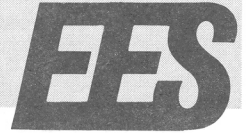


STATION NEWS

ENGINEERING EXPERIMENT STATION • GEORGIA TECH



VOLUME 2 NUMBER 3

APRIL, 1973

BENEFITS

INSURANCE FOR THAT SMILE

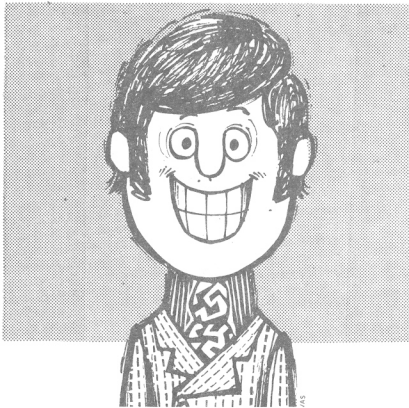
Most people are attracted by a warm smile. But keeping one's smile in order is often expensive. Our children frequently suffer with braces while adults go through the agony of sitting in the dentist's chair as he drills away. And there is the omnipresent cloud of becoming one of the targets for those commercials aimed at people with loose dentures. Our teeth are a lifetime expense.

The EES employee can take hope: there is help for the rising costs of dental maintenance; we have a dental insurance policy as one of our fringe benefits. There is a \$35 per calendar year deductible fee, then expenses are paid up to a maximum of \$500 for that calendar year. The benefit period of the insurance is the calendar year in which expenses occur. And if you had expenses applied towards the \$35 deductible in the last three months of a year, they will be part of next year's deductible amount.

The insurance will pay 60% of your expenses for orthodontic appliances and treatment, bridgework, inlays, gold fillings and crowns. You must pay the remaining 40%. The insurance pays 80% of any other charges with you picking up the other 20%, after the deductible has been satisfied.

If your children are suffering with orthodontic work, your pocketbook does not have to. Orthodontic expenses up to \$400 per year are paid, subject to the policy's \$500 maximum. In other words, if you spend \$400 for braces, only \$100 would be available for the rest of that person's dental care.

The insurance covers orthodontic work when it is begun after the effective date of the policy, as well as routine oral examinations, dental work and prescribed medication. The policy also covers non-occupational diseases, defects or accidents. In fact, if the whole family had an accident resulting in policy-covered, required dental work, a single cash deductible will apply for that and the following calendar year.



If your dentist finds it necessary to remove some teeth and replace them with full or partial dentures or fixed bridgework, you will be covered. The natural teeth must be removed after coverage begins. An addition to the bridgework or dentures will be covered if more teeth must be removed.

Oral surgery is another case where dental insurance is beneficial. Your expenses will be paid if you have redundant tissue or a tumor removed. Repositioning of muscle attachments is also compensated; as is accident-related oral surgery for replacement or alteration of full or partial dentures or bridgework.

If the dentistry is necessary because of a job-related injury or sickness, the expenses will not be reimbursed. Nor will costs for cosmetic dentistry.

If you have other insurance which covers dental fees, your Tech insurance will be reduced by an appropriate amount so that the benefits do not exceed 100% of the expenses. Individual dental insurance policies are excluded.

If you enrolled more than 31 days after becoming eligible, certain restrictions are made concerning dentures or orthodontic work. There is a two-year waiting period before such expenses will be covered. There is also the waiting period for your dependents if they were included in the insurance coverage more than 31 days after becoming eligible.

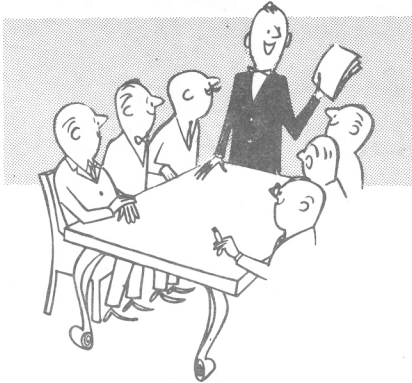
IDD MAKES FIELD OFFICE CHANGES

Several personnel changes in the field office structure have been made by the Industrial Development Div. of the Engineering Experiment Station at Georgia Tech. Lynnard Tessner has been shifted from the Rome office to assist Thomas Murphy in Augusta. Sanford Ulmer has resigned at Savannah to join the Savannah Port Authority. Sherman Dudley has been promoted to director of the Douglas office, succeeding Miles Greer who has joined the Florida Div. of Commercial Development.

