



EMPLOYEE

NEWSLETTER

Volume 6

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Number 1

Safety Scoreboard

Time worked without a lost-time accident through Dec. 31: 25 days (266,844 man-hours).

Around the Portsmouth Plant

The Atomic Employees Credit Union, Inc., will conduct its annual meeting at Waverly High School on Sunday, Feb. 10, beginning at 2:30 p.m. Highlights will include election of board and committee members, discussion of the past year's activities and plans for the overall operation of the credit union. All members are invited to attend. Door prizes and refreshments will be offered.

Progressions and Promotions

Brenda G. Oldroyd, from Programmer, Staff, to Systems Analyst (D-447).
Guthrie W. Pelfrey, from Opr. Sys. Tech., Staff to Oper. Sys. Tech., Sr. (D-842).
William B. Lynch, from Tech. Assistant II to Tech. Assistant III (D-512).

Degrees, Honors and Awards

Salah J. Darwish (D-578), received a master of science degree in chemical engineering from Ohio University, Athens, Nov. 21.

Doug Fogel (D-579) received a master of business administration degree Nov. 21. Requirements were completed through the Ohio University evening program.

Speakers' Bureau

Frank Burtram (D-522) presented a discussion entitled "Chemistry as a Career Option" for Waverly High School junior chemistry classes.

Charles Lux (D-521) presented his presentation concerning poisonous plants to 20 members of the Piketon Sorosis Club January 8. Telephone stickers with the emergency phone number for the Poison Control Center (1-228-1323) were distributed to members.

Melonie Valentine (D-261) discussed "Women in Industry" for Portsmouth Kiwanis Club Jan. 9.

Community Activities

New officers in the Rosemount Fire Department's Women's Auxiliary taking office in January include Judy Sayne, wife of Lonny Sayne (D-314) and Jane Johnson (D-510). Judy and Jane will serve as vice president and treasurer respectively.

Goodyear Atomic Clubs

The GAT Foremen's Club has planned a Valentine's Day Primer for Friday, Feb. 8, beginning at 4:00 p.m. at the Waverly American Legion Hall. The cost \$3.00 members and guests. The menu will include cold cuts, potato salad, snacks and beverages.

Cost Reduction

The following submitted ideas through the Cost Reduction "I"dea Program Dec. 17-28:
L. K. Mead (D-015), H. G. Johnson (D-071), C. H. Weghorst (D-071), H. A. Kearns (D-175),
R. A. Arms (D-206), G. S. Liles (D-206), R. P. Marsh (D-206), E. R. Smith (D-310),
T. L. Duncan (D-313), N. L. Roe (D-365), C. R. Walker (D-512), J. E. Taphorn III (D-535),
L. S. Downard (D-556), J. R. Polhamus (D-576), J. S. Clough (D-577), M. H. Tulloh (D-829), and
J. M. Woods (D-841).

Family

Garin Veris, son of Judy Turner (D-512) and a Stanford University senior, was voted Most Valuable Defensive Player in the East-West Shrine Football game Jan. 6. He was also selected to play in the Senior Bowl in Mobile, Alabama, on Jan. 12.

Recreation Review

Imagine the warmth of the Caribbean sun, the beauty of crystal clear waters and the ultimate luxury of being waited on 'round the clock.' This is what you can experience on a Magic Kingdom Club Cruise Adventure aboard Norwegian Caribbean Lines. These cruises offer individual Magic Kingdom Club members the opportunity to sail with other club members at special group rates. Plus, free or discounted air fares may be used with the special group cruise rate from most major cities to Miami. If the sailing dates for the Cruise Adventures do not fit your schedule, you may book any NCL cruise through the Magic Kingdom Club Travel Center and receive a 15 percent discount. This discount does not apply to the free or discounted air fare program. For more information, contact Employee Activities Committee Coordinator Elaine Litten at extension 2967.

Home and Auto

Employees with last names beginning with A or B will renew vehicle registrations in January.

