Kodak reports to the community

Trash to cash.

Neatness not only counts—in our case it's also profitable.

That's what we found out when we updated our methods for dealing with the large amounts of waste paper churned out daily by our local plants.

The giant new baler pictured here may not be pretty, but it's one of the stars of our massive recycling program. It compacts and bales 20 tons of waste paper per hour where previously two older balers could handle a total of only two tons per hour. Technology enables us to recycle a good 50% of all used paper from Kodak Park, plus that from other Kodak plants in the Rochester area. (Hefty as this 50% figure is in terms of tonnage, we're hard at work to make it even higher.)

Several delightful benefits have surfaced from this effort. Some of the recycled paper goes right back into our paper-making operations. Some is sold. (By this effort, we do *not* add to the solid-waste handling burden in the Rochester area.) In reclaiming some 19,000 tons of metal and paper last year, we realized a real savings of nearly $1 million. That's trash to cash, by golly!

Now—instant answers to your photographic questions!

You want to know why part of that last roll of film you shot didn't come out.

You want to make sure your camera is in working order before you leave on vacation.

You want to know . . .

Well, if it's a question about pictures, picture-taking, or our amateur equipment, you can now get instant answers. Visit or call our new Consumer Center at 800 Lee Road. The phone number is 458-6143.

Ask for Herman Stadler. He's one of a group of Kodak people who have just completed a new training program aimed at providing on-the-spot service at 39 Kodak Consumer Centers in 35 cities throughout the country.

We always have answered questions. In fact, last year the Consumer Photo Information Department in Rochester handled more than 150,000 letters and 5,000 phone calls.

But now you can get instant, free-of-charge assistance right on the spot. We can also make *minor* adjustments on Kodak amateur equipment. If it's more complicated, we'll advise you on nature and costs.

Can we get any closer to our customers? Try us!

The female potential for creative contribution isn't all that new at Kodak, or is it?

Our business leans heavily on the extraordinary sensitivity of silver salt for capturing, storing, and conveying images. The extra sensitivity comes largely from cyanine dyes, a class of compounds in which our interest was strongly aroused four decades ago by a chemist who happens to be a lady.

Even today, it's not unusual to find lady chemists in Kodak research laboratories. For example, Jackie Hill (right) is challenged by the possibilities of discovering photosensitive substances.

However, isn't it rather unusual and untraditional to find women in professional marketing positions *in the field*?

Judy Krueger, after receiving photographic marketing education at Kodak for several years, now helps our customers with photographic retailing and merchandising.

Joanne Mele shows certain computer-owners how to get their money's worth from their computers through Kodak microfilm and microfiche equipment.

Sherry Coats is adept at helping the manager, say, of camera departments located in several branch department stores, with the kind of planning and promotion to be prepared for fast-selling Kodak movie cameras.

Let's face the fact that responsible businessmen respect tradition and that it is not traditional for businesswomen to hold down selling jobs like these.

Let's recognize that the individual who chooses to prove her competence as a vigorous, well-trained, determined businesswoman need no longer be bound by such traditions.

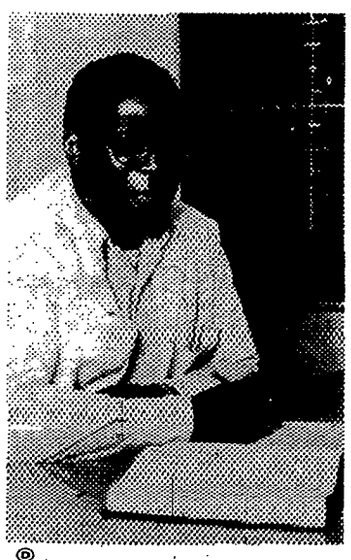
Because a new tradition in business is emerging, where competent people respect other competent people.

Now that it is happening, let us all—ladies and gentlemen together—enjoy it!

A

B

C



D

E

F

G

H

Opportunity knocks twice.

For most people, and in most firms, a three- or four-year period of apprenticeship provides the training and experience that lead to a good position.

But, for at least eight Kodak men and women, training—including apprenticeships for some—was just the beginning. They were so challenged by what they had been exposed to that they sought out other activities, along with other opportunities within the company.

Some even have decided to pursue formal educational programs leading to degrees. There is one who has changed career goals completely; that's Thomas McKnight. With a background of 2½ years of college in the field of pre-med, four years in the Air Force, and 10 weeks of initial Kodak training, he has now decided to go to Rochester Institute of Technology and take night courses leading to a degree in electrical engineering.

We're impressed with these people. They have pursued different programs and worked on, for the most part, totally unrelated projects. Still, they have come up with the same conclusion: There's more to learn, more to experience, and greater job satisfaction ahead.

We're happy to have men and women with that kind of outlook and equally pleased that we can offer them opportunity not just once, but twice and maybe even more often. It adds up to a much livelier place for them—and the rest of us—to spend the working day. Ultimately it means better ideas, better products and better service for our customers everywhere.

A. A recent graduate of our instrumentation apprentice course, Don Baldwin seeks even more training in lab work and instrumentation to further his skills with air-conditioning and heating systems at Kodak Office.

B. Kodak Park relies upon people like Ernie Seeger, a 1969 graduate in our instrumentation program. He does troubleshooting for vital production-control systems. He says of his work, "You won't stagnate; you're constantly learning."

C. Robert Vorndran was graduated from Kodak Apparatus Division's tool-and-die apprentice program. Recently he put his skills to work in helping make production machinery for the important new Kodak pocket Instamatic® camera program.

D. Thomas McKnight, having completed initial Kodak training, now learns while working at Kodak Park as an electrical apprentice. He's starting night courses at RIT for a degree in electrical engineering.

E. A former instrument-maker apprentice, Hugh Washington, Jr. now has highly technical skills to use in his job at Kodak Apparatus Division. He plans to return to school for still more math. Says Hugh: "Challenge is not in the running of the machines; it's in the making of the job."

F. Gary Shamblen waited two years to enter our sheet-metal program and spent three more as an apprentice. Now graduated, he applies his skills on Kodak Office ventilation systems.

G. Virvieteen Green conducts many tests in the Kodak Park industrial lab. A graduate of the laboratory trainee program, she now aspires to take lab technician-level training.

H. When he returned from military service, Bob Aman joined Kodak Park's electrical apprentice program. He knows electronics not only in practice but in theory—and it all came in handy when he helped install a complex new drive unit for machinery that makes film base.

Kodak