

Kodak reports to the community

Brown Square Bicentennial Park.

When people work together, they can break new ground.



Jeffrey Swain, Rochester's commissioner of parks and recreation, and Mrs. Helen Grieco, 49 Saratoga Avenue, WEDGE chairperson, with Harry Blaese, Jr., Brown Square Development Corporation chairman, and other residents of the community.



The Brown Square Bicentennial Park will be built on a 4.2-acre site bounded by Jay Street on the north, Brown Street on the south, and Verona Street on the east.

Last month's groundbreaking ceremony marked a new chapter in the history of Brown Square. And it serves as an excellent example of what can be accomplished when local residents, local government, and private corporations work together.

The Brown Square Bicentennial Park had its beginnings as part of the WEDGE master plan for the Brown Square area. WEDGE is the Brown Square community organization, born in the autumn of 1967. Since that time its members have worked diligently to plan the neighborhood's revitalization and to provide a better life for Brown Square residents.

Later, others caught the community spirit and pitched in. Brown Square Development Corporation (BSDC) was formed by business, industrial, and community representatives. It works with government and private enterprise to implement WEDGE's long-range redevelopment plan. In this case, the park.

Kodak, headquartered in the Brown Square area for

nearly a century, is understandably involved in the renewal. This includes our pledge of up to \$150,000 to cover a large share of the cost of the new park. The remainder will come from the city, BSDC fund-raising, and various donations.

The park was designed by Rochester architect Jae Y. Ko, following a feasibility study by Gruen Associates. The initial phase will be constructed by Nory Construction Company.

We at Kodak are pleased to join with the residents and businesses of Brown Square, the WEDGE neighborhood organization, the BSDC and the City of Rochester in a long-term enterprise to revitalize what was once a thriving residential and business community.

Come around next spring and see for yourself. The Brown Square Bicentennial Park is just one of the nice things that can happen to a community when everybody lends a hand. And a refreshing example of the free-enterprise system at work.

What's a Kodak engineer do? Faye Caldwell's job is customer satisfaction.

It doesn't happen very often. But occasionally something has to be serviced—even a rigorously engineered, precisely made, and well-tested product. Even a Kodak product.

When that happens, we're prepared to set things right again. Quickly, economically.

Long before the age of consumerism, George Eastman had the right idea: "A satisfied customer will buy again."

Generally speaking, that's the goal of everyone at Kodak. But many Kodak people have jobs that are specifically geared to customer satisfaction. Like the engineers in the Customer Equipment Services Division.

Faye Caldwell has been one since the spring of 1975, when she picked up her

B.S. in electrical engineering at Howard University. Her group works with Kodak microfilming equipment. These engineers work hard to build serviceability into Kodak products. They are equipment-service oriented. Reducing equipment downtime is their prime consideration.

They not only work with the design engineers in the development of new equipment, they work with Kodak's corps of equipment-service representatives after the product is offered in the marketplace. And when the new equipment is in the customer's hands, Faye Caldwell's division doesn't forget it.

Let's say the bank you work at uses Kodak microfilm readers, instead of computer print-outs, to quickly check account balances. And one of your readers begins to malfunction. What do you do?



You call your Kodak technical representative and get it fixed fast.

But if the tech rep hits a snag, a call goes back to an engineer like Faye who can often diagnose the problem over the phone.

And if it's necessary, she'll even pack her bags and be off at a moment's notice to get your equipment back in operation. To keep you satisfied. To keep you coming back.



"Help Your Community . . . through Photography" is designed to help the many individuals and organizations involved in health and welfare programs, civic projects, community development, philanthropy, urban affairs, and youth activities. It explains not only how to tell your story, but how to sell your story.

The success stories of numerous people dedicated to a variety of environmental-action projects can be found in the booklet "Improve Your Environment . . . Fight Pollution with Pictures."

We would also like you to meet some Kodak people committed to individual and community betterment who demonstrate that only people make it happen. You can read about them in "Community Commitment at Kodak . . . PEOPLE MAKE IT HAPPEN."

If you are interested in any of these free booklets, write: Community Information Services, Department 024A, Eastman Kodak Company, 343 State Street, Rochester, N.Y. 14650.

The Lydia VanValkenburg investment plan. It works for thousands of Kodak people.



Lydia VanValkenburg with Norm Carruthers, this year's SIP coordinator for Corporate Employee Benefits.

How are you planning your financial future?

This year Kodak's Savings and Investment Plan (SIP) may provide some answers for 65,000 Kodak men and women, including 15,000 newly eligible because of a reduction in the service requirement from five to three years. The deadline for electing to participate this year is October 15.

For Lydia VanValkenburg, the decision to sign up was a natural one. Since part of her job in the Corporate Employee Benefits Department is handling SIP enrollment, she's had firsthand experience with the plan's advantages.

Most people see SIP as a long range in-

vestment program to help supplement their retirement income—as funds may be withdrawn generally only at retirement or other termination of service. Here is Lydia VanValkenburg's reasoning. She and her husband both work. They don't own a home or have children. So taxes take a good chunk of their income, including a part of any wage dividend received in cash. By electing to participate in SIP rather than receive a cash wage dividend, the couple will pay no current taxes on Kodak's contributions to the plan, making more dollars available for immediate investment.

And when she leaves the company, for any reason, she can elect to receive a lump sum or installment method of distribution from SIP, at a time when she

and her husband may be in a lower income tax bracket.

"If Dan and I do not need the money when I leave to have a family, I think I would like to receive monthly distributions for those special things in life."

That's the VanValkenburg plan.

If you've worked at Kodak for at least three years, there could be a Savings and Investment Plan with your name on it.

