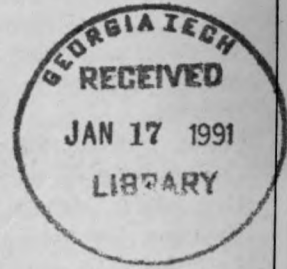


Georgia Tech Cares And Shares \$202,017.16 With Atlanta

whistle



THE GEORGIA TECH WHISTLE

VOLUME 16, NUMBER 35 - DECEMBER 3, 1990

Georgia Tech's Charitable Campaign For United Way Sets Another Record

By Pam Rountree

Georgia Tech's Charitable Campaign for 1990 has set another record-breaking mark in its fund-raising for United Way. Members of the Tech community have raised an astounding **\$202,017.16**—an all-time high for the Institute!

Tech Campus Coordinator John Grovenstein said he wanted to "thank all of the department coordinators for their help in making this campaign the most successful Charitable Campaign ever at Georgia Tech."

During a luncheon honoring this year's campaign volunteers and coordinators on Nov. 17, Groven-



stein noted that 39 departments had 100 percent participation by their employees in the campaign (a list of these units appears on page 2).

Campus Campaign Chairman Dick Fuller commented on the success of the 1991 Charitable Campaign: "In planning for this year's campaign, I thought that if Tech even came close to last year's record-setting year it would be good. However, when this year's contributions were tallied and they totaled more than \$202,000, I was truly amazed. This is, indeed, proof positive that the Georgia Tech faculty and staff are truly caring and sharing great folks.

"The Leadership Circle contributors," he continued, "are to be commended again this year because Tech now has more faculty and staff who contribute at the \$1,000-plus level than *any other* non-profit organization in the [Atlanta] metropolitan area; and as best I can determine, more than any public or private college or university in the entire State of Georgia. Truly remarkable!"

At the luncheon celebration, Fuller presented Georgia Tech's check for \$202,017.16 to Ave Maria Montgomery, United Way executive on loan to the Institute from Lockheed.

After accepting the check, Montgomery said that the people of Tech have "demonstrated that you're a community who cares for people in need; and you're [the department coordinators] the people that made it happen."



Billy Banks

Minnie Mouse gave head football coach Bobby Ross a congratulatory hug and a pair of mouse ears as Citrus Bowl officials announced Georgia Tech as one of the teams participating in the bowl game. The Yellow Jackets will play the Nebraska Cornhuskers on Jan. 1 in Orlando, Fla. The announcement took place during the Yellow Jackets first basketball game of the season against Augusta College. Tech continued its winning ways over Augusta by a score of 100-63.

New Campus Rule: If It Isn't Shiny, Colored, Or Sticky - Recycle It!

By Vera L. Dudley

Remember the hype, the media blitz, the parade and parties that surrounded the long awaited Earth Day 1990 last spring? More people than ever had become acutely aware of the value of preserving the environment and learned of

ways in which each individual can restore and protect it.

Now, several months after the activities, what is the Tech community doing to become more environmentally conscious? According to John Stone, administrative director for Property Control, Tech has

See Recycling, page 3

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100% Participation

The following Georgia Tech units had all of their employees make a contribution to this year's Charitable Campaign and are to be commended! Listed in the second column are the office coordinators who were responsible for getting the pledges from their co-workers.

Department

Alumni Association
Athletic Association
AVP-Planning
Budgets
Center Dynamic Systems
Central Supply
Dean of Engineering
Emerson Research Center
Facilities
Financial Data Applications
Financial Services
GTRI-Electromagnetic Science & Technology Lab
GTRI-Engineering Sciences Lab
GTRI-Facilities Management Development
GTRI-Management & Project Support Group
GTRI-Physical Sciences Lab
GTRI-Research Communications Office
GTRI-Research Property Management
GTRI-Research Security Department
GTRI-Supply Services Department
Intramural Council
Manufacturing Research Center
Personnel
Placement
President's Office
Printing & Photographic Center
Purchasing
Student Athletic Complex
Student Center & Auxiliaries
VP External Affairs-Academic
VP External Affairs-Accounting
VP External Affairs-Gifts
VP External Affairs-News Bureau
VP External Affairs-Planning
VP External Affairs-Security
VP External Affairs-Security
VP External Affairs-Civic Affairs
VP Planning, Budget & Finance
VP Operations

