

**Kodak reports to the community**

**How will a better education help Frances Castleberry?**



Claudette Jones, training coordinator, KAD, interviews George Fogarassy, laboratory assistant, Kodak Research Laboratories, one of the earliest KAD graduates of the Basic Education Programs.

When Frances Castleberry started with Kodak Apparatus Division in 1966, she did not have a high school diploma. Today she has that and plans to continue her education even further.

Two years ago Frances sought a new assignment. And got one. But formal education had little to do with it. Her ability, experience, and motivation, along with the proper timing, were what counted.

It was only afterward that Frances went back to school. Right after work, right there at KAD. She became one of 2,000 employees to enroll in the division's Basic Education Programs since their inception in 1968.

"I'd been out of school 15 years and had always wanted to go back," she says. "After talking with my supervisor, I realized that Kodak offered the courses I needed for a

high school equivalency. And made it very convenient."

Few people wait as long as Frances Castleberry to return to the classroom. But few approach it with more enthusiasm. As the top graduate in the "class of '74," she successfully completed four courses—more than anyone else. Then with encouragement from her supervisor and Claudette Jones, coordinator of basic education and vocational training at KAD, she took the New York State High School Equivalency Exam and passed first time around. Now Frances plans to pursue technical courses at a local college, taking advantage of the Kodak Tuition Aid Program.

In addition to personal fulfillment, "the courses have helped me understand my job more," she says, "and I now have more opportunity to grow and develop in my work."

Although Kodak supports many training programs, Claudette says that education alone does not guarantee a more satisfying job. Education is helpful, but motivation and the ability to use that education are the real keys to a better job.

To sum it all up, Claudette says, "A main aim of KAD's Basic Education Programs is to offer employees all possible alternatives for self-development, whether it is for a more meaningful application of their current skills or for the development of the skills necessary for a different job."

That gives all the graduates at KAD one common bond: self-fulfillment. Which, stated more simply, is helping people be all that they can be.

Frances thinks that's a goal worth pursuing. And we agree.

**For educators: Career education. And something to chase away the midwinter classroom blues.**

A handy place for secondary school educators to shop for a constructive change of pace for their classes is in the pages of "Services to Schools from Kodak."

There, teachers will find 16 mm films, filmstrips, sound-slide presentations, print sets, and photo exhibits that we will gladly lend out. There are descriptions also of literature to help stimulate classroom discussion of careers or to inform about visual communications and audiovisual media.

There's also a comprehensive guide to more than 15 career-oriented visit programs that student-faculty groups from the Rochester metropolitan area can take at Kodak. These special visit programs give students insights into such fields as chemistry, engineering, data processing, the skilled trades, and many more. We hear that goodly discussions follow these visits.

Career education is an idea whose time has come. We're pleased to help close the career-education gap between schools and the world of work. After all, everyone stands to benefit.

**The economy... some good news.**

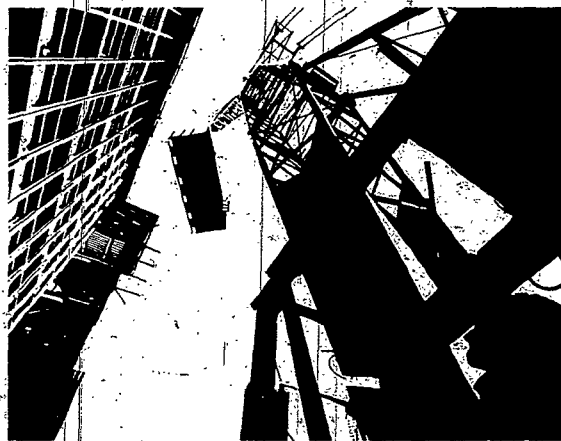
When it comes to the troubled national economy, we don't pretend to know all the answers. But at a time when most of the economic indicators seem negative, perhaps you'd like to hear some good news.

For 1975—in the Rochester area alone—Kodak has budgeted about \$225 million for expansion and renovation of research, development, manufacturing, and distribution facilities and for environmental programs.

That's more than any previous year. And it's part of a record \$616 million earmarked for capital improvements in Kodak facilities worldwide.

The capital program means new construction, new equipment, new facilities, and these should contribute to a healthier local economy.

It's not only an investment, but an affirmation. It affirms our confidence in Kodak's long-term growth potential and our continued commitment to the Rochester community.



**What's it take to win an award for the best use of photography at the International Science and Engineering Fair?**

Richard Mills would be a good one to ask. As a 17-year-old high-school senior, he won a \$100 first award from Eastman Kodak Com-



pany for photographic documentation of his microbiology project at the 25th International Science and Engineering Fair.

What's more, it was the second year in a row he won a first award.

The Okeechobee, Florida, student's microscopic study of lead and mercury won other prizes as well. A certificate, medal, and \$125 savings bond from General Motors. A \$100 first International Science Fair Microbiology award. And a \$50 savings bond from the American Pathology-Medical Technology organization.

Richard made 400 prints and more than 200 color slides to record his original study. His

conclusions? Government standards for lead are safe.

But mercury in drinking water is another story. "Mercury at levels allowed by our federal government and reportedly present in several areas of the United States can endanger bacteria vital in breaking down other substances, and other parts of the food chain cycle," he pointed out in the write-up of his experiment.

Richard was one of 10 high school students picked by Kodak experts for top honors. He credits "a desire to know about my environment and how it functions" with sparking his interest in science.

We've put together a whole package of photographic hints for high school science-fair contestants. And it's free. Just write to Eastman Kodak Company, Dept. 841, Rochester, N.Y. 14650.

If your interest has been sparked, we'd like to help.



All the information a teacher or counselor needs to check out resources or to set up a visit program is found in "Services to Schools from Kodak," a booklet prepared by Kodak's school services coordinator Gwendolyn Young, shown here, with City School District's Mike Divito. Copies of the booklet are available from Corporate Information, Eastman Kodak Company, Rochester, N.Y. 14650.