Roger Woodward has joined the staff of the Radar Div. as a Research Engineer. Mr. Woodward transferred from the Physical Sciences Div. and will be working 50% time in the Radar Div. and 50% time teaching in the School of Electrical Engineering for the remainder of the Quarter. He will begin working 100% time in the Radar Div. at the beginning of Spring Quarter.

On the Presentation of Ideas

J. A. Donovan



The amount of contract research conducted by the EES hinges a great deal upon the success of an aggressive promotion effort. In turn, effective promotion is the product of selling the services, the capabilities and the skills of the EES to research contractors. Person-to-person presentation of the merits and capabilities of the varied EES organizations is the responsibility of all personnel involved in developing sponsored research. The techniques of professional and effective oral-visual presentation are becoming ever-more important in "selling the program."

The first steps in developing a presentation are to 1. Determine the purpose, and 2. Know the audience - or define the "target."

The purpose should be stated in minimum simple words that will guide and control the organization and contents of a presentation. The purpose should not be too ambitious or complex; keep it feasible within time limitations. For example; "In general describe the mission, organization and facilities of EES," or "Describe the capabilities of the High Temperature Materials Division in the area of electromagnetic window research."

The target audience can be analyzed to determine their nature. Are they a public group, technically qualified, executive decision-makers - are they the people to sell - or merely to inform?

The first steps determine then what is to be said, what message the presentation is to deliver. The effectiveness of the presentation will then rest on the well-organized soundness of the message more than on the skill of delivery

or artistry of visual illustrations. However, it is becoming increasingly apparent in our TV-oriented society that good oral-visual techniques are assets and are expected in professional presentations.

The most common pitfalls of ineffective presentation are poor organization of material (even though well selected to accomplish the purpose), too lengthy and poor presentation techniques.

Every presentation should have a basic organization to include an introduction, the main body of the message and a conclusion, summary or action pitch.

First, prepare a written outline of the presentation. An outline is essential for an effectively organized presentation. An outline may be a simple topic outline or a completed outline with subtopics and supporting phrases. The outline will reveal and control the scope and organization. It will assist in the logical and coherent organization of the presentation material.

To be continued. Next month: "Organizing the Presentation."

XXXXXXXXXXXXXXXXXXXX

A group of some 50 executives from large corporations nation-wide that recruit Georgia Tech graduates were guests of EES on Friday, March 2, as part of their tour of Tech. Dr. M. W. Long, Director, EES, and Mark D. Bowen made brief presentations on the organization and a typical project of EES.

The February issue of "Water and Sewage Works" featured an article, titled "Restoring a Dead Trickling Filter," prepared by R. S. Ingols, EES, and E. L. Huie, Manager, Clayton County Water Authority, Morrow, Ga.

IDD PUBLISHES INDUSTRIAL DISTRICT DIRECTORY

In response to many requests for this type of information, IDD has compiled the first inventory of industrial districts in Georgia. It provides data on nearly 200 planned districts, three-fourths of which are located outside the Atlanta Metropolitan Area. Compilers were Amy Collins and Robert B. Cassell. This was an E-900 project.

Claudine Taylor, secretary to the Director, is a member of the Secretarial Training Program Advisory Committee working in conjunction with the Department of Continuing Education to conduct classes for Tech's secretaries. The program content is based largely on Claudine's findings from a survey of EES secretaries.

The first two training courses are now underway, with others planned for this summer. If there is enough interest, "Short Course in Business Grammar" and "Seminar in How to Fill Out Tech Forms" will be repeated this summer along with the course on "Office Procedures."

Other courses under consideration are business correspondence, office supervision, human relations and office etiquette. Announcements about these will be forthcoming.

Milton McLain, NBSD, left Mar. 23 for Copenhagen, Denmark, to attend a symposium sponsored by the International Atomic Energy Commission and the World Health Organization on "New Developments in Radiopharmaceuticals and Labelled Compounds" and to present a paper titled "Xenon-135: Routine Production and Advantages in Medical Diagnostic Procedures."