Coordinator

Elizabeth Hewitt
Jennifer Bennett
Barbara Saess
Kathy Leverett
Jackie Smith
Michael Curry
Madelyne Watson
Rosalyn Saunders
Carol Gardiner
Debbie Bradshaw
Nick Andrews

Kevin Torres
A. Harrington
Delora Gould
Janice Davis
David Hughes
Lee Hughey
Sandra Kirchoffer
Edward Gilmore
Martha Farley
Joyce Williams
Ruth Kozakoff
Sherald Giddens
Rosita Jackson
Gail Hughey
Traci Brown
Barbara Christopher
Joyce Williams
Ann Waters
Connie Parish
Connie Parish
Connie Parish
Dee Tibbetts
Connie Parish
Leslie Pulley
Connie Parish
Tom Hamall
Jane Allen Roper
Charles Ramsey

No Increase Planned For Group Life Insurance Rates

(This recent memo on group life insurance premiums came from T. Don Davis, assistant vice chancellor for Fiscal Affairs/Personnel).

"In a previous memo dated Oct. 11, 1990, it was stated that there would likely be a premium rate increase on our group life insurance program due to adverse experience. We are happy to report that there will **not** be an increase in the rates for the next contract year because of favorable experience during the most recent two months.

"While there will not be an increase, adjustments are needed in our premium structure and additional moneys are being requested to fund an increase in the basic line insurance premiums. However, with the current budget situation we may not receive additional life insurance funding. Such a request has been made in the past without success."

John Carter Named GEAC Award Winner

John B. Carter Jr., vice president and executive director of the Georgia Tech Alumni Association, has been chosen to receive the 1990 Distinguished Service Award from the Georgia Educational Advancement Council (GEAC) in the area of alumni administration.

Carter will be honored during the GEAC 15th Annual Conference on Dec. 7 at Lake Lanier Islands Hotel.

GEAC is a non-profit statewide association for professionals working in college and university advancement, primarily in alumni administration, educational fund raising and communications.

Carter has led Tech's Alumni Association to two consecutive Grand Gold Awards from the Council for the Advancement and Support of Education (CASE). In addition to his role with the Alumni Association, he is the chair of the Enrollment Task Force for Georgia Tech and serves on the Institute's Human Relations Executive Board.

Board Of Regents Approve New Degrees

By Charles Hyatt
Ivan Allen College

The Board of Regents of the University System of Georgia has unanimously approved two new degree options for Georgia Tech students.

The Bachelor of Science degree in History, Technology and Society will now be available from the Department of History, Technology and Society, and the Bachelor of Science degree in Science, Technology and Culture will now be available from the Department of Literature, Communication and Culture. Both departments are divisions of the Ivan Allen College of Management, Policy and International Affairs.

"We're delighted at the decision to allow students at Tech to study these areas in depth," said Dr. Gus Giebelhaus, acting head of the Department of History, Technology and Society. "This is the first time an undergraduate here could get a degree in social sciences."

Dr. Ken Knoespel, acting head of the Department of Literature, Communication and Culture, was also very pleased. "This will definitely enhance interdisciplinary cooperation among units," Knoespel said. Students with concentration in the above areas may start graduating as early as next year.

The Board of Regents will next consider adding two more degree options, a Bachelor of Science in International Affairs and a Master of Science in Public Policy.

Briefly...

Counseling and Career Planning Welcomes You! - Georgia Tech's Student Counseling and Career Planning Center has just earned full accreditation by the International Association of Counseling Services. The center will host an open house on Dec. 18 from 9-11 a.m. Call Virginia Cooper at 4-2575 for more information.

ATDC Open House - The Advanced Technology Development Center will host an open house event on Dec. 13 from 1-3 p.m. in suites N-104/105. Tech faculty and staff will see some of the leading edge technology companies in the country that started right here at Georgia Tech. These ATDC assisted companies have developed notable technologies in many areas including software, electronics, biotechnology and engineering. To RSVP, call Rita Warwick by Dec. 7 at 4-5217.