News from DOE

President Reagan has appointed Dr. Helmut A. Merklein as administrator of the Department of Energy's Energy Information Administration. Merklein has served as assistant secretary for international affairs and energy emergencies. At EIA, he succeeds J. Erich Evered, who has resigned. The Energy Information Administration is responsible for the timely and accurate collection, processing, analysis, and publication of data in the areas of energy resources reserves, energy production, demand, consumption, distribution and technology.

Herschel D. Hickman, assistant manager for Defense Programs for DOE's Oak Ridge Operations since 1981, is retiring after more than 30 years of federal service. His responsibilities have included planning and execution of policies and programs for nuclear weapons production and related process development and quality assurance; nuclear materials production; management of the DOE Central Scrap Management Office for handling uranium scrap resulting from research and development programs; administration of personnel and physical security programs; and management of nuclear materials safeguards programs.

News from Goodyear

Goodyear's Versigard rubber roofing is stretching into a construction industry giant. Only three years old, Goodyear's Roofing Systems Division is widely recognized as an innovative force in a huge segment of the construction business -- rubber membrane roofing for industrial and commercial structures. Division estimates say that by 1989 single-ply rubber roofing will exceed half of the total roofing market, which should then amount to about 2.8 billion square feet. "We intend to claim a major share of that business for Goodyear," said Ned G. Kendall,

general manager of the Graphics, Roofing and Shoe Products Division. After overcoming typical business start-up problems and struggling against manufacturing snags that temporarily kept it from standing erect, the division now returns healthy after-tax profits. More than 20 major distributors now carry Versigard roofing and accessories through a network of coast-to-coast locations. These distributors serve contractors who are certified as Versigard installers through training seminars. "Innovation and service separate us from the competition," Kendall said. "We constantly seek to develop improvements and new methods that appeal to customers." Versigard's long string of innovations includes specially designed fasteners from certain roof types; a special chemical primer that results in roof seams that are twice as strong as conventional seams; a novel design for pipe seals and numerous other items and accessories to increase roof performance and cost efficiency. There are more to come. Versigard can be made almost anywhere Goodyear has a plant, Kendall said. That's a major strength. It currently is produced at New Bedford, Mass., and Marysville, Ohio.

A Research and Development supervisor from Texas received worldwide honors in a ceremony at The Goodyear Tire & Rubber Company's 45th Annual Christmas Celebration. Clarence B. "Buck" James, a 17-year employee at the company's Proving Grounds in San Angelo, Texas, is the 19th recipient of The Goodyear Spirit Award. The award, launched in 1966 by Edwin J. Thomas, then board chairman, and his wife, Mildred, honors the employee who best embodies attributes of dedication, perseverance and community service. In presenting James with a bronze medallion and \$1,500 check, Goodyear Chairman Robert E. Mercer said, "Our 1984 Corporate winner exemplifies all of the qualities inherent in The Goodyear Spirit...an intangible quality that makes them a model that the rest of us would do well to emulate." James started with Goodyear as a test driver in San Angelo in 1967. He was promoted to tire technician in 1978 and worked as a technician in the Holography Department for three years. As the corporate-wide Spirit Award winner, James was selected from 13 other divisional winners, each of who received \$500 and an engraved barometer-thermometer plaque.

