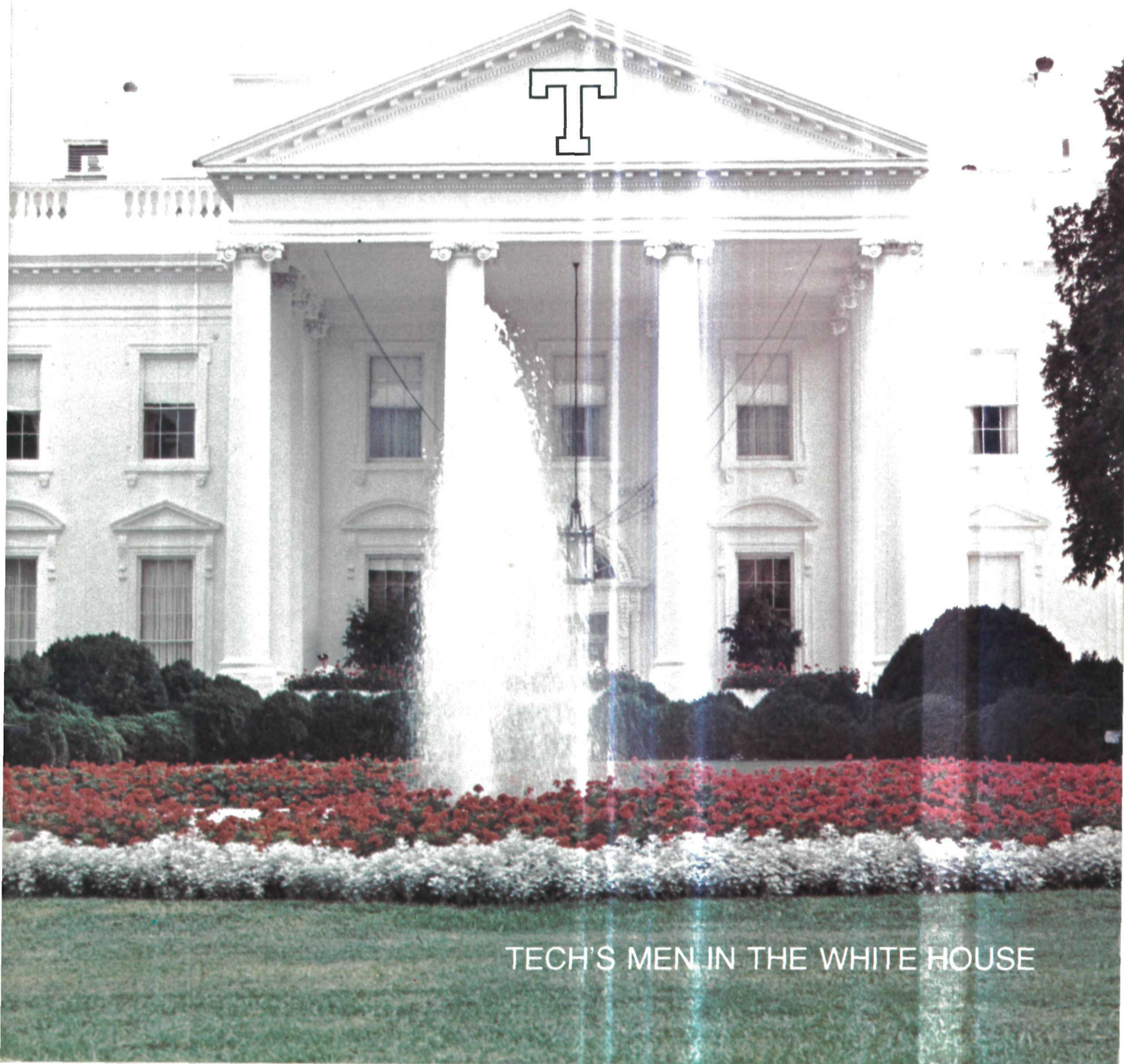
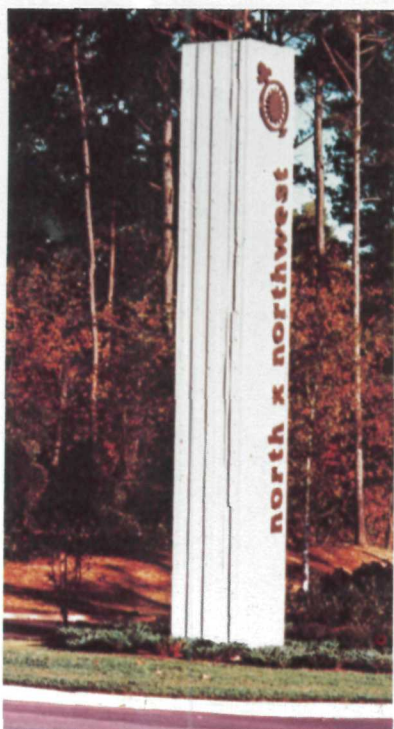


THE Georgia Tech

ALUMNI MAGAZINE • MARCH 1978



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Alumni Project To Assist High Technology Businesses

"TBD" IS AN acronym which is used often by young alumni on the Committee of Twenty. They hope it will soon be on the lips of Tech faculty, researchers and alumni, as well as corporate executives and state officials.

The Technology Business Development (TBD) project's goal is to increase Georgia Tech's service to the State of Georgia and the business community by utilizing Tech resources to aid and expand high technology businesses in Georgia.

Several factors made such a project attractive to the Committee of Twenty, according to project chairman John Hayes, IE'70. The Engineering Experiment Station's (EES) research budget has increased substantially. A wide variety of basic and practical research is being performed at Georgia Tech and EES at this time. Opportunities and ideas are being created to transfer to the private sector for development. There is a relatively small population of high technology industries in the Atlanta area, and high technology industry is frequently advanced by newly-formed small companies which are having increasing difficulty in securing equity capital. There is an outflow of Georgia Tech graduates to other states and regions.

"This is not a new idea, but it is one which we feel deserves attention at this time," said Hayes. "Georgia Tech is not a land-grant college. The Institute's charter

stated that the school was started to foster and support industry. So we go back to the Institute's beginnings in developing this program. Georgia Tech has an administration which is very much attuned to this type of project. We are spotlighting a service which already exists at Tech, but could be expanded."

The Committee of Twenty, which is composed of two representatives from each of the ten most recent graduating classes, has developed a work plan which lists five elements of the TBD project.

The first is formation of a Technical Assistance Group. It would provide management and technical consulting assistance to small companies. Funding of such a service might be accomplished through the existing Technology Development Lab at EES, the Small Business Administration, or other sources.

"This group will be a key part of the overall plan," Hayes said. "It is proposed to help businesses take advantage of state-of-the-art research done at Tech. The group would be organized so that time spent by participating faculty members would complement their research and classroom responsibilities."

Hayes pointed out that such a technical assistance group would be an expansion of an existing function — EES staff members perform such functions for industry now, and this group would be a specialized expansion

of this service. Dr. David Fyffe of Tech's School of Industrial and Systems Engineering is working on this part of the project which will bring together faculty, EES personnel and alumni who are willing to help on a consulting or volunteer basis.

A Venture Capital Effort is another component of the plan. Hayes said that an informal survey has shown that there are very few sources of high technology venture capital in the Southeast. The Committee of Twenty's goal would be to encourage venture capital firms to look for high technology investment opportunities in Georgia. "We envision it as a form of referral service," Hayes explained. "We are considering the concept of a revolving fund which would be used for seed money, then reused to help other firms get started. We may be able to use some kind of small business investment funds or private money matched on a three or four to one basis."

"Venture capital groups could use the resources of the technology assistance group to evaluate new companies or ideas. Technologically oriented people could advise this investment and brokerage service body," Hayes said.

Another major component would be an effort to disseminate information. A magazine might be the medium used to convey information on specific efforts Georgia Tech makes and has made to aid small businesses, especially technologically-oriented ones. "We need a way to tell Georgia businesses what is going on at Tech and how the Institute can assist them," Hayes said. "We would highlight research which produces usable products. The magazine's distribution would include engineering research executives, heads of new product divisions of companies, department heads and elected officials of various levels of government, and corporate executives."

A fourth element of the plan is an incubator building near the Tech campus. Its purpose would be to provide a place with lab and office space for high technology companies in need of assistance. Small companies could come to the incubator building for support in several areas. The lab would be adjacent to the campus for easy access to the Price Gilbert Library, proximity to actual research being done, and to facilitate interaction between the company and technical academic personnel.

Finally, the whole area of technology transfer for small business would be studied. "We need to look at this entire problem," Hayes said.

Committee of Twenty representatives met with John M. Trask, Jr., associate administrator for finance and investments of the



(L-R) John Hayes, Vice President Thomas Stelson, Dr. David Fyffe and Jim Underwood discuss the Technology Business Development project.

(Continued on page 6)

THE Georgia Tech

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Cover photo by Mike Hassell.

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TECH'S MEN IN THE

Georgia Tech's most famous alumnus is President Jimmy Carter, who attended Tech in 1942. Three more recent graduates hold important positions on Carter's staff.

Hugh Carter, Jr.

"I'M A BIG, big Tech fan. I'm proud of having gone to school there, and I'll always be a great supporter of the Institute." The enthusiasm of Hugh Carter, Jr. for Georgia Tech hasn't waned a bit since he began working in the West Wing of the White House.

Carter, who earned the Bachelor of Industrial Engineering degree from Tech in 1964, was named Special Assistant to the President for Administration in January 1977. He said that 30 per cent of his time now is spent overseeing all military assistance to the White House, including Air Force One, Camp David, White House communications, and transportation involving military airplanes and helicopters.

Forty per cent of his time is spent managing the White House staff operations and budget. Carter, a relative of the President, got the nickname "Cousin Cheap" while carrying out a Presidential order to reduce the size of the White House fleet. The young Carter reduced

the fleet from 56 to 28 vehicles. He traded in cars that wasted fuel for smaller, more efficient vehicles and eliminated chauffeured limousines which transported White House staff members to and from work.

Another of Carter's responsibilities is to serve as liaison with ex-Presidents and members of their families. "For example, if Gerald Ford wants to come meet with President Carter, his office calls me, and I give a briefing paper to the President and make all the arrangements," Carter explained. Carter said that most of his work in this area has been with former President Ford, although he did deal with Richard Nixon during the late Sen. Hubert Humphrey's funeral.

"I have flown to Vail, Colorado to meet with President Ford on a variety of subjects, including the Panama Canal issue," he said.

The remainder of his time is spent on special projects, as assigned by the President. "Recently, the President gave myself and Vice President Mondale a joint project," Carter said. "He asked us to write legislation authorizing the existence of a White House staff. No such enabling legislation existed, and we prepared it for submission to Congress by Congressmen Udall, Harris and Schroeder."