Donna Hope, HTMD part-time secretary, terminated Mar. 23 to continue her studies at Emory U. in Speech Therapy.

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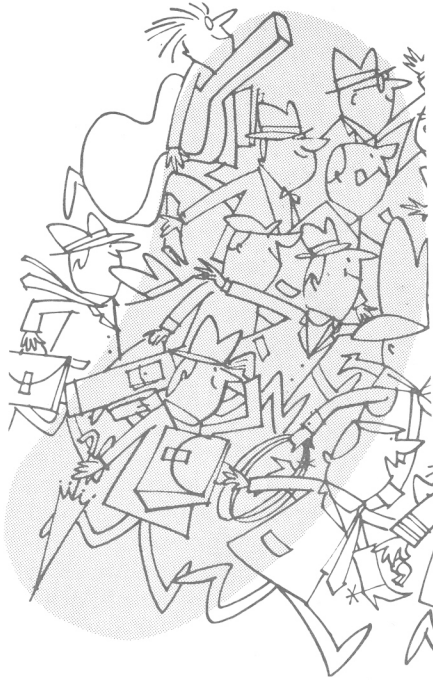
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OUR EES

PEOPLE ON THE MOVE

Systems & Techniques Prin. Res. Phy. **J.J. Gallagher** held a technical meeting with a sponsor in Cambridge, Ma. Feb. 7-9 . . . S&T Res. Eng. **T.M. Miller, Jr.** and Physical Science Division Res. Prof. **E.J. Scheibner** attended the Air Force Large Scale Integration symposium at Wright-Patterson AFB, Dayton, O., Feb. 12-13. Scheibner stayed on a day for contract development, and later returned to attend the AFAL MNOS Workshop, Mar. 5-7 . . . EES Dir. **M.W. Long** journeyed to Washington, D.C. Feb. 12-14 for contract development . . . Asst. Dir. **G.R. Harrison** attended the IEEE International Solid State Circuits Conf. in Philadelphia Feb. 14-16 . . . S&T co-op trainee **C.G. Fortner** went to Sweet Mountain to view field site operations Feb. 15 . . . Nuclear & Biological Sciences Sr. Res. Sci. **T.P. Lang, Jr.** was in Washington for project development Feb. 15-18 . . . S&T Asst. Mgr. **H.A. Corriher, Jr.** and Res. Eng. **E.K. Reedy** went to Aberdeen, Md. and the Ballistic Research Lab and Land Warfare Lab Feb. 15-16 for contract development . . . Then Reedy was in Washington and Boston Mar. 6-7 for contract development . . . Corriher visited Washington and Ft. Belvoir for contract development Mar. 7-8 . . . Sensor Systems Chief **R.M. Goodman, Jr.**, went to Eglin AFB Feb. 21-22 for technical discussions . . . S&T Sr. Res. Phy. **F.B. Dyer** held technical discussions with the Navy in Washington Feb. 21-22. Then he held technical discussions in New York Mar. 6 . . . Another technical conference was held by S&T's **R.D. Hayes** Feb. 22-23 at the Frankford Arsenal, Philadelphia . . . Special Techniques Chief **J.W. Dees** attended a pre-proposal briefing in Orlando, Fla. Feb. 24-26 . . . S&T Res. Eng. **W.E. Sears, III**, held technical discussions Feb. 25 - Mar. 1 in Pleasantville and Buffalo, N.Y. . . . NBSD's **G.W. Leddicotte** met with the AEC Savannah River Operations and DuPont personnel about a contract in Aiken, S.C. on Feb. 26. Then he discussed contracts again in Washington Mar. 1 with the National Science Foundation and other government funding agencies and returned

Mar. 8-9 to meet with potential contractors . . . Radar Chief **H.A. Ecker** attended the Paper Review Committee meeting for the 1973 Tri-Service Radar Symposium at W-P AFB in Dayton Feb. 26-28 . . . S&T Res. Sci. **R.A. Moore** and Res. Eng. **D.G. Bodnar** held technical discussions in Washington Feb. 27 . . . Technology Applications Group Res. Eng. **C.H. Bonham** was in Washington for the day Mar. 1 for proposal discussions with the National Science Foundation . . . S&T Sr. Res. Eng. **F.C. Cain** and **C.E. Ryan** were in Washington the same day to hold project briefings . . . **G.W. Spann**, S&T Asst. Res. Phy., traveled to Byron, Ga. Mar. 1 to analyze peach blight imagery.



