



R. L. DUFFEY  
ENGINEERING

D-761  
X-100

# GAT Management NEWSLETTER

Editor - Ken Zeigler

November 20, 1974

EDITOR'S MESSAGE: This is my first Newsletter and I'm looking for your ideas. With the amount of work all salaried employees are now performing, due to our expansion programs, I am concerned about the service the Newsletter currently provides. H. McCLELLAND produced an excellent Newsletter with a training format as its base. Since it is now part of Public Communications, any necessary adjustments can be made.

THE WOMEN'S CHRISTIAN FELLOWSHIP CLUB held a special evening dinner meeting on October 31 at the Lake White Club to honor the new club officers. They are: CHARITY WHISNANT, D-331, president; LILA BLOOMFIELD, D-532, vice-president; TERESA COX, D-531, secretary; and MARY ROBINSON, D-224, chaplain.

EMPLOYEES who recently passed or who will soon receive 20-year service emblems include: B. A. COOLEY, D-120; C. H. SKAGGS, D-552; R. M. HINTON, JR., D-711; B. F. HOFFMAN, D-711; and F. M. CRAIN, JR., D-732, on November 8. R. O. WINKLER, D-729, on November 10; W. C. BIRD, JR., D-823, on November 16; R. C. KRAMER, D-220, on November 17; and S. COUSER, D-201 on November 20. F. BUCKALEW, D-110; T. W. PEERY, D-311; C. H. CRABTREE, D-423; N. F. CHRISTOPHER, D-554; and W. R. GREEN, D-561, all have anniversaries on December 1. J. KEISER, D-341 and B. L. POWELL, D-510, on December 6; M. REDDEN, D-513 and B. L. HICKMAN, D-550, on December 16.

NEW SALARY EMPLOYEES include: JUDITH M. MAHONEY, clerk in D-423, who was an intelligence clerk in the U.S. Navy in Norfolk Va. before joining GAT. DON D. IRWIN worked for General Electric in Burlington, Vt., before becoming an engineer, sr., in D-535. KARIN N. RATLIFF, technical assistant, III, in D-551 is a graduate of Piketon H.S. and attended Ohio State University. MARK A. CROSS is a mail clerk, D-423. He graduated from Portsmouth H.S. and was both a student and employee of Ohio State University.

RECENT SALARY TRANSFERS include: A. B. BROWER from D-220 to D-227; L. C. BALDWIN from D-224 to D-227; S. E. CAMERON from D-224 to D-411; J. R. GEDEON from D-227 to D-224; J. G. HOPPER from D-227 to D-220; K. B. ZEIGLER from D-230 to D-232; A. L. WILLIAMSON from D-232 to D-227; R. DAYS, JR., from D-375 to D-423; M. L. GLENN from D-375 to D-729; W. D. NETZER from D-532 to D-242; J. J. WARD from D-551 to D-731; J. M. ARTHUR, JR., from D-731 to D-735; and J. R. THOMPSON from D-810 to D-103.

## MANAGEMENT NEWS---ON THE NATIONAL LEVEL

WESTERN OPERATIONS, INC., a division of Standard Oil Company of California, discharged 160 employees between Dec. 1, 1970 and Dec. 31, 1973. They were all between 40 and 65, all were in salary sales or management positions. The Labor Department charged the company with violating the Age Discrimination in Employment Act. A \$2 million settlement was reached in May. The voluntary agreement calls for reinstatement of 120 of those discharged. The 40 who will not be rehired include those now 64 or 65 who will receive additional compensation from the date of the judgment to their 65th birthday; those with serious medical problems, etc. Individual awards range from less than \$10,000 to more than \$50,000.

JAMES A. COLLINS, age 46, is the world's biggest fast-food franchisee and a millionaire 18 times over. It has all happened since 1960. Collins Foods International, which he controls, now has 164 Kentucky Fried Chicken outlets (some in Australia). It also owns and operates 55 Sizzler Family Steak Houses (24 states and one in Hamburg, Germany) and it franchises 148 more. Profit in (1972) was \$2.7 million.

ONLY FOUR of the largest cities in the U.S. increased in size in the last 10 years. Those four, their numerical standing, and their percentage increases are: Los Angeles, 3rd, 12.2%; Houston, 6th, 29.3%; Dallas, 8th, 22.9%; Indianapolis, 10th, 56.1%.