But despite the importance of his job, Carter is still enthusiastic when it comes to Georgia Tech. "In my travels, both in business and during the campaign, everywhere I went and

told people I was a Tech graduate, the response was extremely positive, with comments about what a fine school Tech is," Carter said. "Tech has a fine national reputation and I would always recommend it highly."

Carter was host to the Tech football team when it visited the White House at his invitation on the way to the game against the Naval Academy at Annapolis. He extended the same welcome to the Yellow Jacket basketball team when it stopped at the White House on the way to the Maryland Invitational Tournament this year.

"I find my way back to Tech fairly often," Carter said. "Last fall I attended three home football games (Miami, Auburn, and Georgia) and the Tech-Navy game up here. I try to go home to Plains three or four times a year. Dr. Pettit has visited us a couple of times in Washington."

In spite of his busy schedule, Carter makes time for leisure activities. "I collect antiques in an eclectic manner; am addicted to snow skiing, especially in Vail; enjoy playing basketball and volleyball on a White House team; and love auto racing, as a spectator." He also plays tennis.

Carter said that he has enjoyed his first year in Washington. He lives in a condominium in Arlington, Virginia and said that most of his social life revolves around official or semi-official White House functions.

Carter said that he never dreamed that he would work in the White House one day. "If you had asked me that three years ago, the answer would have been 'no.' But I knew when Jimmy started to run that he had what it took and that he would make it to the top if he could get well-known."

After his graduation from Tech, Carter served in the Army for two years, then earned a master's degree in business administration from the Wharton School of Business and Finance at the University of Pennsylvania in 1968. Later that year, he went to work for the John H. Harland Company, a bank stationer located in Atlanta. He was promoted to various positions, including vice president.

During the 1976 campaign, he coordinated several Peanut Brigades (groups of Georgians who went to other states to campaign). He took a leave of absence from the Harland Company to work on the campaign plane, Peanut One, as liaison between the plane and the campaign's national headquarters in Atlanta. He also served as political aide to the candidate.

When asked if he plans to run for political office one day, Carter replied. "Right now, I have no plans to run for office in the future. I expect to go back into the business arena, although I imagine I will continue to be involved in politics in the future on a small scale."



(L-R) Hugh Carter, Jr. talks informally with President Jimmy Carter and former President Gerald Ford in the White House.

WHITE HOUSE

By KAREN BUTTERMORE

Herkey Harris

A 1965 industrial management graduate from Georgia Tech is putting his education to the ultimate test as he carries out his duties as assistant director of the Office of Management and Budget (OMB) in Washington, D.C.

Hubert L. "Herkey" Harris said that he is the last person he ever thought would work in the White House. But he enjoys his job immensely. Harris is responsible for legislative affairs and for handling the President's budget Congressionally. He clears all testimony on the budget and clarifies the administration's position on legislation. He notifies Congress of the White House's decision to support or reject legislation, and indicates the degree of support, moderate or strong.

"We stay extremely busy," Harris said. "Everything goes through OMB, from the budget to reorganization. Because of the volume of work, we sometimes can only react to information, rather than reflect on it." Harris works in the Old Executive Office Building next door to the White House.

The Tech graduate was called to Washington in January 1977 by former director of the OMB Bert Lance. At the time, Harris was a vice president of the Citizens and Southern National Bank. He had helped raise funds for Jimmy Carter's Presidential campaign.

Harris had been at C&S for nearly eight years. Before that, he was associated with the Monsanto Corporation after graduation from Tech. At the Institute, he was a member of Kappa Alpha fraternity, the Ramblin Reck Club and the Bulldog Club.



The federal budget and reorganization keep Hubert L. Harris, Jr. busy.

Harris was on campus a few months ago to participate in the Intersect program as part of Homecoming. He travelled to Tech with Presidential Press Secretary Jody Powell, who spoke at a luncheon on campus.

"Tech has grown in size and stature with time," Harris said. "Dr. J.M. Pettit has helped the school to grow and achieve. Tech is known for its ability to educate people, and it should continue to strive to be the premier academic and athletic institution in the South. The phenomenal growth of the Southeast will benefit Tech and benefit from Georgia Tech."

The 34-year-old alumnus has worked with the Georgia Tech National Alumni Association on several committees, and with the matching grants program in the annual Roll Call.

Herkey and his wife Joan live in Washington with their three sons. Chip is 5 and twins Jonathon and Christopher are 18 months old. They were born shortly before the family moved to Washington. Harris' parents live in Atlanta, but he doesn't get to come home very often because of his busy schedule.

Harris said he has no plans to run for political office. He said that he and his family were enjoying learning about Washington, "a very interesting city."

The Tech alumnus is pleased with the way things are going for the new administration. "We are sometimes criticized because we don't know how things used to be done," he said. "But Carter got elected because we were outsiders, and we are going to have a period of adjustment when we don't know everything. The economy is percolating; there are no great economic problems. We are closer to peace in the Mideast than ever before. I feel that we have accomplished a lot in one year, and we plan to do a lot more in the next few years."

Phil Wise

THE FOURTH Tech graduate in the White House describes his job simply. "I am responsible for the way the President spends his time." Phil Wise, IM '73, is deputy appointments secretary to President Jimmy Carter.

Wise schedules and coordinates the President's trips, and coordinates advance arrangements for the Chief Executive's travel. He travels with the President to be sure that the schedule is carried out as planned. He works with Appointments Secretary Tim Kraft in performing this important function.

Wise was an intern in the Georgia Governor's Office when Carter served as governor. After completing his internship, Wise continued to work part-time in the Governor's Office. After his graduation from Tech in 1973, he served as Georgia Intern Program director until Carter's term ended in December 1974.

Wise joined the Carter presidential campaign in January 1975 and ran the Atlanta operation until June 1975. Then he traveled to Florida to put together the primary campaign there. In 1976, he organized the Wisconsin Primary, then coordinated the Pennsylvania, Maryland and New Jersey primary campaigns.

In the General Election, Wise was responsible for all Southern states — Louisiana, Arkansas, Kentucky, Tennessee, Georgia, Florida, Alabama, North and South Carolina. As regional coordinator for the South, he was responsible for budget, staff and scheduling of the campaign.

After Carter was elected, Wise joined the transition team in Washington for several months. Feeling the need for a break, he traveled in Europe for several months, then throughout the United States.

He accepted the deputy appointments secretary position in August 1977. His office is in the Old Executive Office Building, adjoining the White House.

Wise, a native of Plains, Georgia, worked for Carter when he ran for Governor in 1966 and 1970. He is single and lives in an apartment in Washington.

"More and more, the South is finding itself in a position to provide leadership for the nation in politics, technology and management," Wise said. "Georgia Tech has and will continue to provide many of these leaders."

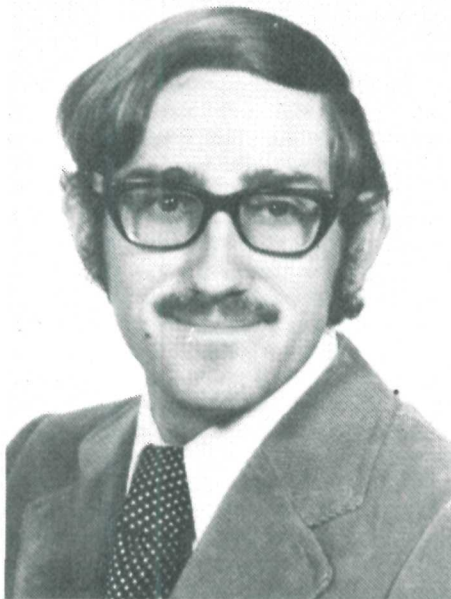
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WHITE HOUSE

(Continued from page 5)

Wise said that he attended the Tech-Navy game last fall, but he has not been back to the Tech campus since fall 1976. When he gets back to Georgia, he usually goes home to Plains, rather than Atlanta.

Wise, who said that he is not interested in running for political office in the future, said that he enjoys his job, but wishes that the White House were sitting in Georgia. Wise said that he misses the Varsity and Manuel's Tavern.



Phil Wise coordinates the President's schedule.



Hugh Carter, Jr. visits the Tech campus whenever he can.



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Alumni Project To Assist High Technology Businesses

(Continued from page 2)

Small Business Administration of Washington, D.C. and local SBA officials Merritt Scoggins, Fred Reed and Bill Candler. Young alumni working on the project include Ben Dyer, Dave Wakefield, Jim Underwood, Calvin Johnson, Brent Jorgeson and Mike Bloom.

Hayes said that while the project is underway, several areas need special consideration. A major item is the perceived problem of using state-supported facilities, faculty and research for private gain. "But one of Georgia Tech's purposes is to help industry in Georgia," Hayes said. "Development of industry ultimately helps the state in terms of tax revenue and jobs created."

A second problem is the inherent conflict which exists for faculty members having multiple roles — in teaching, research and service. "There may be time conflicts," Hayes said, "but this research aids the business community and the economy of the state. When state revenue increases, so does the possibility of new faculty positions for colleges and universities."

Another concern to be addressed is the notion of funding programs to help business. "We are attuned to thinking about agricultural extension services in Georgia," Hayes said. "But we need to look at the idea of technological extension services. In some cases, government and university assistance

to small business has not compiled a very strong record. People hear about the failures, but not the successes. A different, successful record exists in regard to high technology-oriented projects. Silicon Valley in Palo Alto and Route 128 in Boston are excellent examples — both Stanford and MIT have contributed to the success of companies in these areas."

"Georgia has an ideal environment for high technology businesses," Hayes concluded. "The metro Atlanta area is desirable; Tech has some of the largest engineering graduate programs in the country; Tech has excellent funding for engineering research. The state is very supportive of economic development; the state has a pretty good tax structure; and Georgia has skilled labor which is interested in working. All these ingredients provide the right climate."

"Our program is not designed so much to bring in new business as to provide seed money and support for existing businesses to bloom into successful companies down the road," Hayes said.

—Karen Buttermore

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Alumni Family

By SHEILA MURRAY

IT HAS BEEN said that most Georgia Tech graduates leave the Institute with one head, two arms, two legs and a long, long tale they carry with them wherever they go.

But who could possibly imagine a grad with seven heads, fourteen arms, fourteen legs — and a set of tales that would put even George Griffin to shame?

This yet unparalleled phenomenon in Georgia Tech history occurred between 1927 and 1950. Although the various appendages are properly connected to seven individuals, they are known collectively as the Ziegler brothers. During those 23 years, Tech's largest student-family always had at least one son enrolled in the Institute, the last receiving his degree in 1950. The number of Ziegler graduates was neatly rounded to eight in 1962 when the Georgia Tech National Alumni Association presented Mrs. Elizabeth Ziegler, mother of the seven brothers and a native of Stuttgart, Germany, with the Honorary Alumni Award.

