

Kodak reports to the community



A generation from now, our customers will still want to come to the Marketing Education Center.

Out at Riverwood, a 390-acre wooded campus along the Genesee River in Henrietta, stands the attractive, new Kodak Marketing Education Center.

We took seven long years to plan, design, and build this four-building complex for one simple reason. Twenty years from now, it will still offer the finest photographic product and marketing orientation available in the country.

In operation since April, our staff will train thousands of photographic professionals and dealers, Kodak sales representatives and technical personnel in the use, sale, and servicing of Kodak products—over 175 courses in all.

We took the systems approach in design and equipment. For example, we broadly

divided the teaching and learning space into flexible "wet" and "dry" space.

The first area has special plumbing, compressed air, and other lab equipment. The second area does not. It has quickly rearrangeable classroom space, plus some really far-out but highly functional seminar rooms, as shown above, where our "dean," Ray Sutcliffe, prepares to launch a course for dealers.

Instruction ranges from courses for industrial or medical x-ray radiographers, to retail selling of cameras, to classes in the graphic arts (printing) field.

Our facilities also include a complete motion picture studio, a closed-circuit television film broadcast unit, tiered seminar rooms with turntable stages and projection

screens, and an acoustically superb auditorium seating 112 people.

From speaker's podiums in each classroom, instructors can start and stop projection equipment, control sound, and turn lighting up and down in a programmed sequence.

Our Marketing Education Center is the latest example of the value we place on thoroughly educating our customers, dealers, and employees about Kodak products and systems. We have an historical obligation here, first stated by George Eastman: "If you choose to come here, we will instruct you."

We not only sell the product, but also provide knowledge of the best way to use and service it. That's consumerism. And that is what will keep people coming back to our Marketing Education Center.



Why landscape a parking lot?

A Bradford flowering pear tree blooming on Furnace Street? Why not? And why not a few magnolias, Northern red oaks, and a purple leaf plum tree or two, plus grass just for good measure.

They're all part of our model parking lot on the corner of Furnace and State Streets. It will be edged with a wide swath of grass and flowering trees. Attractive lighting fixtures

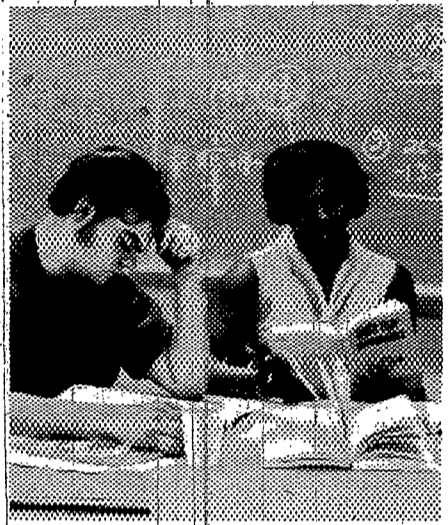
stand on raised and landscaped islands to divide the pavement into smaller parking units. Raised curbs now replace conventional fencing and keep winter road salt at bay.

This lot, and three much larger ones we are going to landscape around Plymouth Avenue, show our concern to make these parking areas more attractive for our neighbors and the Kodak people who use them.

Time was, a missed education was gone forever.

Used to be if you missed out on a full education, you were the only one hurt by it. Not anymore.

Today, business and industry miss that needed education almost as much as the employee does. That's why, back in 1966, we began these self-help instructional programs for Kodak people. The Board for Fundamental Education, BFE, is a national non-profit organization under charter by the U.S. Congress.



In the five years the program has been in operation at Kodak Park, nearly 700 Kodak people have completed BFE courses in mathematics and basic communication skills. After this, many of them could go on to a third course in advanced math and, ultimately, better jobs at Kodak.

Completing 120 hours of instruction in math and English, most BFE students attend class on their own time, after their regular working hours.

Those who graduate are black and white, male and female, foreign born and natives. Their ages range from 19 to almost 60.

But all the graduates have one common bond: new knowledge. Knowledge which, although acquired later in life, is all the more valuable to them and to us because it's knowledge that helps someone be all that he can be. And we think that's a goal well worth striving for. At any age.



Please.

You're looking at what is becoming one of the most widely distributed anti-litter messages ever printed.

The object of the simple message is, of course, a plea for everyone to use a trash container for litter. We're now printing this symbol on the wrapper material for many varieties of Kodak film. But we didn't have it trademarked, because we want to share it with others who share our interest in improving environmental quality. We hope that this symbol—no matter who uses it where—will become a bold visible reminder to all to stop littering the land.

Enjoy your summer. No doubt, photography can help you capture some of the high moments. But please. Take nothing but pictures, leave nothing but footprints.

Kodak