PEACH Banquet - The PEACH program, Georgia Tech's fitness program for faculty, staff and alumni, is celebrating its tenth anniversary. A special banquet and program is planned for Wednesday, Jan. 16, 1991 and will feature as the speaker Dr. Steven Blair, director of epidemiology, Aerobics Institute for Research in Dallas. He will speak on "Delaying Death by Staying Fit." Call Linda Roskopf in the Department of Health and Performance Sciences at 4-3449 for information on the banquet and/or the presentation.

Send Those Receipts! - The Techwood Tutorial Project (TTP) is continuing to collect Kroger receipts so the elementary schools served by TTP will receive IBM computers. Kroger will donate one computer for every \$200,000 in receipts, and so far, TTP has collected over \$200,000. Please continue to send your Kroger receipts to TTP at mail code 0458.

Job Hunting?

If you're looking for employment opportunities, call the Job Line in the personnel office—ext. 4-4592.



The 1990 Charitable Campaign was another record breaker! Charitable Campaign Campus Coordinator John Grovenstein (L) and Bill Lee (R), Tech's liaison to the State Merit System and the Atlanta Metropolitan United Way, were all smiles as they presented a check for \$202,017.16 to Ave Maria Montgomery (C), United Way Executive on Loan to the Institute from Lockheed.



Dayton Funk

On Nov. 15, a plaque was permanently placed in the Van Leer Building and dedicated to Dr. Demetrius T. Paris (L), vice president for Research and Graduate Programs, for his service to the School of Electrical Engineering. The school enjoyed enormous growth while Paris served as the school's director from 1969-89. Dr. Roger P. Webb (R), the school's current director, congratulates Paris on his many years of dedication to the school and to Georgia Tech.

Teasley Speaks On Food Processing In An Age Of Environmentalism

By Jackie Nemeth

At the recent Food Industry Environmental Conference and Exhibition, sponsored by the Environmental Science and Technology Laboratory (ESTL)/GTRI, Harry E. Teasley Jr., president and chief executive officer of Coca-Cola Foods, stressed the need for thinking about the environment and public policy as it relates to the environment.

Teasley is active on a number of industry and inter-industry committees dealing with public policy and the environment. He is a 1959 Georgia Tech graduate in industrial engineering and currently serves on the Georgia Tech Advisory Board (previously known as the National Advisory Board). Last year, Teasley began serving as chairman of The Coca-Cola Company's corporate worldwide task force dealing with environmental issues.

In the past year, Teasley has participated in forums on packaging, solid waste, recycling, public policy questions and chlorofluorocarbons (CFCs), and he has discussed how Coca-Cola is organized internally to deal with these issues and how its philosophical point of view is represented in public policy forums.

During the 1990s, Teasley said food industry representatives are going to face many environmental issues. These issues will not be the traditional ones, but more complex ones in areas such as public relations, ideology and philosophy.

"The philosophical debate is now on a different level," Teasley said. "The 1990s are going to be built on the foundation of the past 20 years in which this country passed an incredible array of environmental laws and regulations."

Food processing industry representatives and other businessmen will be required to deal with environmental issues on

two levels—compliance and "science and symbols."

Compliance entails knowing and obeying laws and regulations.

"We're clearly into an area of specialization where one must have good advice and counsel from both technical and legal standpoints," Teasley said.

Science and good analysis are necessary to determine environmental impacts and are not always easy. "Science" requires a systems approach and a need to evaluate all alternatives. The environmental community has learned to utilize instant communications, visuals and "symbols" so prevalent in the world today. Even though the public is more aware of environmental problems, Teasley said environmentalists and businesspeople are frequently baffled by one another.

"Environmentalists cannot understand why a business would make a product that damages the ozone just to make a profit," Teasley said. "Businesspeople cannot understand why environmentalists would ban one product, Styrofoam, if it would merely be replaced by another that is more wasteful. The answers to both questions become obvious when one understands that both groups operate within a marketplace that helps to dictate what they can do and cannot do."