At 90, Mrs. Ziegler has as many tales to tell as her seven sons (and one daughter, Betty, an Agnes Scott alumna) do combined. A model of health and vitality, she lives alone in the College Park home where she raised her family. When she speaks of them, her blue eyes twinkle with happy memories and the pleasant thought of more good days to come.

"In our family, everyone has a number that ranks them according to age, so we can explain to people where they belong," she laughed.

"Waldemar T. (ChE '32) is the oldest, and therefore is number one. Carl W. (ME '35) is number two. W. Fred (TE '39) — number three. Walter H. (ME '40) — four. William R. (IM '41) — five. Frank R. (IM '50) — six. John M. (ME '49) is number seven, and Betty, my only daughter, is number eight, the caboose."

Three of the family members made Atlanta their permanent home after finishing college. Waldemar earned a masters degree from Emory University and a doctorate in chemistry from John Hopkins before he joined the Tech faculty in 1946. A Regent's professor in chemical engineering, he retired from Tech in January 1978.

William and Frank also reside in Atlanta. Bill is president and founder of the Ziegler Tool Company, located across campus on the Tech Parkway. Frank serves as vice-president of the firm.

The other family members have left Atlanta and are working and raising families in other parts of the country. "People ask me if I am sad that so many of my children live so far away," Mrs. Ziegler mused. "I must say no. It is important that they live their own lives. We write and call one another and they visit whenever they can."

Carl is the retired owner of a laundry and dry-cleaning business in Weatherford, Texas. Fred is director of industrial relations with the Opelika Management Corporation in Opelika, Alabama. Walter is a mechanical engineer with

the Aircraft Engine Group of the General Electric Company in Lynn, Massachusetts. John is vice-president of engineering at Engineered Systems, Inc. of Richmond, Virginia. Betty is a former Delta Airlines stewardess living in Farmville, North Carolina with her husband, Rev. Clyde Dunn, a Methodist minister.

Mrs. Ziegler said she believes that her sons' fascination with technology is a gift inherited from their father, Theodore. Mr. Ziegler was the son of German missionary parents, born in British India and raised in Germany. A talented master mechanic, he graduated from the Stuttgart School of Technology in Stuttgart, Germany, and left home to begin his career in the United States. He worked as a professional engineer until his death in 1947.

At 37, Theodore Ziegler was 17 years older than his chosen Elizabeth. There was such a difference in age that the parents of the future Mrs. Ziegler were hesitant to allow marriage. A parental agreement was made with Theodore that he would leave for America alone, and the two would not communicate for one year. Then, if Elizabeth's feelings for him were the same, they would be permitted to correspond. She spent that year in England, taking college classes and serving as a governess.

When Theodore wrote to her 12 months later as planned, he asked her to come to America and marry him. She happily agreed to make the

(Continued on next page)



Posing for a family portrait in May 1977 on Mrs. Ziegler's 90th birthday are (l-r, front) Dr. Waldemar T., Mrs. Betty Dunn, Mrs. Theodore Ziegler and Carl W. (back row) Frank R., W. Fred, Walter H., John M. and William R.

trip. The day that she arrived, he wanted to have the ceremony performed, but she declined. "After all, I needed two or three days to look him over," she exclaimed. They were married one week later.

In their early years, the Zieglers were usually on the move. Theodore was associated with a mining company as a mechanical engineer. His growing family was transferred from Virginia to Utah to Florida. Finally in 1922 he received an offer from the home office to come to Atlanta. They moved to College Park, then a small town of 4,000, and set up housekeeping.

All of the Ziegler children were delivered at home. With the exception of Bill, the boys were about three years apart and "grew up in pairs." Waldemar and Carl joined the Boy Scouts together; the other boys were pals as they grew older. "Bill was number five, right in the middle," Mrs. Ziegler recalled. "Like most little brothers, he would try to tag along with the other boys; sometimes they would let him and sometimes they wouldn't. Soon he found friends of his own age. Frank and Johnny were the youngest boys and I tried to hold on to them for a long time."

Mrs. Ziegler said that although it was difficult to get the family organized to go anywhere all together, they often did manage long Sunday walks and a Sunday dinner. Mr. Ziegler usually worked at night and the weekend was the best time to hunt for someone you hadn't seen during the week.

To insure total participation, birthday celebrations were postponed until the weekend. "Carl and I always shared a weekend birthday in July," Bill remembered, "so I assumed that our birthdays fell within the same week. It wasn't until many years later that I discovered it was not only the week. We were born on the same day, July 23, exactly eight years apart."

Between 1930 and 1940, the economy was still in turmoil as the country struggled to recover from the Depression. Many families were in perilous financial condition, and the Zieglers did their best to make ends meet. "Father cut our hair and resoled our shoes," Frank said. "He would hear the 'flap-flap' of a loose sole on the staircase and it would be time to go to the dimestore and buy a new rubber sole, or glue down the old one for another round."

Bill stressed that with eight children, the family was extremely thrifty and practical. "We accounted for every penny. Mother and father instilled in us the ideal that if there is something that you want, it is right there; you only have to work for it. All of the children learned to set priorities and make good use of their time."

To earn a little extra money, the family shared one paper route for 25 years. "The oldest boy living at home would be in charge until the beginning of his senior year in high school," Mrs. Ziegler said. "Then he would be able to go out for school sports teams, and the next boy in line would take over. Even Betty helped to pull the wagon. You know, to this very day, we are all loyal to the *Atlanta Journal and Constitution*."

Jobs were hard to find and everyone worked part time after school if they could. Some of the boys worked in grocery stores, or as lab assistants. But in spite of the busy schedules, they all

loved sports and played their favorite games at every opportunity.

"During the twenties and thirties, teams were not as structured and well organized as they are today," Waldemar recalled. "We really didn't have anything like Little League. There weren't any uniforms and our equipment was not the best, but we thrived on weekend matches. The airport was then a dirt track, and we often played there."

Everyone in the Ziegler family had their assigned chores and like growing boys everywhere, they were not beyond fabricating excuses and other more important engagements. "Bill always disliked doing the dishes," Mrs. Ziegler chuckled. "One morning he came to me and said with a straight face, 'Mother, I just can't help you do the dishes today. I have to play baseball with the Atlanta Crackers (the city's professional team at that time). Have you seen my glove?' I knew that this was a great joke and said to him, 'Humph. If you were playing with the Atlanta Crackers, couldn't they give you a glove?' He couldn't fool his Mama, so he finished the dishes and went out to play ball."



Mrs. Ziegler stays in frequent touch with her children.

Although Bill never did play baseball for the Crackers, he did letter in tennis at Tech. A number of the brothers were actively involved in college and professional sports. Fred and Walter played on the B football team at Georgia Tech while they were in school. Frank played for the Yellow Jackets and was drafted by the Philadelphia Eagles after his junior year. To graduate from Tech, he spent six months on campus and six months playing ball. This continued after graduation when he would return to Atlanta for six months to work for Bill in his new tool shop operation.

All of the Ziegler brothers put themselves through Tech by enrolling as co-op students, attending classes for three months and then working at a job in their career field for three months. "This system made our college educations possible," Bill noted. "It was the only way we could put ourselves through school while getting experience at the same time."

Waldemar, the oldest son, was a co-op student from 1927 to 1932, and the first co-op to graduate with a degree in chemical engineering. "When I was a co-op, Georgia Tech was on semesters instead of quarters. We would work for one month and study for one month, therefore attending a different series of courses than the majority of the student body. There wasn't much contact with the rest of the Institute. Today's arrangement allows the co-op students to participate in campus life."

Waldemar said that in the late 1920's when he was a student, there were 3,000 men registered at Tech. Luckje Street ran through the campus and there was nothing but a field to the west. The buildings were old and everything centered around the hill where the administration building is still located.

"Georgia Tech has always been known for its high standard of excellence," the oldest brother remarked. "Complaining about the hard work and being expected to do it is part of the Tech tradition. In those days, the administration and faculty knew what was best for the students and the students knew better than to ask questions."

Throughout their college careers, the brothers traveled from College Park to the Georgia Tech campus by street car. They were given \$1.50 each week for their transportation allowance. The trip was more than an hour and involved changing cars in downtown Atlanta to reach Luckie Street.

To prepare for that trip and the rest of the day, Mrs. Ziegler would get up every morning before dawn to make between 20 and 25 sandwiches for the boys. "It wasn't that there were so many kinds to make, only three or four, but my sons were always hungry and needed more than one," she explained.

In those days, some of the boys were in grade school, some in high school and some at Tech. "I remember one time, little John thought he had taken sandwiches in his lunch, but when he opened the bag, he saw only six slices of bread. He didn't want to let his Mama down so he told his friends, 'the maid must have done these.' Of course, there wasn't any maid."

Mrs. Ziegler didn't expect all the boys to bring home straight A's, in spite of the fact that Waldemar was a very good student and "set the pattern" for the family. Being a typical mother, she said that she did push her sons and daughter to study, but was realistic about the grades. "I knew from the high school records of some of the boys that their interests didn't lie in academics," she admitted. "Everyone did their studies, but some were more eager than others."

Bill said that Professor Waldemar did tutor the boys when they asked for help but "my experience with his tutoring wasn't always just what I wanted; he had to know if I'd tried to solve the problems. Of course, I would have used my pencil down to the eraser trying to figure it out, and then he would work the problem on his first attempt, and with his fountain pen."

Mrs. Ziegler said that she is sure, if women would have been accepted at Georgia Tech in the 1950's, that Betty would have attended. But

(Continued on page 21)

Placing Tech Graduates

By SHEILA MURRAY

GEORGIA TECH'S Fred W. Ajax Placement Center is currently experiencing the strongest recruiting season in its history. To date, the number of students registered, interviews conducted and job offers made in 1978 have skyrocketed past all prior statistics.

Since September 1977, more than 1,550 students have signed on with the center, and new faces come in every day. Although winter quarter is traditionally the busiest, 7,500 interviews were held during the abbreviated five-week recruiting period last fall. As of the third week of January 1978, the center had recorded 51 per cent of last year's total number of job offers.

The flurry of activity seen by the Placement Center during a typical day could never be captured by bar chart or annual report. Ringing telephones and rattling typewriters provide background music for a chorus of anxious questions. Career seminars and counseling sessions are continually in progress. The company representatives are greeted, briefed and ushered to their conference rooms for eight solid hours of Georgia Tech exposure.

Dr. Mike Donahue, Placement Center director, is pleased with this brisk, often hectic pace. "An upsurge in the job market is born out by the visibility of recruiters on campus," he notes. "This year, recruiters have been highly visible; even Atlanta's hotel industry knows that something is up at Georgia Tech. Approximately 1,700 individuals representing 500 companies have visited or are scheduled to visit us here at the center."

