

Kodak reports to the community

# A sunny day in summer to remember all winter long.

What happens when some older folks get away from their usual environment for a day? Applause, hearty laughter, headstands, and thank-you notes.

The young-at-heart group pictured here are part of the one hundred residents of the Rochester Methodist Home who responded warmly to a bus trip to Letchworth State Park and luncheon at the Glen Iris Inn this summer as guests of Kodak.

Lending a hand to senior citizens from nursing homes is a new undertaking for us. One that encompasses residents of all sections of the city, all walks of life, and a surprising span of ages. (One lady who went on one of our trips was 113 years old.)

Thus far, we've arranged trips for residents of St. John's Home, St. Ann's Home, the Jewish Home and Infirmary, Monroe Community Hospital, Montgomery Neighborhood Center, Episcopal Church Home, Presbyterian Home, Rochester Methodist Home, Fairport Baptist Home, Rochester Friendly Home, and Park Ridge Nursing Home. They've enjoyed the sights at such places as Sonnenberg Gardens, Corning Glass Works, Niagara Falls, Marine-land and Game Farm, Chautauqua, Letchworth, and Fantasy Island.

This is our way of saying thanks to a spirited generation whose efforts helped make this a good community.



## Where do they go from here?

Hard to say. We know they're good at math and science. Their school records show that. And their teachers have singled them out as promising.

But what will they do with their math and science?

That's where Kodak helps out. Through a program called DUEST, we're giving young people a chance to discover what careers math and science studies can lead to. DUEST, now in its sixth year at Kodak, stands for Discovering Undeveloped Engineering and Scientific Talent and each year reaches several hundred good students of math and science in Rochester high schools.

One dimension of DUEST is career awareness. At on-site seminars in our four major Rochester facilities, invited students come to where the work is



done to see for themselves. And to get acquainted with Kodak people involved in fields like chemistry, computer science, and engineering. Lively two-way discussions take place about job responsibilities and rewards, academic preparation (like what high school and college courses to take), and career

opportunities ranging from skilled trades apprentices to technicians to engineers, even to PhD scientists.

And for some students, we go further with DUEST. Consider Tom Hsu, a senior at East High School, who worked this past summer with our engineers on paper moisture studies and was praised for his enthusiasm, initiative, teamwork, and quality of his work.

Similar summer-job reports were received on Gene Kimbrew, also a senior at East, on Valerie Miller, a Jefferson graduate now at Monroe Community College, and Christine Baran, now a junior at RIT, who's worked with our engineers for several summers now.

Each will probably be asked to work for us next summer and the next. And there were many others like them who

worked in many Kodak units this past summer and enjoyed it. Best of all, as Hsu learned, in his words, "I have discovered the difference between theory (learned in classrooms) and practical application. In fields like engineering, transforming one into the other is what it's all about."

So when someone asks "What's an engineer?" these students will have a good answer.

And someday, maybe a good engineering job. If they decide that's what they want.