Environmental groups are not ivory towers where policies are designed to promote solely for the maximum good without regard to what is politically realistic, Teasley said. Environmental groups are pragmatic advocates who aggressively sell their ideas to the public. In the political marketplace, Teasley said, the environmental groups are the manufacturers, politicians the distributors, and voters and financial donors the consumers. The 10 major U.S. en-

See Teasley, page 4

Exxon Awards Grant To Georgia Tech

Exxon awarded \$33,500 to the schools of mechanical, civil, chemical and electrical engineering and the Ivan Allen College of Management, Policy and International Affairs on Oct. 29. The special unrestricted grants are part of a nationwide program providing a total of \$1.8 million this year for schools or departments at more than 100 universities where Exxon recruits employees.

Amount of these "Exxon University Departmental Grants" is related to the corporation's hiring of graduates from the individual schools or departments, with special emphasis on disciplines critical to Exxon's business. The grants are made under one of several programs through which more than \$20 million is provided annually in support of American education by Exxon, its affiliate companies and the Exxon Education Foundation.

J.D. Wheeler, who leads Exxon's recruiting team at Tech, said these awards "reflect a desire to give something back to the specific university departments that provide people with the qualities Exxon and its affiliates need. These grants also indicate the high regard we have for Georgia Tech and its graduates."

Recycling . . .

continued from page 1

been recycling tires, batteries, scrap metal and equipment for several years now. But that doesn't compare to the new campus-wide effort to include all Tech members in paper recycling. The project, now underway under the auspices of Property Control, has been initiated in some campus buildings and will involve all buildings within the next eight months as funding becomes available.

Here's how it will work in most cases. Each individual will be asked to segregate the paper waste they generate into separate folders. Paper goes from the desk to intermediate receptacles throughout the building. It is then taken down to a larger container called an "Otto" which is collected by Tech's consultants, Recycall Corp. Recycall shreds, separates and ships the paper to mills where it is converted to reusable paper products.

What kind of paper will Tech be recycling? Letterhead or ivory paper, rolodex cards, laser printer paper, white or ivory message notes, paper worms (edges of computer paper), bad copies and continuous computer paper can be recycled. However, we should trash the following: cardboard, colored, fax, carbon or glued paper (envelopes, labels, post-its,

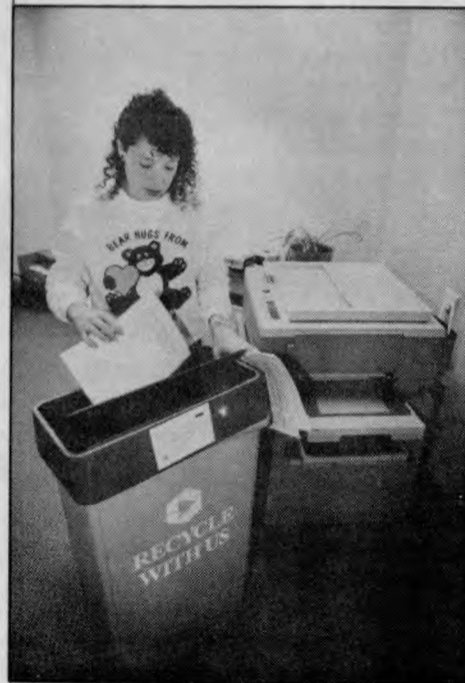
newspaper, magazines, napkins, paper towels and photographs.) A general rule? "If it's colored, shiny or sticky, it's not recyclable."

Recycall Corp. is providing employees with the support, guidance and training needed to make the program successful. Representatives from each department are being educated on paper recycling. They are then expected to disseminate the information amongst their co-workers.

"There is not a lot of revenue generated from the recycling program but there is a lot of landfill savings," Stone comments. "Tech receives only \$.04 per pound of computer paper and \$.01 per pound of white paper at the present time. Fluctuating market conditions dictate our profit. The net earnings will be used to bring other units on campus into the program."