Donahue does feel that the engineering field is currently enjoying more "employer traffic"

than most other disciplines. "Our programs are in demand because we are a technical society facing critical technical problems," he stated. "Georgia Tech has a reputation for turning out well-educated, extremely talented graduates. When companies come to Tech, they know they will find men and women who have the potential to help solve those problems."

This demand for technical education and insight is emphasized by the number of job offers received by Tech students. "We are only one week into winter quarter recruiting; the offers are coming in remarkably early," Donahue said. "The influx usually does not come until March, April or May."

The director explained that Tech-wide (which includes those students who have not registered with the center) the average job offer per student is 1.5. Engineers average 2.5; electrical engineers, 3.5; mechanical engineers, 4.2 and chemical engineers lead with an average of 4.6 offers.

Donahue pointed out another encouraging trend which has developed over the past year. "Most employers have boosted their salary scale seven per cent over the 1977 figures. A 1978 engineering graduate will be making around \$1,400 per month; a bachelor in chemical engineering will earn more than \$1,500 per month."

Because 1978 graduates are receiving more employment offers and can plan to be taking home a higher salary than last year's class, Donahue is inclined to think that students will be more selective when choosing their first job.

"At Georgia Tech, it is the student's market, and they are beginning to feel it. By this stage, most March and June grads have had between 15 and 20 interviews and have made seven or eight plant visits," Donahue estimated. "They can afford to take their time while giving each offer serious consideration. If they worked hard at interviewing last fall, they may not even need to interview this quarter."

When Donahue says "working hard" he means *working hard*. To prepare for interviewing, there are letters to write, forms to complete, resumes to file, research to do, seminars to attend. On many chilly mornings before dawn, students formed long lines outside the Placement Center, vying for appointments with choice companies.

"You see, the 'placement' in 'placement center' is actually a misnomer," Donahue pointed out. "Once upon a time a company would call the placement director with a job description. The director would spend hours thumbing through student files, trying to find the perfect match. Today, that simply isn't the case. It would be impractical and certainly unfair to channel the students in this way."

Although such a match situation is not feasible, Donahue stresses a wide range of services that the center is able to provide. "Think of it this way," he suggested, "We do not place students, students place themselves. The center

is here to offer information, resources, tools and techniques to get them where they want to go. We try to approach the job hunt from an educational point of view. What a student learns here, looking for his or her first job, can be used later as one moves on in a career."

Donahue said that on the first day of fall quarter classes, all graduating students receive a notice of Placement Center orientation. Those who attend and register are entitled to a weekly mail bulletin which lets them know in advance which companies are coming to campus, what qualifications they are seeking, and when they will be available to interview.

During orientation seminars, a review is given of Placement Center rules and regulations. Then Donahue and his staff move into one of the most important facets of the Placement Center program: detailed discussions of interviewing techniques.

"We try to outline the entire interviewing process and do our best to describe the 'typical interview,'" Donahue said. "We talk about recruiters and the questions they are most likely to ask. We point out the factors that are evaluated and characteristics the recruiter and his company are looking for. The student feels much more confident with a general idea of what to expect and knows in turn what questions to ask the recruiter."

Donahue said that most students are amazed to learn that only one per cent of the recruiters have the power to hire. The majority can either reject a prospect on the spot or refer resumes and recommendations to the hiring manager.

"Since only one per cent have the power to hire, the importance of good paperwork comes into play," the director noted. "It is basically all that the hiring manager has to go on. An attractive and thoroughly completed interview form is of critical value. It must be accurate and comprehensive, reflecting academic performance, community projects, extracurricular activities and special interests."

After years of experimenting with style and content, Donahue has developed the form which is now used by Georgia Tech. The feedback he has received from recruiters and hiring managers has been very positive. Unlike many interview or resume forms used by universities across the country, it strongly emphasizes academic performance.

"Students who do not have a strong course record and a high grade point average (GPA) are extremely concerned that so much space is dedicated to academics," Donahue admitted. "But it only takes a few interviews for the student to realize that the form arrangement is actually to his or her advantage."

The form shows GPA, GPA in the student's major and GPA during each college year. On the back of the form, students list 25 courses that they believe best support their career interests. "Since courses in an area of interest are



Dr. Michael Donahue runs a successful placement operation.

(Continued on page 24)

Alumni Offered Unique Service

By KAREN BUTTERMORE

"PLEASE REMOVE my name from your mailing list . . ." In some businesses, such a letter from a client or customer would be discouraging to the recipient.

But to Mary Peek, director of Georgia Tech's Alumni Placement Office, such letters are a source of joy. These letters usually continue, "I have been hired by the XYZ Company as a plant engineer." The majority of the letter writers have found employment through one of the several services offered by the alumni placement office. Those who found employment through other means still write to thank Ms. Peek for the personal assistance and encouragement given during their job search.

A small, energetic woman, Mary Peek is considered a friend by thousands of Tech alumni. Her clients range from those who graduated one quarter ago to those who received a degree from Tech 40 years ago.

Last year, nearly 3,800 alumni requested the weekly employment bulletin, one of the alumni placement office's key services. The bulletin is mailed out every Friday. During the past year, it ranged from six to 11 typed pages, with 39 companies listing in the smallest bulletin to 69 employers listed in the largest edition. But the number of jobs listed each week is higher than those figures because many companies list two or three jobs in the same bulletin. Last year, the bulletin was sent to an average of 1,500 alumni per week, and it went to more than 2,000 alumni one week.

The Weekly Bulletin is unique. Only six colleges and universities nationally provide a distinct alumni placement service. Only three of these offices publish a placement bulletin and Georgia Tech's is the only weekly publication.

Response to the bulletin is excellent, both on the part of job seekers and employers. The bulletin is compiled and distributed as a service, with no fee for either party which uses it. However, many grateful alumni send donations to cover the cost of mailing and printing. Recently, a company which advertised job openings in the bulletin sent a \$500 check, unsolicited, because the company representative was so impressed with the alumni placement service and the quality of applicants for job openings.

The popular bulletin is also available in the alumni placement office. Early every Friday morning, there is a line of alumni job seekers who want to see the bulletin before their competition. However, they are not always the first to see the new job listings. Many times, alumni come by late Thursday afternoon to look over the "master" before it goes to the printer.

Ms. Peek said that the job market for Tech graduates is much better than it was in the early 1970's. "Things have improved greatly, although we have not fully reco-

vered from the recession," Ms. Peek said. "In 1968, the aerospace industry declined and in the early 1970's, the construction industry was hard hit. Tech alumni were involved in both of these fields, so the problems had an effect on our alumni's job situations."

"I hope we will see a slow, permanent upswing in jobs, rather than a fast, temporary one," she continued. "The outlook now is far better than it has been. Industrial Engineering graduates are in great demand. I can't find enough of them to fill waiting jobs. This was true of industrial engineers even during the recession."

"There has been a steady demand for those qualified to work in the electronics and computer fields. I sometimes have problems placing those looking for a career in research because the locations which have jobs are not suitable to the alumnus or his or her family."

Ms. Peek is convinced that anyone who wants to work can find a job. "Any individual who is determined to go to work can find a job, even if it is not in his major field. The job one finds may not be the one or in the location that he is looking for, but I suggest that he or she take it. It is always easier to find a job when you already have one. There is no panicked feeling on the part of the one looking for a change, and there is no question in the employer's mind about what you have been doing," Ms. Peek said.

What advice can Ms. Peek offer to someone who is looking for a job or a change in career? "You've got to be positive and have confidence in yourself," she advised. "If you go to a company, hat in hand, and act passive, no one will offer you a job anywhere. The name of the game is survival. You have to convince the employer you will be an asset to his company."

"The job applicant should be his or herself, rather than acting the part that he thinks the company is interested in," Ms. Peek warned. "If you represent yourself, rather than a job description, you will be more re-

laxed, the interview will turn out better, and you will be more likely to get the job. Both you and the company could be disappointed later if you give a false impression in the interview."

Two problems which people have with interviews are the applicant's fear of the interviewer and questions about relocation. "The job interview is nothing but two human beings talking to one another, so there is no cause for fear," Ms. Peek said. "Again, the applicant should relax and not let anxiety take over. On the question of relocation, the applicant should try to decide ahead of time whether that will be a factor in accepting a particular job."

Besides the placement bulletin and advice on the job interview, Ms. Peek assists alumni in preparing resumes and cover letters. Alumni may choose to place their resumes in the alumni placement office's "open file" where company representatives may view them. However, she recommends that those who are employed not use the "open file." She said that they normally should work quietly and discretely to find other employment, through the weekly bulletin. The bulletin lists jobs at small, medium and large companies, and has listings for both experienced and inexperienced applicants. Listings are made by phone or mail, and Ms. Peek sometimes deals with company representatives or alumni for months before meeting them face to face.

But she does meet personally with hundreds of alumni. Some come by for advice or direction, while others are looking for a sympathetic listener. It is obvious that Ms. Peek cares for each person who comes in.

"I get very involved with them," she said. "Sometimes I cry with them when they can't find a job, or when they rush in to announce that they have found a job. Unemployment and unhappy employment create personal problems. Prolonged unemployment can result in family problems, and if a wife is not supportive, men need a sounding

(Continued on page 20)



Mary Peek offers advice and sympathy to job seekers.



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Southern GF Company sponsors the annual design competition for architectural students. The project was entitled "A City/State Cultural Museum in Atlanta, Georgia." This unique program, now in its fifth year, is held in cooperation with the College of Architecture, Georgia Institute of Technology and the Atlanta Chapter, American Institute of Architects.

Richard A. Standard was runner-up in the competition. Roger L. Miller was awarded honorable mention.



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Coke Adds Life...

To North Avenue

By SHEILA MURRAY

"YEARS AGO, when Georgia Tech and Coca-Cola were much smaller, the Tech boys would finish graduation ceremonies, then walk across the street and take a job with Coke."

Charles Adams, executive vice-president for administration at the Atlanta-based soft drink company, chuckled with appreciation at one of the many changes he has seen during his 33 years on North Avenue.

"Things are a little different now," he added, waving toward his office window and the sprawling Tech campus beyond. "But even though we have both grown considerably since Coke moved to this location in 1920, we are still very good neighbors."

Georgia Tech's good neighbor is currently reaffirming its faith in the city of Atlanta. Construction of a \$50 million International Office Tower on Coke property at the corner of North Avenue and Luckie Street was begun in 1977 and is scheduled for completion in early 1978. The 26-story tower is first in a complex of buildings which will, by 1980, be valued at over \$85 million and span more than 20 acres. Coke's vote of confidence in the future of the central city has been well received by Georgia Tech and the metro community. According to

Joe Guthridge, Georgia Tech's vice-president for development and public relations, the Institute is very pleased with Coca-Cola's decision to expand their facilities.

