, W. Va., High School. She and her husband have two small children and live in Wheelersburg. THOMAS A CLINE is a mail clerk, D-423. He graduated from St. Clairsville High School. GENEVIEVE GUNDLAH is his aunt, W. L. GUNDLAH is his cousin.

GAT'S Cost Reduction program is described in AEC's most recent issue of Management Improvement Abstracts. Included in the article is the statement that 55 of the 80 "I"deas submitted in 1971 have been adopted for a savings of over \$80,000. Also described, separately, is our Differential Gas Analyer which was installed at an initial expense of about \$3,000 as compared with about \$50,000 for restoring the original system and it also saves about \$2,000 annually in maintenance costs.

THE PARENT COMPANY has a new magazine for salaried employees called "Perspective." The first issue has just been mailed to their homes. The size is 7" x 10", it has 15 pages, six "graphic" images. It is to be published every two months and one of the stated objectives is "try to make clear company concerns or policies involving salaried employees."

MANAGEMENT NEWS---ON THE NATIONAL LEVEL

THE HEAD of the Price Commission, in a Reader's Digest article, says that all of us are to blame for inflation and we add to the spiral when we (1) are careless shoppers--too busy to shop one store against another or even to shop one product against another on the same shelf; (2) are insurance inflaters by being a party to or closing our eyes to excessive claims for hospital-medical or automobile-accident coverage; (3) create waste and then have to pay for cleaning it up; (4) are not as productive as we could be; (5) are a "feather-bedder," guilty of having unnecessary subordinates; (6) are a corporate spend thrift, guilty of unnecessary spending; (7) help squander our own tax dollars by permitting or encouraging duplicate or even contradictory services. The author says that we breed and foster inflation by being too willing to accept it, too ready to pass the responsibility on to someone else.

DID YOU KNOW that a pound of hamburger is a much better buy, nutritionally, than a pound of hot dogs (56% protein as compared with 13%)?

IN ITALY, the highest bid for a construction contract is thrown out on the basis that the bidder is trying to get rich off one job. The lowest bid is thrown out because the bidder has probably made too many mistakes. The remaining bids are then averaged and the bidder closest to that figure gets the contract.

THE TEXAS REFINING CORPORATION has 350 salesmen who are 65 or older and one of them is 83.

BUY THE SHANK rather than the butt half of a ham if you want to save money, says Modern Maturity. The shank half looks bonier, and you won't get as big slices, but there is actually more meat than in the higher priced butt half.

GIVING CHILDREN better schools is not going to eliminate poverty and economic inequality among adults. This is one of the conclusions of an eight-man Harvard University research team who, after a three-year study financed by a \$500,000 Carnegie Corporation grant, have published a 293-page report entitled, "Inequality: A Reassessment of the Effect of Family and Schooling in America." They also say that personality and luck are more important than education as factors that lead to better jobs and higher income.

LOWER CLASS people in India drink tea with salt instead of cream and sugar.

V. F. GIULITTO, a Goodyear-Akron man, was recently named to the newly created position of technical service manager of Goodyear's Natural Rubber Division. Vito was a GAT employee for about 15 months in 1953-54.

XEROX CORPORATION is constructing a \$55-million International Center for Training and Management Development on about 40 acres of land in a wooded area 30 miles northwest of Washington, D.C. It will be able to accommodate 1,000 trainees, each of whom will have a room of his own when it opens next summer (1973). The Center will have a staff of 500 administrative, teaching, service and maintenance people. Training will be for both new and veteran employees who will come from throughout the world and stay for varying periods up to three months at a time.

A SCIENTIST in Texas subjected dry beans to a magnetic field of 1,500 oersteds for 240 hours before planting. The harvest was 25 to 40% more than from untreated seed.

WHEN BORDEN CO., transferred its headquarters from New York to Columbus, Ohio, last year, more than 1,000 executives and professionals were told that they could keep their jobs by moving. Dun's review reports that, in spite of a lavish promotional program, nearly half did not make the move and the wives were largely responsible.

FORBES magazine says that there are more than 200 sports competitors who make over \$100,000 a year and about 50 of them are millionaires. Arnold Palmer, they say, is probably the richest--\$20 million.

JOE BATTEN who is nationally known for his advocacy of "Tough Minded Management" says the Peter Principle is silly except for the obsolete or nearly obsolete person who wants "a reassuring palliative for the expedient batch of obsolete practices for which he has opted." The Peter Principle, you remember, maintains that: "In a hierarchy every employee tends to raise to his level of incompetence." Joe says the "Batten Principle" is closer to the truth: "The ultimate value of each individual is the sum of the values between his ears." Joe concludes his article (recent issue of Training and Development Journal) by saying "that perhaps the ultimate value of any organization is the sum of the values taught, thought and wrought therein."

THOUGHTS ON MANAGEMENT

THERE IS NO QUESTION about the basic reason for anyone's working--it's a simple fact of economics. Few people have independent incomes that preclude their exchanging their skills and talents for the means to pay for their living expenses. But they must receive something from their work besides a paycheck if they are going to be fulfilled as people. For their lives to be complete and to be justified, the satisfactions they derive from what they are doing must be greater than just the monetary awards. This intangible but real need for fulfillment holds true for our retirement years as well. Unless we receive satisfaction from our lives in retirement, we will feel useless and bored and grow old before our years. We will be not only retired from work, but retired from life. Satisfaction must be found in both life situations--during our work-oriented years and during our retirement years. We must create four conditions in our lives in order to obtain satisfaction: self-respect, service to others, social contacts and recognition. The degree of importance of each of these four will vary with the individual, but some measure of each of these four elements must be present if we are to be first-class citizens both before and after age 65.