An unsatisfied craving for new cars by American motorists, mixed with lower loan rates and moderating inflation in 1985, are ingredients for another strong year in autos and tires, says Goodyear's Robert E. Mercer, chairman of the world's largest tire maker. "Sales of autos in the U. S. -- including imports -- in 1985 should equal the impressive 1984 total of 10.4 million," Mercer said. "U. S. automakers will sell approximately 7.8 million autos in 1985, nearly matching the 8.0 million in 1984. Import auto sales are seen rising to 2.6 million compared with 2.4 million in 1984," he said. Largely because of the new car demand, the U. S. tire industry has operated at well over 90 percent of its capacity in 1984 and will ship nearly 200 million auto tires, the highest volume since the record 210 million in 1978. Total demand in 1985 is expected to decrease only slightly to 193 million, but plants will still operate at efficient capacities to meet it, Mercer said. Demand for original equipment tires in 1985 is expected to total 50 million tires compared with an estimated 51.3 million in 1984. In the replacement market, Mercer said sales should total 138 million tires in 1985 versus 141.5 million expected in 1984, as use of longer-wearing radials grows. Radialization of the replacement tire market reached 75 percent in 1984, it should reach 80 percent in 1985, and peak at 90 percent in 1990, he said. Demand also is growing for higher valued performance radial tires, Mercer said. It is estimated that 10 percent of the U. S. cars produced in 1984 sported high performance tires and this figure will increase in 1985, he said. High performance tires in the replacement tire market will represent 12 percent of the total market in 1985, the Goodyear chairman said. "The improved economy and plentiful fuel has increased miles driven per registered vehicle. Average miles driven will reach 9,500 in 1985, and could climb to 9,900 miles in 1985," he said. The chief executive said truck manufacturing has lagged behind the auto recovery because trucking deregulation, in making rates extremely competitive, has limited resources available to purchase new equipment. U. S. truck sales in 1985 are expected to total 3.3 million compared with 3.5 million in 1984. In the truck tire market, original equipment highway radial tire sales will remain at the high 1984 level of 2.2 million tires. Replacement radial highway truck tires are expected to increase 12 percent to 5.6 million tires in 1985 from 5 million this year. Mercer cited the strong U. S. dollar as one of the reasons for imports taking 21 percent of the total replacement auto tire market and

26 percent of the radial market in 1984. "The U. S. will remain a prime target until the dollar moderates in value," he said. To meet U. S. capacity shortages in 1984, Mercer said Goodyear has had "excellent cooperation" from its union and non-union workers, permitting continuous operations to keep up with demand. In 1985, we have an opportunity to work with our employees to compete in a one-world market and beat foreign competition through a continuation of the team effort already exhibited in many areas. Looking to 1985, the Goodyear chairman said, "We have our work cut out for us as the U. S. economy slows from the 1984 level, but the opportunity exists to again improve sales and earnings." Although the European economies appear to be softening, he said, demand for our products will remain strong there in 1985 and in other overseas requirements. We expect operations in Latin America to improve as debt restructuring progresses and economic improvement programs take effect. In the Southeast Asia region, sales emphasis in the developing nations will be accelerated in 1985, Mercer emphasized. "Throughout the world, Goodyear's focus has shifted to non-commodity tires and rubber products with higher consumer value and improved margins made possible through research and development," Mercer said. For example, he cited Goodyear's Eagle radial high performance tires equipped on eight of every 10 1985 U. S. performance tires and the tire of choice on the world's most prestigious autos, Vector, the company's third generation all-season tire, the Wrangler radial for light trucks, and the Unisteel radial highway truck tire. Previewing the General Products Division for 1985, Mercer said sales should exceed 1984 -- a year in which this group has outperformed the industry in several difficult markets that took their toll on other manufacturers. Leading the way in General Products will be chemicals, expected to surpass sales achieved in 1984, conveyor belting and industrial and hydraulic hose that should outperform the industry, and gains in share of the fast growing rubber roofing market along with improved income. Mercer said Goodyear Aerospace has a record backlog that will continue to support its sales growth in aviation, defense, industrial and energy markets. "R and D breakthroughs in process and product technology will create another shakeout in the tire industry within the next three years or so," Mercer predicted. "Smaller manufacturers will be left fighting for the commodity side of the business. Some larger producers are likely to withdraw from certain markets and niche-pick in others," he said. Goodyear capital expenditures also will rise substantially in 1985, topping \$1 billion, up from the more than \$650 million estimated for 1984. Mercer said most of the expenditures will be channeled to tire plant conversions and modernization/computerized automotive service systems in retail outlets/Goodyear Aerospace projects/Chemical Division investments, and construction of the Celeron subsidiary's 1,700-mile pipeline. Goodyear plans to finance much of the estimated \$840 million plus capitalized interest costs to build the first West Coast to Gulf Coast oil pipeline. Several pipeline river crossing already have been made, Mercer said, with construction of the rest of the line to start when government certification is received in January. The line, to be operational by 1987, will be capable of carrying 300,000 barrels of California offshore crude oil to Texas refineries.

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