

## Three success stories that might not have been.

Dan Schermerhorn, Dave Stanley, and Steve Wilson share more in common than employment at Kodak Park. Each had problems in high school. And each is an alumnus of World of Work.

An accredited high school work/study program, World of Work (WOW) has guided hundreds of potential dropouts into productive careers. The program was initiated by Kodak in 1970 through Rochester Jobs Incorporated. With our continuing support, it is now operated as a cooperative program by the Rochester City School District, the Board of Cooperative Educational Services for Eastern Monroe County, and Rochester Jobs Incorporated. Most students alternate between half days of school and full days of rehabilitating dilapidated housing. Students are introduced to the world of work while earning an hourly wage.

Dan participated in the pilot program. Seeing little value in his high school studies, he had lost interest. "I sure was a hard-nosed smart-aleck a few years ago," he recalled.

"You sure were," Walt Campbell agreed with a laugh. Walt is a Kodak Park personnel counselor who helped set up and direct the WOW program.

"I don't think I'd be where I am today if it weren't for the World of Work and people like Walt taking an interest in me," Dan says. "He put it right on the table with his discussion of responsibility."

Like Dan, Dave Stanley joined WOW in 1970. The program improved his education and exposed him to certain skills. But the most important experience was simply learning how to work, Dave says. "The program's concept wasn't so much to teach specific skills as it was to teach you how to work and make you aware of your obligations as a member of a work team."

Steve Wilson spent a year as a WOW crew chief, and another year working in the office helping the administrators. He then joined Kodak Park as a carpenter.

"I didn't have good grades in high school because I was bored," Steve comments, echoing many who have discovered new



Steven K. Wilson, Maintenance Division, Kodak Park, with Kodak foreman Hank Rudy.



Daniel M. Schermerhorn, Maintenance Division, Kodak Park.



David Stanley, Construction Division, Kodak Park.

goals through World of Work. Because of their positive experience in WOW, all three young men encourage students who are thinking of dropping out to stick with it.

"I try to tell them how important it is to learn to do a job well," Dan states. And many listen. "It wasn't long ago that I was in their position myself."

That's the story of three young men—among 30 now at Kodak—who have benefited from WOW training. And many more have gone on to jobs in other local firms. We salute WOW for turning out productive adults and good citizens. Their success is surely a gain for this community.



Gwendolyn Young, community services editor, Kodak, talks with Harold Munson, director of Helping Services, Division of Education, University of Rochester, and Doris Hicks, director, Learning Resources, City School District.

## Memo to teachers:

Your new edition of Kodak's School Services catalog is available, in case you did not get your copy.

This year's School Services catalog includes a comprehensive guide to 19 career-oriented visits that students and teachers can make to Kodak for a close-up view of the working world. These special programs give insight into fields such as chemistry, engineering, data processing, and the skilled trades. We also list 16 mm films, filmstrips, sound/slide presentations, print sets, and photo exhibits we'll gladly lend to provide fresh learning experiences—and career information.

On another note, lending resources and planning special programs are only part of Kodak's educational outreach. At the heart of these efforts is an earnest belief in the value of career education, says

Gwendolyn Young, Kodak school services editor. "Career education is one of the most important developments on the education scene today, and business and industry are taking notice. Kodak views it as a vital part of the learning process and an important link between the classroom and the world of work. But the schools can't do it alone. They need community support. More and more schools now take advantage of programs like Kodak school services to help advance students' career awareness and to demystify the working world."

We at Kodak are committed to career education. If you're a teacher looking for ways to blend career education into your instructional program, write us. Business and education working together, that's an unbeatable team!

If you'd like a copy of our 1976 catalog to use in your classroom, just write: Gwendolyn Young, Corporate Information, Eastman Kodak Company, Rochester, N.Y. 14650.

## How photography keeps an eye open for water pollution.



The light plane banked sharply and made another pass over the forest. Nothing unusual down there. At least nothing the pilot could see. But the camera saw something the naked eye couldn't. And when the film was developed, it was like an alarm-sounding.

No, this isn't a scenario about photo reconnaissance. It's part of an experimental study of 15 old landfill sites being conducted at Cornell University. The study is

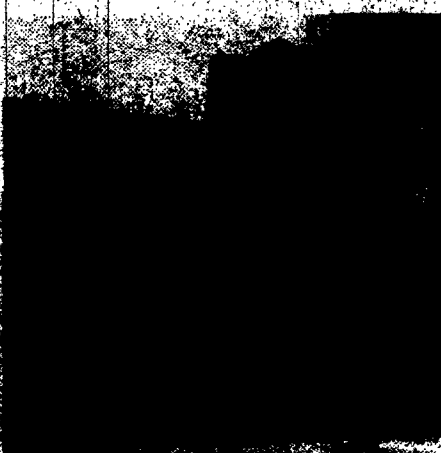
funded by the National Aeronautical and Space Administration (NASA) and the Environmental Protection Agency (EPA).

"Until 10 or 15 years ago, landfill sites were simply located in out-of-the-way places where as few persons as possible would see and smell them," says Dr. Ta Liang, head of the program. "Today, sites are selected more scientifically, but dangerous pollutants still are leaching from many old landfills into nearby streams. Our objective is to develop a systematic approach to monitoring these landfills."

That's where aerial photography comes in. Five missions were flown over the sites during various seasons throughout the year. Exposures were made on Kodak Aerochrome MS film 2448 (Estar base), to get natural-color photographs. And on Kodak Aerochrome infrared film 2443 (Estar base), to get false-color photographs which indicate the health of the vegetation.

Once a problem is pinpointed, ground crews can quickly investigate the cause, which nobody knew about until the abnormal vegetation showed up on film.

Photography—keeping a watchful eye on the environment.



## Where we started. And where we're going.

In 1880, George Eastman rented the third-floor loft of this State Street building. Our first home.

We've come a long way since those days of the Eastman Dry Plate Company. From time to time, we pause to look back on our beginnings, the roots we put down here. But mostly we plan and work toward the goals we hope to achieve.

This year alone, we've budgeted \$613 million for worldwide capital expenditures. About \$216 million of this is earmarked for the Rochester area.

What does this mean to Kodak? And to you?

Our top executives recently summed it up in a joint announcement. Gerald B. Zornow, board chairman, and Walter F. Fallon, president and chief executive officer, said that the capital expenditures program "reflects our commitment to business growth through improvements in existing products and our ability to make them, as well as our commitment to bring Kodak to the point of entry into new and different markets. It will help us achieve further productivity gains while

also continuing to upgrade our environmental control facilities and improve service to our customers worldwide."

This year's \$216 million is a substantial investment. But it's only a fraction of the investment Kodak has made locally. Over \$1.4 billion in the last decade alone. To provide better service to our customers. Greater returns for our shareholders. And more growth for the Rochester area.