--Fred Faassen, president, American Association of Retired Persons

PEOPLE used to work for society, now they want society to work for them.

--O. M. Sherman, Goodyear v.p.

RAMEY'S RECIPE FOR DAILY HAPPINESS CAKE

- 1-1/2 cups of good thoughts
- 1 cup of kind deeds
- 2 cups of consideration to others
- 2 cups of sacrifice
- 2 cups of well-beaten faults
- 4 cups of forgiveness

Mix thoroughly, add tears of joy, sorrow and sympathy. Flavor with love and kind words. Fold in four cups of prayers with faith. Blend well and fold into a daily life. Bake well with the warmth of human kindness and serve with a smile anywhere. It will satisfy the hunger of starved souls.

--submitted by W. M. Reffit

A SPEECH is shaped like a football. It has a beginning, a middle and an end. It should start with a point or message. It then expands and magnifies and comes back to a point at the end.

--Henry Stevens

A WILL should be reviewed every three or four years. Some changes calling for revision are apparent: births, deaths, marriages, new state laws. Others are easier to overlook. Suppose, for example, that one's property has increased greatly in value and, a trust is provided for wife and children. It might be wise to revise the trust to allow more freedom for using the principal during the wife's lifetime...But even a small change must be executed formally.

--Robert Brosterman, Industry Week

DRIVE SAFELY: Better late down here than early up there.

--Mickey Porter

TWO YOUNG MEN got to a narrow gate at the same time. One of them said, "I have urgent business. Let me go first, please." The other one answered insolently, "I don't let stupid people go ahead of me." So the first man smiled and said, "I do," and let the second man precede him.

--submitted by A. C. Alatsis

THERE IS NOBODY so irritating as somebody with less intelligence but more sense than we have.

--Don Herold in "Quotable Quotes"

LONG BEFORE the year 2000, the entire antiquated structure of degrees, majors and credits will be a shambles. No two students will move along exactly the same educational track. For the students now pressuring higher education to destandardize, to move toward super-industrial diversity will win their battle.

--Alvin Toffler, "Future Shock"

THE CLASS REUNION I was at was really rather gloomy. My schoolmates were so old and fat, most of them hardly knew me.

--The Last Laugh

THE ESSENTIAL POINT of any human relationship is to try to understand what is on the other person's mind, what his objectives are. I think if one does that, it's much easier to be a useful member of your company, your community, and your family.

--Averell Harriman

THERE WAS a young fellow of Perth, who was born on the day of his birth; he was married, they say, on his wife's wedding day, and he died when he quitted this earth.

--Edward Lear

WHO'S WHO IN MANAGEMENT

CHARLES B. FLAIG is foreman of the mechanical maintenance section of D-732, Field Maintenance. He is responsible for the activities of several maintenance mechanics in the performance of mechanical maintenance for all emergency power equipment, all doors, cranes and elevators outside of the process buildings. He reports to G. W. PARKS, general foreman, Field Maintenance, Garage and Grounds.



Mr. Flaig graduated from Portsmouth High School, and completed an Air Force Engine Maintenance training course. He worked for Williams Manufacturing Co. from March 1940, until he became a GAT employee in November 1953, except for service in the USAF (July 1942.—November 1945) as a flight engineer. While working for WMC as a machine operator he had his own farm, (still does), and for three years, handled the maintenance for another large farm. He was hired here as a maintenance mechanic-2nd class, became 1st class in November 1954, promoted to his present position in December 1968.

Charlie, his wife, Jane, and one son, Robert M. (15), live on Swauger Valley Road, Route 2, Sciotoville. Another son, Michael, is single and the asst. football coach at Bellefontaine H.S. The other son, Charles, has a wife, Cindy, a son Charles G. (4 mos.) and is a USAF staff sergeant stationed in New Jersey. The Flaigs are members of the Sciotoville Church of Christ. He is a member of Masonic Lodge #91 in Wheelersburg; James Dickey Post of the American Legion in Portsmouth and Minford Athletic Boosters Club. His activities off plantsite include farming, hunting, fishing, and being a spectator during competitive sporting events.

GAT NAMES AND FACES IN THE NEWS



L. E. FULLER



W. D. NETZER



R. L. O'DOHERTY



J. R. SHOEMAKER

L. E. FULLER was one of the speakers at the Goodyear Industrial Relations Conference in Akron, October 16, 17, 18. His subject was "White Collar Unionization." J. J. EYRE and F. E. PICKENS were also there.

W. D. NETZER and R. L. O'DOHERTY presented papers at the AEC Pollution Control Conference in Oak Ridge on October 25-27. Dave's paper was entitled, "Fluorine Disposal Methods." Roy's was, "Removal of Chromate from Cooling Tower Blowdown-Paducah and Portsmouth Gaseous Diffusion Plants." Co-author was H. A. Lang, Paducah.

J. R. SHOEMAKER is general vice chairman of the 14th Annual Portsmouth Area Management Conference, which will be held at Portsmouth High School on December 2.

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