Then he traveled to Washington and Philadelphia Mar. 4-8 to attend the ERTS-B conference and to process the peach blight imagery. Res. Eng. **J.B. Langley** also made the trip . . . S&T Sr. Res. Eng. **S. Alford** and **G.W. Ewell** demonstrated equipment in Newark, N.J. Mar. 2. Three days later, Ewell went to West Palm Beach, Fla. for field site inspection . . . S&T Sr. Res. Engs. **R.G. Shackelford** and **H.H. Jenkins** were in Boston Mar. 4-7 for contract development . . . Machinist **G.A. Bearce** delivered project material to Cordele Mar. 5 . . . Three S&T Res. Engs. held technical discussions at Eglin AFB Mar. 6-7. Participating were **R.G. Pearl**, **B.D. Wright** and **W.P. Cooke**. Then Pearl held similar dis-

cussions at Dayton Mar. 8 . . . High Temperature Materials **S.H. Bomar, Jr.** was in Washington Mar. 8-9 for program development for sponsored research and gave a presentation to executives from Whirlpool Mar. 20-21 . . . Machine Shop Lab. Tech. **C.P. Yancey** installed insulation on a peanut burner in Cordele Mar. 12-13. Lab. Mech. **W.R. Stephens** was there Mar. 14 to deliver equipment . . . NBSD Sr. Res. Engs. **F.C. Apple** and **R.S. Kirkland** attended a one-day meeting of Research Reactor Managers at the U. of Missouri, Columbia, Mar. 14 . . . NBSD Sr. Res. Eng. **M.R. McLain** and Asst. Res. Sci. **R.C. McFarland** visited Tennessee Eastman Company Mar. 14 . . . Industrial Development Chief **R.W. Hammond** gave a presentation at the annual meeting of the Southern Growth Policies Board in Montgomery, Ala. Mar. 15-17 . . . HTMD Chief **J.D. Walton, Jr.** was in Washington Mar. 18-22 to discuss solar energy and solar heated houses with NSF & HUD . . . IDD's **N. Wall** attended the Seminar on Techno-Entrepreneurs conducted Mar. 20-22 by the Technology & Development Institute of the East-West Center in Honolulu . . . Lead speaker at the International Symposium of Disinfection of Water was Res. Prof. **R.S. Ingols**, NBSD. The Symposium was held in London, England, Mar. 27-31 . . . Asst. Dir. **R.L. Yobs** attended the 10th Anniversary conference for the Aerospace Research Applications Center in Bloomington, Ind. Mar. 29-30 . . . IDD's **B. Cassell** taught one segment of the Basic Industrial Development Course at Texas A&M the last week of March . . . PSD Crystal Branch head **R.A. Young** will attend the American Crystallography Assoc. meeting, Gainesville, Fla. Apr. 12-18. Presenting papers will be Fellow **P.E. Mackie**, "Utilization of Detail in Powder Diffraction Patterns" and **K. Sudarsanan**, "Error Analysis in Refinement of the Strontium Chlorapatite Structure" . . .

Need a Plumber?

All EES divisions and branches should be informed that the Physical Plant Department, PPD, at 915 Atlantic Drive has preventive maintenance men available for service and repairs. Call 894-4100 or, for night emergencies, 894-2502.

PERSONALITY

PERPETUAL MOTION

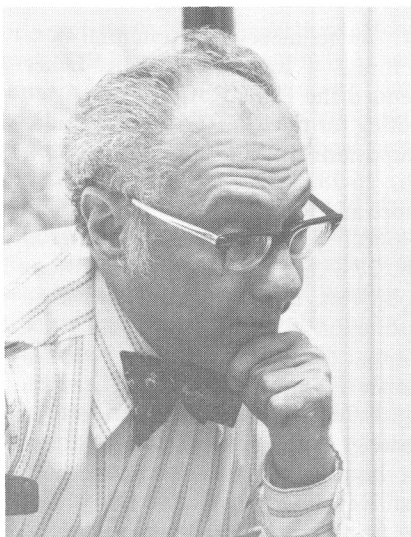
"The biggest reward of this job is the knowledge that we can help a lot of people make their day-to-day lives and situations much better."