So far, the buildings that have been participating in the program are as follows: The Rich Computer Building, the Bookstore, the Student Center, Purchasing, Property Control, the Library, the Carnegie Building, the Wardlaw Center and the Administrative Building. Other buildings in line are the Centennial Research Building, and the Police and Parking Offices (Beringause Building). More buildings will be added as funding becomes available.

"With the current budget restrictions, it is a little difficult. It's important that we watch the cost carefully," Stone says. "Hopefully, we will eliminate a lot of dumping charges. We are not looking to make money off of this, but we want it to be cost effective. We want it to pay for itself and by doing it this way, it will."



Gary Meek

Pam Bonser, an administrative secretary in TelePhoto, "pitches in" her support for the Wardlaw Center's newly instituted office paper recycling program. More campus buildings will be able to participate in the program as funding becomes available.

What's next

ACADEMICS

December 4 - Academic Senate meeting, 3 p.m., D.M. Smith Bldg., Rm. 105
December 5 - Undergraduate Curriculum Committee meeting (Student Petitions)
December 6 - Last day to pay fees to retain Early Registration (Phase I) Schedule for Winter Quarter, 1991
 Degree candidates will be released from classes at the close of regular classwork on Dec. 6. All other students will continue in scheduled duties until the end of the term on Dec. 15
 Last day to apply for Cross Registration for Winter Quarter, 1991
 Graduate Committee meeting (Student petitions)
December 7 - Final Grades for Degree Candidates scheduled to graduate Dec. 15 must be turned in to the Registrar's Office no later than 9 a.m. **Last day of classes for all students**
December 10 - Degree Candidates re-examinations. A degree candidate who has a single deficiency between him/her and graduation will be permitted one re-examination in that course on Dec. 10
Dec. 10-14 - Final Examinations

LECTURES & SEMINARS

December 5 - Textile & Fiber Engineering Seminar, David Brookstein, Assistant Director, Albany International Research Co. "Evolution of Fiber Preforms For Composites," 3 p.m., Textile Engineering Bldg., Rm. 310
December 4 - C.E.T.L. Brown Bag Teaching Seminar, Bob Roper, Georgia Tech, "Being Sensitive to Human Relations II," 12:05 p.m., Management Bldg., Rm. 228
December 6 - ISyE AT&T Seminar, Arie Hordjik, University of Leiden, The Netherlands, "Control of Stochastic Flows in Networks of Service Systems," 11 a.m., Instructional Center, Rm. 215
 Structural Mechanics Seminar, Jerry Housner, NASA Langley Research Center, "Integrated Multiple Methods For Computational Structural Mechanics Analysis & Design," 3:05 p.m., SST #2

Classifieds

For Sale - Queen size post bed. Antique pine finish. Removable canopy top, 2 yrs. old, excel. condit., \$625. Call Jamie at 4-6026 or 299-2681.

For Rent - 2 BR, 1 BA house in Buckhead, A/C, W/D conn., gas, \$625/mo. Leave message at 233-9873.

For Sale - 1986 Hyundai Excel GL., 66K. Good condit. A/C, automatic, AM/FM radio, \$2,100 OBO. Contact 923-4523.

For Sale - The Micro diet is here. Call 758-0209 after 3 p.m. or leave a message on the answering machine.

For Sale - 3 BR, 2 1/2 BA, Brookhaven townhouse, 2,300 sq. ft. w/eat-in-kitchen, fplc., balconies. Located at N. Druid Hills and I-85, 15-20 min. from Tech, \$110,000. Call Deborah at 231-3727.

For Sale - 2 Disney World passes, \$50. Call David at 4-6926.

For Rent - Handsome Cape Cod, 3 BR, 2 BA house w/master downstairs. Fplc., 2-car enclosed garage in quiet subdivision near Rt. 400 & Holcomb Bridge Rd., \$895/mo. Call 325-5082.

For Sale - IBM - PC XT Turbo, 12 Mhz, 20M HD, 360k & 1.44M floppy dr., SONY color monitor, enhanced keyboard, math co-proc., mouse, joystk., clk cd, internal modem, DOS 3.3, games, other software, all for \$1,100; printer also avail. Call 4-6081 or 451-3465 after 6 p.m.