"The new complex will be a wonderful addition to Atlanta and North Avenue in particular," Guthridge said. "Their expansion is something that we have envisioned since 1963 when we began our urban renewal program here at Tech. Coca-Cola and Georgia Tech have been working closely together over the years to make our neighborhood a more attractive part of the city."

In 1977, when the Southern Bell Company announced that they also would begin construction of a new multi-million dollar office building in downtown Atlanta behind the historic Fox Theatre, the city took a deep breath. Could it be possible that this mid-town revival might be contagious?

Larry Gellerstedt thinks so. President of Beers Construction Company and a 1945 graduate of Georgia Tech in Chemical Engineering, he is general contractor for Coca-Cola's office tower. Underscoring his belief in the city's future, Gellerstedt has helped a number of Atlanta landmarks reach for the skyline. Piedmont Hospital, Cumberland Office Park, the Georgia Tech Library, Wieuca Baptist Church and the amazing cylindrical C&S Bank Building are only a few of his company's accomplishments.

"Atlanta is one of the most exciting cities in the country, and one with a very bright future — if we act now," Gellerstedt said. "It is extremely important that we begin a restoration of central city life. When companies reconsider a flight to the suburbs and decide to remain downtown, then there is hope for the city."

In principle and practice, Coca-Cola enthusiastically agrees. "We are proud of our Atlanta heritage," Adams said. "Coca-Cola wants to continue to be a dominant part of the city. We would never consider moving outside of the perimeter. Atlanta is fortunate that more and more of her major corporations want to stay downtown."

While Coke will be adding more life to Atlanta when the tower opens in 1979, its construction has already put some pizzazz in a previously mundane trip down North Avenue. Students pause on Tech Parkway to chart the tower's progress. Motorists lean out car windows or scrunch over dashboards to get a better look at the cranes and girders. Some days the entire structure is lost in a soggy blanket of mist.

"The only thing that can slow down my crew is the weather," Gellerstedt admitted. "Last

fall was reasonable and we had a mild December, but January was more of a problem. When there is a light rain on the ground, it is usually freezing upstairs. When those steel girders are covered with ice, it is impossible to do much walking."

While Gellerstedt and his men must depend on the weatherman for cooperation, Adams can make no concessions. The day of the winter's worst ice storm found him in his suite at the Coca-Cola Executive Office building, holding discussions with interior designers. On a typical day, he runs from meeting to meeting in an endless round of decision-making for the International Tower.

"I supervise an ongoing team of engineers, architects and designers," Adams said. "We still have many, many details to take care of."

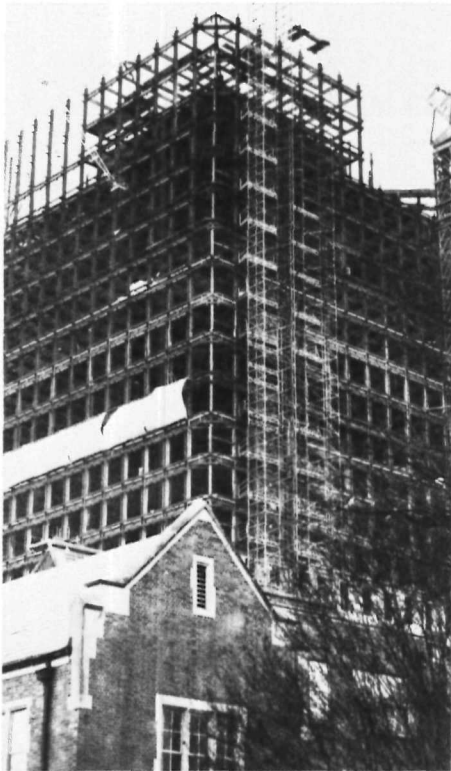
Adams' personal involvement with the expansion project is such that he has postponed his retirement until the tower is completed. His activity began years ago when he started acquiring property for Coke around the original Coca-Cola Executive Office building. "During the early 1920's, Coke had to buy the Atlantic Ice and Coal Company land before we could even put in a parking lot. Today, we hold a 25 acre tract which is bordered by North Avenue, Luckie, Pine and Marietta Streets."

A small portion of the new complex, Woodruff Plaza, was completed and dedicated in August, 1976. Tucked between North Avenue and the Tech Parkway, a portion of the grassy triangle was laid with an old brick courtyard. Its shaded benches and contemporary fountain have made the plaza a favorite noon hour retreat for Coke employees and Tech students alike.

Coca-Cola's Central Computer Facility will move from North Avenue to a new location on Brown's Mill Road. Major equipment and mechanical systems are being installed there, and the work is scheduled for completion this year. The Southeastern Syrup Plant will also relocate to a site near the airport on I-85 in south Atlanta, leaving more space for office expansion in town.

Coke's 55-year-old Executive Office building will be razed in early 1979. It will make way for a five-story Visitors and Employee Center which will connect the new office tower with the existing Coca-Cola USA headquarters in 1980. Another parking lot with space for 1,550 cars opened early in 1978. Long range building plans extend to the year 2000 with more garage facilities and two additional office towers on the drawing board.

(Continued on page 20)



The new Coke office building is being constructed by the fast-track method.

Technical Opportunities In Atlanta

The Energy Management Division of Sangamo Weston, a recognized leader in its field, is relocating division headquarters to Technology Park in northeast suburban Atlanta, Georgia -- the location offers proximity to four major universities offering masters and PhD programs.

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Young Alumni Success Stories

Hyatt Heads Georgia Marble

WHAT DO THE Omni International complex in Atlanta, the new Library of Congress building, the Smithsonian's new Aerospace Museum, the new East Wing of the National Gallery of Art, the new Federal Reserve building in Washington and Water Tower Place development in Chicago have in common?

Kenneth E. Hyatt, who holds two degrees from Georgia Tech, can tell you. Each was constructed from marble supplied by the Georgia Marble Company. Hyatt is the 37-year-old president of Georgia Marble, which had sales of \$36 million in 1977. Located in Atlanta, the company is part of the Jim Walter Corporation, which posted \$1.4 billion in sales and revenue in 1977.

Since he became president of the 900-employee company in 1976, Hyatt has changed the company's emphasis from being a building contractor to being a supplier of building materials and chemicals. "In 1972-73, the construction industry fell off and there was a decline in the construction of government and other buildings which use marble. After a careful assessment of current and future conditions, we decided to put our efforts into supplying building materials, rather than acting as contractors. We try to go with programs and ideas which predict a return."

"I believe in paying attention to basics. I learned that at Tech. That's why Tech is such a good school — it helps you to put things in the proper perspective."

"My financial goals as president are to generate a rate of return that will be sufficiently attractive to investors to warrant reinvestment of their capital," Hyatt said. "I'm striving for a minimum growth rate of 12 to 15 per cent a year. I believe in running a lean organization, and in letting all of our people throughout the organization have the authority to meet their responsibility. Implementing this philosophy has had a significant bearing on the progress of our company."

Hyatt said that, in his opinion, it has become increasingly difficult for small and large companies to generate returns sufficient to warrant reinvestment of capital. "There are too many laws and regulations," he explained. "They make the cost of products go up and I wonder how much further we can go. The United States is losing its position in production worldwide. We are becoming a nation which offers services more often than products. Of the cost increases which our company incurred over the last six or seven years, more than half of them were the direct result of government regulations."

"I believe that there is a lack of understanding of what changes in a law will do ultimately. I plan to take a more active part in knowing the facts, understanding proposed legislation, finding out the truth, and expressing this information and opinions to congressmen before they vote on legislation affecting business."

Hyatt credits part of his success in business to his education at Tech. "My association with a number of professors was a good one. They presented a pragmatic, common-sense view of life. The guidance they gave me has been valuable in handling problems in my career and dealing with people."

"Tech provides a realistic view of the world beyond academia. The school's discipline and the philosophy it maintains are some of its primary strengths in today's world. I believe in balance and hope that the problems in the athletic program will be worked out."

A native of Canton in North Georgia, Hyatt earned the bachelors degree in civil engineering in 1962. During his undergraduate years, he was a member of Beta Theta Pi fraternity, the Technique business staff, the band, the Circle K. He lived in Brown Dormitory and the Beta house. Hyatt was the first member of his family to attend Georgia Tech. He was

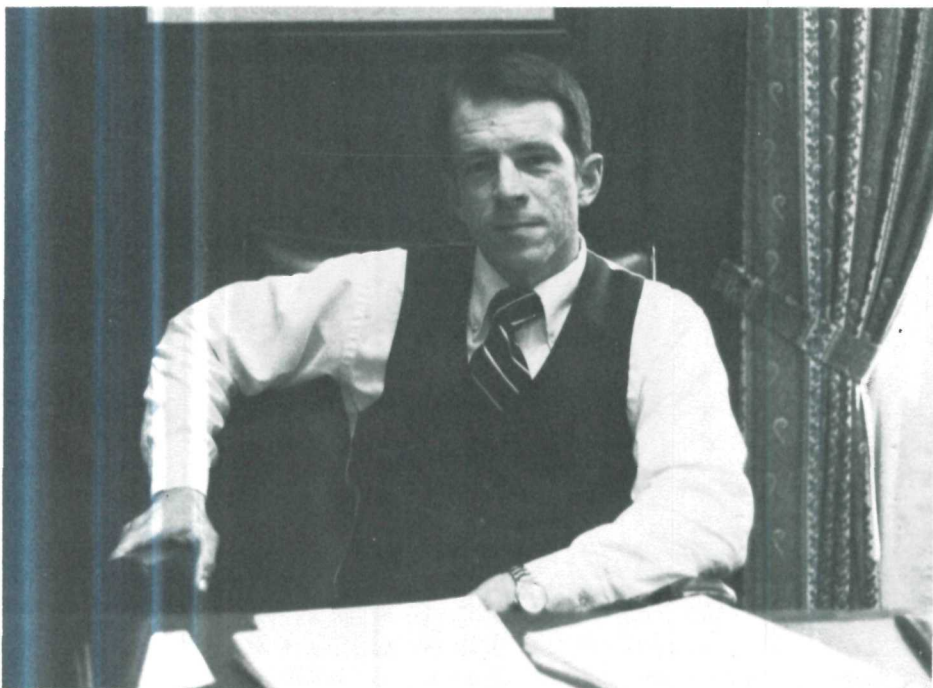
followed by his brother, Tommy (IE'71) and two cousins.

Hyatt returned to Tech to earn a master's degree in industrial management in 1965. He remembers industrial management professors Carl Bivens, Bob Carney and Sherman Dallas as favorites.