37 PERCENT of all college graduates (according to the Wall Street Journal) are certified to teach. This year 234,100 new graduates will compete for only 115,900 jobs in the nation's public schools. Four years ago, the new graduate crop of teachers had a choice of 177,600 positions.

DR. BALTHAZAR, age 72, operates a free clinic in Aurora, Ill. He treats 80 to 100 patients a day, pays a registered nurse and a receptionist from his own pocket, accepts no fees of any kind. Eight other nurses and 19 Aurora citizens assist him as volunteers. Other local retired physicians have turned over their supplies to him and pharmaceutical houses contribute thousands of free samples. Any person regardless of financial need is treated on his first visit. The clinic restricts continuing care to financially underprivileged patients. The others are told, "If you can afford to pay, please see your family physician."

U.S. SHIPS carried more cargo tonnage last year than in any year since 1957. U.S. Maritime Administration says they transported 39.8 million long tons of cargo to and from foreign ports, a 67 percent increase over 1972. Credit for the increase is given to 134 privately-owned barge-carrying, container, and roll-on/roll-off ships.

THE SHARES of stock of Polaroid owned by Edwin Herbert Land and his family (Land is founder, president, chairman and research director) amount to only 15 percent of the total, but are worth at least \$500 million.

THE U. OF ARIZONA is offering MICROCAMPUS courses via videotape cassettes or videotapes for both undergraduate and graduate credit. Professors meet their regular classes on campus and as they do, a video record is made of what takes place. Afterwards, cassettes or videotapes, passouts, exams, etc. are shipped anywhere in the world to students who have been previously admitted to the university and enrolled for a particular subject. The rental fee is \$700 per semester for the first three-hour course and \$500 for each additional course. Some responsible person holds class at any convenient time and location. He is designated to receive the material and handles all contacts with the MICROCAMPUS office. Professors carry names of students on their rosters that they never see. Successful completion of courses results in resident credit. MICROCAMPUS courses can be attractive from a financial standpoint. Locally, courses are offered on a quarter hour credit (2/3 of a semester hour) basis and graduate credit three-hour courses are \$102. On that basis, three semester hours would cost \$168 and the \$700 would be a bargain for any number over four (for five, a savings of \$140).

THE CARNEGIE Commission on Higher Education reports that there was a 24 percent reduction in U.S. college freshman enrollment last fall, in spite of the fact that there was a 19 percent increase in enrollment of Chicanos and a 17 percent increase in enrollment of blacks.

THE GERMANS have developed a mastic asphalt which they say will deliver double the normal life of conventional asphalt and wear so well that studded tires won't affect it. Pennsylvania expects to conduct the first test in the U.S. of the German product on a 1.7-mile portion of U.S. Route 322 east of Harrisburg.

## THOUGHTS ON MANAGEMENT

PERHAPS we should go easy on manufacturing processes that are high in power consumption. It requires 15 times as much electricity to produce a pound of steel as it does to produce a pound of lumber. It takes 10 times more electricity to produce a pound of aluminum than a pound of steel, or 150 times as much for aluminum as for lumber. Maybe we should think twice--or even more--about replacing lumber with these other structural components. With these facts in mind, you can understand my astonishment when I read of a new corporation designed to channel funds for investors who are pure in heart--ecologically pure, that is. The new fund announced that it would have nothing to do with the forest products industry. What pious twaddle! Trees are a crop, a renewable resource. Young growing forests supply three times as much oxygen to the atmosphere as do mature, dying forests left unharvested. It is high time that we begin, on a national scale, to do what every modern manager does as a matter of course--pick priorities and weigh alternatives...

--William F. May, chairman of the board and president, American Can Co.

A DOLLAR won't do as much as it used to; but then most people won't do as much for a dollar as they used to do, either.

--Today's Chuckle

IF MOSES were to descend from Mount Sinai today, the two tablets he would carry would probably be aspirin and excedrin.