For Sale - Commodore 128 computer with 1541 drive, 13" color monitor, books, software, \$140. Call 633-1769 after 5 p.m.

For Sale - Ericson 25+ Sailboat.

Beautiful boat in good condit. Leaving the lake and must sell. Call Kit. at 371-0054.

For Sale - GE gold frost-free refrigerator, \$150. Signature menumagic brown electric range with 2 ovens, \$100. Call 436-1194.

Personnel news

Two Brown Bag Lunch Seminars have been scheduled for December. Each seminar will take place from noon to 1 p.m.

"Personal Protection Talk," Nov. 29 in Cobb County. Officers from the Tech Police Department will provide advice on how to prevent or react to different crime situations at home, work or play. Participants will be evaluated on habits that may be making them more vulnerable to an offense. This is one in a series of Crime Prevention Seminars that have been held this quarter.

"How to Beat the Holiday Blues," Dec. 10. This seminar, conducted by a nurse from Behavioral Medicine Associates, will provide information on how to cope with the seasonal depression that occurs as people begin to anticipate the stress that this season can bring.

"Games People Play - Someone's Watching You," Dec. 12. Co-sponsored by the Tech Police Department. This seminar will help you identify the various con artists who are very active during the holiday season. Learn how not to become one of their victims. For more information on the Brown Bag Lunch Seminar Series and to register please call Deborah Covin Wilson at 4-3850 or Angela Keaton at 4-7535. Inquiries may also be made via PROFS at: TRAINING.

The **1990 Personnel Benefit Fair** was very successful! All of the health insurance carriers had displays along with representatives from the Credit Union, PEACH Program, Georgia Tech Police Department-Crime Prevention, several tax deferred annuity (TDA) companies, and U.S. Savings Bonds. Vendors supplied door prizes including cash, dinners, a television, T-shirts and pen sets totalling over \$500 in value. Congratulations to the following staff who won the 14 door prizes. They are: Paul Anderson, Pamela Billinger, John Grovenstein, Johnny Hills, Tony Mitchell, Bobbie Parham, Leola Smith from the Plant Operations Division; Bettye Conrad of Research Security, Kent Davey of the School of Electrical Engineering, Barbara Durham of the School of Biology, Kurt Eisert of the College of Computing, Jack Jones of the School of Biology, George Kardomateas of the School of Aerospace Engineering, and Kitty Rabun of the Registrar's Office.

vironment and the planet through not using Styrofoam—first because of the ozone layer, and now because Styrofoam is a visible and wasteful product.

The U.S. has a market economy, Teasley said, and a free marketplace reacts to changes in technology, resource availability and economics. "Free market environmentalists" are developing case histories and philosophies of how the marketplace can help regulate the environment and the efficient use of energy and materials.

One of the major ideological and public policy issues at the forefront of this next decade, Teasley said, will be the possibilities of: 1) living with more centralized regulations that are more administrative and detailed, or 2) creating ways to use private property operating in a marketplace economy where price is self-adjusting and self-regulating.

People

Management

Leonard Parsons recently received a certificate from the American Marketing Association (AMA) honoring his 25 years of continuous contributions to the profession of marketing. Parsons has co-chaired several national AMA conferences. He served more than a decade on the Editorial Board of the *Journal of Marketing Research* and several years ago on the Editorial Board of the *Journal of Marketing*. Parsons resigned from these boards when he became Marketing Departmental Editor of Management Science. He has been honored previously by the AMA for an outstanding paper based on his doctoral dissertation and as the thousand dollar first place winner in its National Research Design Contest.

Teasley . . .

continued from page 3

vironmental groups now have a budget between \$500-\$600 million.

"Politicians are looking for solutions that are easy to understand and package effectively for their constituents," Teasley said. "Environmental donors and voters, meanwhile, are looking for solutions they can understand. To deal with these two realities, environmental leaders resign themselves to taking gradual steps toward their goals."

Teasley said it is important to educate the public to gradually embrace more comprehensive environmental solutions, such as not using Styrofoam. The public has expressed its desire to protect the en-

whistle

News for the Georgia Tech Community

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 Gary Meek Photographer
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