Hyatt joined Georgia Marble in 1966 as plant engineer for the Georgia Calcium Products Division at Marble Hill, Georgia north of his hometown. He worked his way up to executive vice president of the company in 1974 and in August, 1976, after 10 years with the company, he was named president. Hyatt's father is a retired executive vice president of Georgia Marble.

Also in 1966, Hyatt married the former Anne Rogers, an Agnes Scott graduate. They have three children, Ava, Marian and Kenny. When he has a spare moment, Hyatt enjoys hunting, fishing, furniture making and cabinet work. He has a workshop in the basement of his home.

There were a few women students at Tech when Hyatt was in school, and he was asked if he thought his daughter might one day attend his alma mater. "I wouldn't be surprised if she eventually made up her mind to go to Tech," Hyatt mused. "My wife and I are both great supporters of Tech and we have created an environment conducive to our daughter's heading in that direction. Our children have all got Tech sweaters and rat caps and they know how to sing the Ramblin Reck song."



Ken Hyatt says that his education at Georgia Tech is a factor in his career success.

Specialization: His Key To Success

A 31-YEAR-OLD Georgia Tech graduate is president of a chain of restaurants found in 20 states, ranging from Florida to Michigan to Arizona.

Joe Rodgers, Jr., IM'68, is president of Waffle House, Inc., which strives to provide "good food, good service, clean restaurants, and a fair price."

"I believe in specializing in one good idea, rather than diversifying into other areas when you succeed with one product," Rodgers said in a recent interview. "When you are successful, it is hard to resist the temptation to go public, invest money in other things, and try something new. When you have several things to look after, you can't give 110 per cent of your time and effort like you were able to give to the original idea. Look at the great companies — McDonald's, Coca-Cola, Delta Airlines — they put all their resources into creating one outstanding product for many years."

"We plan to specialize, to try to do what we do better," Rodgers continued. "This is sometimes difficult for a lot of the young, well-educated people who work here. They sometimes feel that diversification is the answer."

Rodgers, a graduate of Avondale High School, served one year in the Air National Guard after his graduation from Tech in 1968. Then he enrolled in the Harvard Business School and completed his master's degree in two years. In 1971, he joined Waffle House in

the financial office. His father and a neighbor had opened the first Waffle House in Avondale in 1955, and Joe Jr. replaced his father as president of the company in 1973.

The young executive said that the company has grown and changes have been made during his time as president. "In 1971, we had 100 restaurants. We have 310 today and plans for 50 more this year. We have nearly 2,000 employees. We have acquired stock from the company founders and our stock is owned by current employees."

Rodgers is proud that the company has remained private, rather than selling stock publicly. "We have assured employee management and ownership over the past two years. Twenty years from now, the company will still be owned by employees (those who work here at that time). Our people earn dividends while they are working and contributing. If the business doesn't go anywhere, they don't get much return. All the value is in the business. Those who make it succeed are able to live comfortably off the dividends."

Rodgers said that the company does virtually no advertising. Only one twentieth of one per cent of revenue is spent on advertising, and that is in the form of community activities, such as sponsorship of a little league team. "The best advertising is a good product and consistent service at a reasonable value," he said.

"People make the difference in our company," Rodgers said. "The customer penalizes

you for inconsistency, so we rely on our people's pride in an employee-owned company to uphold high standards. "Imitators can copy the look of our building or our menu, but they don't manage their people as well as we do. Our large competitors manage by the book, rather than personally. Our managers have worked in all phases of our operation. They train, motivate and develop people for results. Each manager hires and trains his own people."

"Some of our best employees are Tech graduates," Rodgers said. "Tech people are willing to work, and they often do best when they come to us after another job. We believe that the grass is as green as you want to paint it under your own two feet."

"The name 'Waffle House' is a misnomer," said Rodgers. "We offer a complete 24-hour menu. There are more than 50 Waffle Houses in Atlanta and nearly 90 in Georgia. Forty per cent of the restaurants nationally are company-operated, while 60 per cent are franchised. We have more than 300 cash registers, each being rung in amounts of 25 cents to a few dollars, countless times each day. Our business is that simple, but that complex."

The tall, blonde young man is still a bachelor, although he is engaged to a singer who lives in Los Angeles. They have not set a wedding date because each is totally involved in his or her career right now. Rodgers jogs each morning, logging 150 miles per month. He enjoys sailing and skiing when time permits.

Travel is a major part of the young executive's job. He usually travels 40 of the 52 weeks in the year. He is active in the Georgia Chamber of Commerce and attends Greater Atlanta Georgia Tech club meetings when he is in town.

Rodgers has helped with fund-raising activities of the Georgia Tech National Alumni Association, and enjoys going to Tech ball games when he can. "I hope the Institute will continue to turn out graduates with a practical and useful education," he said.

Rodgers developed his management philosophy "by listening to my father, reading books on the history of business, and using my education. "My goal is to do the best I can with the business we have developed. I want to pay attention to details, retain quality and consistency, retain employee ownership, and resist fads and gimmicks. We have stabilized our management from the top down, and if we are successful for the next 10 years, it will be because we have disciplined ourselves to do what we set out to do. We are a team business, a basic business with no frills, and I hope that the example that we set as a private company may enlighten some people."



Joe Rodgers Jr. insists on personalized management of his corporation's employees, stores and restaurants.

Creating A Pleasant Environment

WHEN JOHNNY GRESHAM goes back to Georgia Tech for his 15-year class reunion next year, his classmates will find that one thing hasn't changed very much over the years. Gresham, the president of the 1964 senior class and the former captain of the Yellow Jacket football team, is just as dynamic, optimistic and busy as he was during their college years.

Gresham is president of North by Northwest, Inc., a 132-acre environmentally-controlled office park located near the intersection of I-75 and I-285. The park provides a pleasant and convenient working environment in a wooded area encircling three lakes. Each of the buildings in the park is designed by a different architect, instead of having one architect do the entire development, resulting in uniformity. "We have worked very hard to save the natural environment, as something for the future," Gresham said. "We had this insight before other developers were conscious of this and energy concerns."

"I believe that the executive, man or woman, needs to maximize his or her time," Gresham commented. "The best way to do that is to have as many of your daily activities as possible concentrated in one place. I also believe in suburban office parks. If you live and work in the suburbs, you can save an hour or more per day which was spent commuting to and from the office. In our development, a person can recreate, bank, eat and carry on business in one convenient location."

"We try to fulfill the need for office space which allows the employer to provide these amenities for employees. Then the company gets a return on its investment, in terms of the positive attitude of employees working in a pleasant environment. Another key factor here is exercise facilities," Gresham continued. "The Terminus International Racquet Club is located on our property, and it provides an outlet for relieving tension and pressures experienced by executives today."

"The need for exercise varies by degrees," Gresham said. "Top executives of many companies look for recreational facilities near their office. We are pleased that our club offers racquetball, handball, squash, indoor/outdoor tennis courts, a sauna, and outdoor pool. The club also operates a grill/bar eating facility."

Gresham is active in community activities, including the Cobb County Chamber of Commerce and the Cobb County Boys Club. He is a deacon and Sunday School Director at the First Baptist Church of Sandy Springs. A member of the Atlanta Real Estate Board's Million Dollar Club, he is a past state president of the National Association of Industrial Parks.

A loyal Georgia Tech alumnus, Gresham has helped with the Alumni Association's Roll Call

telefunds. He visits the campus often to attend football and basketball games.

Gresham has warm memories of his alma mater. "Some of the greatest days of my life were spent playing football under an outstanding man, Coach Bobby Dodd," he recalled. "I don't believe in living in the past, but I have wonderful memories of Tech. I have enjoyed every stage of my life. At Tech, we worked, studied and played hard."

"I believe that Tech is still one of the finest schools, scholastically, not only in the South, but in the nation," he continued. "A degree from Tech is a great asset. The respect for a Tech degree today is greater than ever. The degree will open lots of doors, but it doesn't demand automatic success. You have to earn success once you get your foot in the door. You've got to prove yourself."

At Tech, Gresham was on the All-SEC Freshman Football Team, and served as co-captain of the Yellow Jackets in 1964. He played in the Bluebonnet Bowl in 1962. A member of ANAK and ODK, Gresham was president of his junior and senior classes.

After receiving a degree in Industrial Management in 1965, he joined Pope and Carter Company. After four years there, he left to establish Gresham Realty Company with the

objective of building a professional leasing team for office building facilities in the Southeast. In 1972, he entered a joint venture to acquire and develop North by Northwest.

Gresham is married to the former Lynda Johnson, his high school sweetheart, who attended the University of Georgia. He has two daughters, Lynn and Rhonda, "who will debate anyone, especially Bulldogs, on the merits of Georgia Tech."

*Success Profiles by
Karen Buttermore*



Johnny Gresham, who is active in community and professional organizations, poses outside his office in the Triangle Building.

Alumni *(Continued from page 11)*

board. A person who is in the wrong job can experience problems at work and carry them over to home."

"I believe that there is a 'right' job for everyone," Ms. Peeks said. "And I know that people can find that 'right job' if they keep looking. It may take time, but it is possible."

Divorces, loss of home or business, and suicides always increase during hard economic times, and Ms. Peeks tries to help Tech alumni handle these difficult problems. If the problem is severe, she will refer the alumnus to someone who is highly qualified to help with the particular problem.

"I don't think I could live through another recession, in terms of the 'people' problems it causes," Ms. Peeks mused. "If companies think and plan at a reasonable pace, rather than trying to restore the boom town effect, I think things will be okay."

Ms. Peeks began her career as alumni placement director 25 years ago. She was working as a secretary in the alumni office, where the placement bulletin was typed and mimeographed. When people came by to talk about jobs, there was no one for them to talk to, so she started putting her extra time into filling that need. "It snowballed, and I began working on placement fulltime," she explained. On March 28, Ms. Peeks will have worked at Tech for 31 years. Ten years ago, the alumni placement activities were moved to a separate office in the Fred Ajax Placement

Center on Hemphill Avenue on the Tech campus.

Although the alumni and the student/graduating senior placement offices are in the same building, they are completely separate operations. Occasionally, their services overlap when a recent graduate has not yet found employment. The same company often lists with both placement services.

Ms. Peeks cited the Co-op program as one of Tech's most valuable assets. "The Co-op program allows the student to alternate academic and work quarters, enabling them to combine theory and application. The result of this excellent program is an experienced recent graduate who knows what the world is like outside the campus."

Ms. Peeks said that small and medium sized companies pay less attention to the age of the applicant. Large companies prefer recent graduates to older workers. Large companies will consider older persons with specific experience that they need, but older people generally have more success being placed with small companies.

In large companies, an alumnus can start in one area (such as engineering) and move to one or two other areas (sales or management). This gives the person opportunity for growth without having to change companies. Ms. Peeks said that many Tech alumni are manufacturer's representatives or consultants at this time. Both are currently desirable job categories.