That helping philosophy sums Industrial Development Division's Community Development Head Bob Cassell's attitude about his job and his life. The energetic Bob feels there is a great need for economic development in and of the Southeast. After all, he reminded us, no where in the Southeast is there the heavy industry such as exists in the North. Although Community Development realizes the significance of attracting manufacturing industries, they are trying to plan equally important total economic development for the Southeast. This can be achieved through social, physical and political development, as well as industrial development. Bob thinks developers should act in concert with various planning agencies for the betterment of Georgia. Ideally, the developers maintain the overall view, while planners are able to concentrate on given areas they represent.

Realizing the importance of economic development, other Southeastern states have organized task forces to help their states, but none compares to our unique Industrial Development Division. And, of course, Bob is sure Atlanta's reputation attracts many businessmen and investors by itself.

As with any change, there are those opposed to development. Bob said economic developers sometimes have run into opposition from environmental groups. One reason for this, he thinks, is the after effect of environmental plunderers. "Constructive development efforts have been and will continue to be hampered by the quick-buck operators."

Bob said that, unfortunately, in many cases planning and development are "after the fact" processes — something to be done to turn around a crisis situation. New towns such as Peachtree City have emerged as an alternative to the present crisis in our urban areas. But Bob finds something of a cycle in the development of new towns. After all, they are modeled



Bob Cassell of IDD

after the ideal of existing cities. The old communities simply cannot be abandoned and everyone move into a new town; innovative ways are needed to make the existing cities better places to live. One way the Community Development Branch is seeking to help Georgia cities upgrade themselves is through the Certified City program.

Developing the resources of Georgia is not the only thing consuming Bob's time. As he says, "I'm very engrossed in what I'm doing." Living his profession is more appropriate. He is dedicated to making development a profession with all the inherent ethics, honors and respectability. He noted that development professional activities are relatively new. The American Industrial Development Council (AIDC) was formed in 1925 and the Southern Industrial Development Council (SIDC) in 1946. As the first educational institution representative to have served as president of AIDC, he is acutely aware of the lack of college courses in development. There are a few limited courses in economic development in the Industrial Management curriculum at Tech, but it is one of the few schools offering any courses. Now, most people drift into developing from other disciplines. To be regarded as true professionals, industrial developers want the prestige and recognition of an educational degree. Bob also helped initiate the first professional journal in 1966, what he calls "a major stride in the effort to make development a profession."

He is also on an editorial board of the AIDC which is preparing the first textbooks on the principles of development by expounding the general theory of development.

Besides his involvement with AIDC, Bob is a past president and now executive director of the SIDC. All these professional affiliations keep his phone ringing with calls from across the country. We had difficulty getting him to have enough time to be able to finish one sentence at a time. Or to sit still long enough to snap the shutter.

This animated, involved man became a part of the EES in 1960, after spending some time with the Tennessee State Development Commission. He is one of the "drifters" into the profession — his background is in history, economics and writing. These combined to produce an articulate and enthusiastic man with a face that changes expressions as rapidly as he speaks.

After Bob proudly told us about his son, who was graduated from Harvard and is now working on a Ph.D/M.D. at Duke, we started to ask about the perpetual bowtie. All he had time to tell us was that it was a long story and that his wife makes many of them. Then the phone rang again, another visitor arrived and we had to depart.

by **Bonnee Wettlaufer**

For an Emergency — Call 2500

The Georgia Tech campus police force is not just an organization of security watchmen and guards. The Tech Police are rapidly becoming a professional organization with a scope of capabilities from crime prevention to emergency services.

The police officers are able to respond quickly to campus area accidents and perform first aid and assistance, including modern ambulance services.

Anyone on campus suffering from an accident or ailment requiring medical aid or help should immediately call extension 2500.

All EES employees should also remember that in case of accidents or on-the-job injuries, they should make out a Workmen's Compensation claim.