--Wampler Press

MY OWN bias or hang-up, as the young would call it, is that I still believe in this country. And the more I have read of the past and the more I have lived abroad, the more this belief is confirmed for me. You learn one thing, that Americans' love for their country, as a Frenchman once put it, is not an indulgent love--it is an exacting and chastising love. We have a profound and ancient habit of lashing and denouncing ourselves and feeling guilty...You would be concluding about now that I am what people call a moderate. I would accept that unheroic designation, because I think with the Greeks that there can be no freedom in the absence of order, and no personal or collective life worth living in the absence of moderation. Men have had to learn this over and over.

--Eric Sevareid, columnist

THE RELATION of creative potential and creative production to the traditional IQ has been found close to zero where groups of superior IQ are concerned. This finding has been verified by a number of investigations...when the IQ is low, scores on tests of creative potential can only be low. When the IQ is high, there can be a wide range in performance on creative tasks. Assuming that IQ tests are very much confined to cognitive abilities (and this means essentially to amount of basic information possessed) IQ appears to set an upper limit on creative potential. The relationship described suggests that we have numerous creative underachievers but very few overachievers. A question of utmost educational import is whether ways can be found to bring creative underachievers up to cognitive potential, and whether the latter can also be raised by educational procedures. This is the great educational challenge of the immediate future.

--J. P. Guilford, University of So. Calif.

OUR POLITICAL and economic well being depend to an ever increasing degree on science, technology, and administrative techniques.

--Richard Pipes

ONE OF THE ARGUMENTS for extending task specialization is that if the job is made simple enough it is a candidate for mechanization. A similar fate may be in store for management jobs at the bottom of the hierarchy. If the discretion can be removed sufficiently from low-level managerial jobs and transferred to the staff areas, then the programmed decisions that remain can be taken over by the computer...This development might mean a victory of the staff expert over the line manager and make the staff position central rather than ancillary to the accomplishments of organizational goals.

--Thomas J. Atchinson, professor at San Diego State College

ANYONE can have an effective safety program if three elements are present: Top management must give its full support; there has to be a continuing indoctrination of management and supervisory personnel in the techniques of motivating people and influencing their behavior; and the workers must be conditioned to work safely.

--Arnold F. McKenny, coordinator of training and safety, Riegel Product Corp.

## WHO'S WHO IN MANAGEMENT

JARVIS E. VANDERPOOL, JR. is a maintenance foreman, D-731, Cascade Maintenance, X-333 building. He supervises some 14 hourly maintenance mechanics involved in change-out work and building maintenance. He has the usual other responsibilities involving the handling of personnel including keeping records, verbal and written reports, training new employees, safety and housekeeping. He reports to J. C. HICKEY, general foreman.



Mr. Vanderpool graduated from high school in Clintwood, Va., and later completed refrigeration and air conditioning courses at Long Beach City College in California. He was in the U.S. Army from May, 1945, to November, 1946. He worked first as a diesel mechanic in Detroit and then as a carpenter in this area before becoming a maintenance mechanic 2/c at GAT on February 14, 1955. He became 1/c in September of that year and continued to work until a reduction in force caused him to be laid off in 1961. He worked as a carman for the C&O Railroad here and as an air conditioning mechanic for North American Rockwell in Downey, California before being rehired here in September 1968. He was promoted to his present classification on August 1, 1973.

Jarvis, his wife Verna, son Jarvis and daughter Lynne, age 22 and 17 years respectively, live at Box 434, South Portsmouth, Ky. Jarvis is a member of the GAT Foremen's Club and Masonic Lodge #937. He likes to fish, watch baseball and football games, and does some refrigeration work in his spare time.

## GAT NAMES AND FACES IN THE NEWS



M. E. CORYELL



M. R. ZIGLER



V. J. DeVITO



M. F. BURKITT



W. R. WAUGH



W. F. JOHNSON

M. E. CORYELL is taking early retirement, effective June 1, 1975, after accumulating over 33 years of Goodyear service.

M. R. ZIGLER observes his 40th year anniversary of Goodyear service on November 21. He was transferred from Goodyear-Akron to GAT in April 1953 and is currently Superintendent of Management Control.

V. J. DeVITO presented a program on "Energy and Nuclear Energy" to the Kiwanis Club of Portsmouth on October 9.

M. F. BURKITT spoke to 49 students and instructors of the senior and junior classes of Pike County Joint Vocational School.

W. R. WAUGH and W. F. JOHNSON provided a science demonstration for 250 students at the Minford Middle School on October 16.

**FOR GAT USE ONLY**