When she is not at work, Ms. Peeks enjoys swimming, reading and spending time with her two cats, 30-pound Kit and 20-

pound Toy. She said that Sunday is her favorite day. "I enjoy relaxing on Sundays, especially in the spring when I can enjoy the garden and pretty weather." Her son David, his wife, and Ms. Peeks' two grandchildren live in Atlanta. David is a sales representative for West Lumber Company in Marietta.

Because the majority of Tech graduates through the years have been men, Ms. Peeks has not served many women graduates. "However, I expect to see more in the future, when the current female students become alumni. Our women graduates have great success in finding rewarding jobs."

Ms. Peeks feels that her femininity has been a definite advantage in her job. "A lot of times, men will open up and tell women things that they won't tell other men about their jobs," she said.

Those who have sought assistance from Ms. Peeks continue to open up in thank you letters. One wrote, "You helped a person who was on the brink of disaster to turn things around in a positive manner." Another wrote, "I am grateful for your encouragement, counsel and help when I really needed it. You expressed a belief in me and gave me hope when my morale was so low that I doubted that anyone believed in my abilities." Another alumnus wrote, "I feel fortunate to be a graduate of a school which provides such a worthwhile service for alumni. It was a great comfort to have your service available."

It is obvious that Mary Peeks' caring attitude toward "her" alumni is reciprocated.

Coke Adds Life...

(Continued from page 14)

"In 1980, when the entire complex is finished, we will be working together in an efficient, ultra-modern, landscaped, campus-type atmosphere within minutes of Five Points," Adams said. "Management is anxious to pull our people together. Coke employees are now scattered in rented space throughout the city, from the Omni to Buckhead. Efficiency will be improved and costs will be reduced when our people are more closely associated on a daily basis."

A "mixed bag" is the phrase Adams coined to describe the cross section of Coke employees that will be housed in the new tower. "Our corporate divisions don't necessarily have to be kept side-by-side, but we will try to move closely-related functions together, especially if they operate more effectively as a unit."

A great deal of research, deliberating and consultation have preceded the Tower's final floorplans. Coca-Cola's in-house designers first interviewed group leaders in the company to find out how their people function in their individual duties, how their duties relate within the department and with other departments. Those needs, in terms of space, equipment and furnishings were translated into a new system

of office design known as open planning concept.

In open planning concept, designers use movable partitions instead of the traditional full-height, drywall partitions. These glass, wooden or fabric panels will define each person's work station and vary in height and configuration. Rather than being tied to standard desk/credenza arrangements, storage elements can be attached above or below worktops. Private offices, conference rooms, equipment areas and storage spaces are also part of the plan. The design will be complemented by growing plants, wooden furniture, natural lighting and artwork. Combined, the total effect will be a warm, yet spacious atmosphere where flexibility and privacy blend for pleasant working conditions.

According to Larry Gellerstedt, the tower is almost "topped out" — meaning that the last story of steel girders is ready to go up, completing the building's framework. When that is completed, interior work can begin, and the distinctive square building will be faced with sunset beige granite, making it Atlanta's first major granite highrise.

"The accelerated pace in the tower's construction — two years — is possible because of the 'fast track' building method," Adams said. "Lower level construction is simultaneous with upper level planning, so we are actually building the first half of the tower before we have

decided exactly how we want the top. Once, construction companies wouldn't do all this, but today it is considered the most practical and economic way to accomplish a rush job."

Gellerstedt is confident that the building will be finished on time, and as a past president of the Georgia Tech Foundation and the Georgia Tech Alumni Association, he believes that the new complex will actually be a plus for his alma mater. "There has been some question about the deterioration of the neighborhood around Tech for a number of years," Gellerstedt said. "The Coca-Cola project, coupled with the Institute's foresight and planning, will solidly ensure the integrity of the North Avenue community."

For future graduates of Georgia Tech, beginning a career with Coca-Cola may no longer be as easy as a walk across the street, if it ever was. But winding through the new International Office Tower en route to the Personnel Office might just make the trip worthwhile.

To North Avenue

Ziegler *(Continued from page 9)*

since that was impossible, she spent her college career at Agnes Scott and enjoyed the stories of classes and pranks at Tech.

The Ziegler brothers graduated from Tech one by one. Some of them spent time in the military and then came home to start their careers. Bill was working in the Atlanta Ford Company's purchasing department when he learned of a small tool company that was going out of business. He bought out their \$1,000 inventory of various tools and packed them in the trunk of his 1940 Ford. Until he was able to invest in his first shop, he called on service stations and sold the Cromwell tool line from the back of his car. Many shops and years later, the new Ziegler Tool Company opened its doors on the Tech Parkway in June, 1976.

Today, Mrs. Ziegler stays busy by keeping track of her ever-expanding brood. There are currently 28 grandchildren and eight great-grandchildren. "The family writes and phones and we often seem to be in mental communica-

tion," Waldemar said. "Mother keeps the family grapevine in tune by letting all of us know what's going on with everyone else when we've been too busy to find out ourselves."

The Zieglers and their children enjoy coming back to the same house where the eight grew up together, and Mrs. Ziegler says she has no intention of moving. "This house isn't big to me — just comfortable. I have lived here for more than 50 years and I am very fond of the neighborhood. I know that if anything should go wrong, my neighbors would be here to help me."

Frank said that there is a steady stream of traffic through the old house. "Families come and stay for weeks at a time during the summer, and the rest of the year they stop by en route to other destinations. Mother is extremely healthy and capable. She still cuts the grass and catches the bus to shop at Rich's."

Since Mrs. Ziegler's 75th birthday, Bill said that the family has tried to celebrate her day in a "big way." Everyone gathers in Atlanta for stories, skits and a good time. This past May, the family met on Mother's Day weekend to toast her 90th birthday. More than 55 members of the family came in from across the United States to pay tribute to the woman who is Ziegler mother, mother-in-law, grandmother and great-grandmother.

"I never imagined that I would have eight children," she nodded. "They just came along. I wouldn't change it for anything; they really help me to live."

Living seems to be a talent that Mrs. Ziegler has nurtured and passed on to her family. She

reads newspapers and novels, takes long walks and plays the piano in her Methodist Church Bible Class. "It is quite funny, you know. I am one of two very old ladies who help at the Wesley Bible School. I play the piano and my friend who is three months younger than me, she leads the singing."

In 1963, after 55 years in the United States, Mrs. Ziegler returned to Germany with Waldemar and his wife for a visit. She had kept in close contact with her family and friends through the years, and it was a joyful reunion. "I had often been homesick over the years, but there was that ocean between us; soon another emergency would arise and I would be too busy to be sad," Mrs. Ziegler said.

In spite of her years and experiences, Mrs. Ziegler has never considered writing a book. "I think that the brain is sort of like a lot of little drawers, and they do not all open at the same time," she laughed. So Waldemar has taken on the project of tracing the family's genealogy. With the help of a German nephew, he has accounted for Zieglers back to 1650.

"Having such a large, happy family is simply one of God's blessings," Mrs. Ziegler said quietly over afternoon tea. "Georgia Tech has played a very important part in our lives. I will never forget what an honor and surprise it was to receive the Alumni Award in 1962."

The cuckoo clock in the corner ticked reassuringly. "The things that I wish for my family are health and happiness and the will to do the best job they can at whatever they do." She smiled across the table, knowing that they are doing just that.

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Lendman Associates will conduct 90 Career Conferences nationwide in 1978. The following is a calendar of the programs taking place in the Southeast for the remainder of 1978.

1978
April 7-8
May 5-6
June 2-3
June 28-29
July 28-29
August 25-26



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SPRING SPORTS

Track Team Should Do Well

GEORGIA TECH'S track team won the Metro 7 Conference title in 1976, and placed second in the conference last year. Coach Buddy Fowlkes expects to continue his team's good record this year. "We should be strong in field events and middle distances," he said. "Our weak point will be long distance runs. We had a good team last year and expect a better one this year, if we are not hurt by injuries and ineligibilities. Last year, we had a rash of injuries."

"We have had a good indoor season. Two indoor records have been broken, the mile and two-mile relay. Tony DeLevoe, Gregg Lewis, Don Hughes and Greg Wade set a new indoor school record for the mile relay at 3:19.5. John Clay, Lewis, Hughes, and Wade set the new two-mile relay. Tony DeLevoe, Gregg Lewis, Don Hughes and Greg Wade set a new indoor jump record holder, set a new indoor record with 7'1". All of these indoor athletes will compete outdoors."

"Our returning outdoor record holders are Al Thomas, for steeplechase; Lamar McClain for discus; and Larry Lowe, a bonafide All-American in his freshman year in both the NCAA and the U.S. Track and Field Federation. Lowe, who holds the triple jump record of 53'1" is a potential world record holder."

"Four football players who have come out could be a tremendous help to us. Jeff Larkin established himself nationally in his first col-

lege race when he ran the 60-yard dash in 6.1 and broke Ben Vereen's school record of 6.0. Vereen was the national champion.

"Levon Sumpter, with 6.3 in the 60-yard dash, established himself as second best nationally. He has a great future. Bob Barkley ran his first indoor race in exceptional time for the University of Tennessee's track where he competed. He has great potential. Clint Momon is doing well with the shotput. Carlos Tandron will also do well for us."

Two Tech athletes have qualified for the NCAA indoor competition in Detroit in March — Dexter Rowland and Jeff Larkin. Lamar McClain and Larry Lowe have qualified for outdoor NCAA competition.

"I'm proud of our team," Fowlkes said. "We are the hardest working team on campus. We practice year-round and our athletes are tremendously dedicated."

"We could be a track power if we had the same financial support and physical facilities as the teams we compete against," Fowlkes said. "It is difficult to be a consistent winner without more financial assistance."

Fowlkes made Southern track history when he was a student at Tech. He received his degree in 1952 and became track coach in 1964. He is a member of the Atlanta City Council and is the father of three sons.

Tech Golfers Ready To Play

GEORGIA TECH Golf Coach Tommy Plaxico expects to have "a better team than we've had here in a long time" in 1978. Larry Mize, a sophomore, is Plaxico's number one player. Last year, Mize won the Bobby Jones Award given by the Class of 1922 (Bobby Jones' class at Tech) to the most outstanding player.

"We play stroke golf, medal all the way, not hole," Plaxico said. "In three-fourths of our matches, we play 54-hole or three rounds. We play in two fall tournaments, two winter tournaments, and six or seven in the spring. Last year, we placed third in the Metro Conference."

Plaxico said that Bo Bowden is an excellent player, as is senior Joe Quirk. Mike Johnson is playing well this year. Three freshmen have joined the team — Mike Donahue, Joe Lowe and Robbie Robertson.

Plaxico, a former track star at Tech, has coached the golf team for 26 years. He remembers his first team as one of the best because "we whipped all the teams who give us trouble now." The team practices at East Lake Golf Course, Bobby Jones' home course. Thirty-five players came out in the fall, and that number will be cut to 10 by the beginning of spring quarter.



The track team expects to do well in the Metro 7 Conference.

GEORGIA TECH TENNIS SCHEDULE 1978

March 30	Auburn	H
March 31	U. of Florida	H
April 3	Furman	H
April 5	U. of Georgia	H
April 7	U. of Alabama	A
April 11	West Georgia	H
April 12	Shorter	A
April 15	Washington & Lee	H
April 16	U. of S. Carolina	H
April 18	Columbus College	A
April 19	U. of Georgia	A
April 21-23	Georgia Collegiates	A
April 24	U. of Tenn. at Chatt.	H
April 27	Emory U.	A
April 28	Georgia State U.	H
May 2	Young Harris	H
May 12-14	Metro Conference Championships	A

Players Vie For Tennis Ladder

TENNIS COACH Wally Johnson has six strong players who are of similar balance. The ladder as of March 1 was Peter Burrus (1), Tracy McDougal (2), Mike Burke (3), Barry Cox (4), Steve Shulla (5), and Steve Schaezel (6).

Cox and Shulla are freshmen. Two other freshmen, Rick Willett and Randy Kendle, are close to the ladder and fighting to get in. "We will be deep this year," Johnson said. "We have participated in a lot of challenge matches this year."

The team practices in Peters Park and is looking forward to the construction of a tennis stadium on Tenth Street. It will be financed by the athletic department and tennis alumni. Construction is scheduled to begin this summer.

Johnson is in his fifth year as coach. Jeff Crowne, who was lost to graduation, is Johnson's first player to go on the pro circuit. Last year, the tennis team placed fourth out of seven teams in the Metro 7 Tournament.



GEORGIA TECH BASEBALL SCHEDULE 1978

<u>DATE</u>	<u>OPPONENT</u>	<u>PLACE</u>	<u>TIME</u>
March 29	Elmhurst	H	3:30
March 30	Fairfield	H	3:30
April 1	Stetson	H	2:00
April 2	Hillsdale	H	2:00
April 3	Hillsdale	H	3:30
April 5	Atlanta Braves	A	7:30
April 7	Clemson	H	3:30
April 9	Coastal Carolina	H	2:00
April 11	U. of Georgia	H	3:30
April 13	Clemson	A	3:00
April 15	Troy State	H	3:00
April 16	U. of Miami (Fla.)	H	1:30
April 19	U. of Georgia	A	3:30
April 22	West Georgia	H	2:00
April 24	Mercer	H	3:30
April 25	Jacksonville State U.	H	3:30
April 28	U. of South Carolina	A	7:30
April 29	U. of South Carolina	A	1:30
May 3	West Georgia	A	3:00
May 6	Mercer	A	2:00
May 8	U. of Georgia	Macon	7:30
May 9	Tennessee Temple	H	3:30
May 11-14	Metro Tournament		
May 16	Auburn U.	Americus	7:30

Pitchers Will Determine Record for Baseball

HEAD COACH Jim Luck is "very optimistic" about the 1978 baseball season. "Most of our regulars are returning, so we have a good base to work with," Luck said.

"We lost three stars to graduation," he continued. "Pitcher Jerry Bass, who went 10-1 last year, signed with the Dodgers. First baseman Bert Kizer, our leading hitter, signed with the Mets. Left fielder Mickey Langley led the team in home runs and was second in the nation in RBIs with 41."

"Our main concern this year is pitching," Luck said. "We will be as good as our pitchers. No team ever has enough pitchers. We have good people in all positions. We have four pitchers coming back and we expect them to do a good job for us. Bert Campbell, David Mid-dour, Ken Roethlisberger and Danny Suarez are the returning pitchers."

"Our defense will be about the same," the coach said. "Returning we have second base-

man Mike Macon, short stop Gary Hardie, third baseman Doug Ibele, center fielder Rick Rob-bins, right fielder Steve Davison, and catcher Bob Jackson. Glenn Mize, our regular short stop, may be a left fielder for us this year."

"We have two football players who came out after the season and will make excellent baseball players," Luck said. "Gary Hardie was drafted by the Cleveland Indians after high school, but declined the offer so that he could play football and baseball for Tech. Bob Jackson is a very good college catcher."

Two freshmen will join the team this spring. Tommy Thompson of Cross Keys High School will play first base. Eric Perry of Dunwoody High will be a pitcher.

The Jackets will play in the Metro-7 Tour-nament at the end of the season. Their record will determine how they are seeded in the tour-nament. Luck expects to do well.

Luck has been head baseball coach since

1962. His standout teams have been the 1971 club which was ranked 11th in the nation and went to the NCAA playoffs after winning 31 games; and the 1965 club which was ranked 8th nationally.

Luck said that Tech averages one player a year signing a pro contract. "Our boys usually play for about two years after graduation, and if they don't make the majors, they drop out and go to work to get the most out of their Tech degree."

Coach Luck, his father and son have all let-tered in football at Tech. Jim Sr. played under Coach Heisman; Jim Jr. under Bobby Dodd; and Jimmy III under Bud Carson. A grandson, Jim IV, may well play at Tech one day. Luck served as assistant football coach at Tech for 22 years. He and his wife Jean have eight children.

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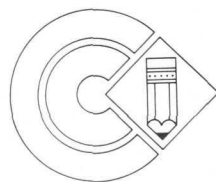
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Placement

(Continued from page 10)

usually more satisfying to a student, they work harder and receive higher grades in those courses. The listing of grades in important courses and the cross-section of GPA's which chart improvement combine to give a very positive impression."

According to Donahue, grade inflation is "running rampant" across the country and everyone, including hiring managers, is in on the secret. "We have collected imperial data to support the fact that even our engineers and IM's in the lower half of their classes receive more job offers and plant visits than students using the traditional one-GPA form from other institutions. When a manager looks at our form, he is inclined to think, 'this Tech grad can stick to a tough project; he'll work hard for us.'"

Donahue's positive, dynamic presence has prompted more than one student to ask confidently, "What sport did you coach, Coach?" It was high school baseball and basketball, Donahue always grins.

A native of Bremerton, Washington, he attended Puget Sound University in Tacoma before heading east for a Master of Science degree in Guidance and Counseling at Purdue University. After serving as Purdue's assistant placement director and earning a doctorate degree in education, he came to Tech in 1973 to head the Placement Center.

"The Georgia Tech community is extremely supportive of our work here," Donahue said. "A significant number of the faculty have experience in business and industry. They understand what goes into beginning a career, and encourage students to let us try to help them."

Donahue credits much of the center's success to his staff. "Mary Carmichael, my associate director, is very good in dealing with employers and recruiters. Her assistants keep things running smoothly. The center has good facilities and recruiters are assured that their arrangements will be taken care of. They know that the type of students they requested will be registered and more important, the students will show up for their interview."

Grades, combined with outside activities and an employment objective, form the key to beginning a successful career, according to Donahue. "This year, the chances are that those students who can give an indication of performance, are realistic in their career goals and are actively seeking employment will not only have a job offer, but will make a choice from a selection of offers."

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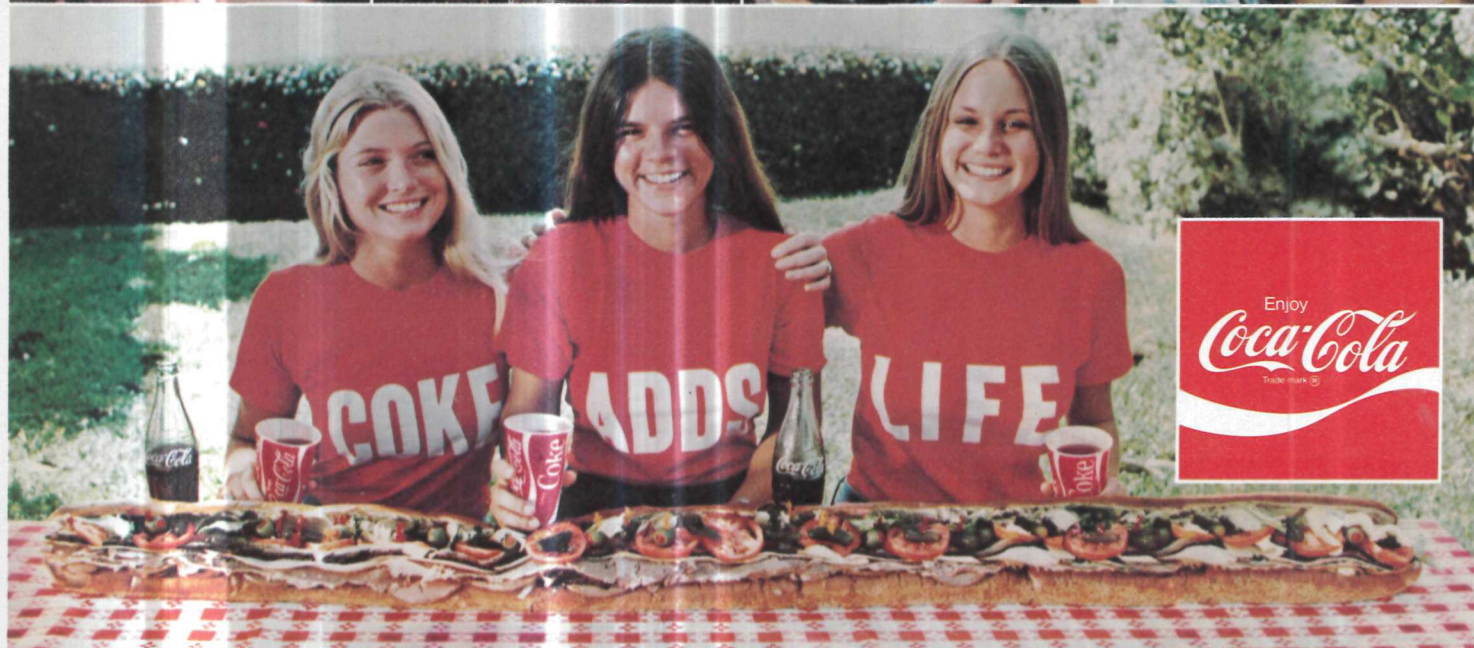
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(L-R) Lt. Gov. Zell Miller, Gov. George Busbee and House Speaker Tom Murphy listen to former Coach Bobby Dodd's remarks to the Georgia Legislature. Dodd was honored at an unusual joint session of the House and Senate on Feb. 14. That evening, he was the first recipient of the annual "Big Heart Award" for his work with the Atlanta Association for Retarded Citizens.

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