



If you asked us what this employee does, we couldn't tell you.

What we can tell you about Bill Baum is that he grew up in Roper, North Carolina (pop: 1000). Got his B.S. at North Carolina A&T, and worked in Newark as a chemical technician before coming to Kodak in December of 1969. Since then Bill has become a key member of our staff as an organic chemist in film emulsion research.

What we can't tell you is what some of that research is about, because it's highly confidential. And that's what makes Bill Baum smile.

You see, when he was growing up, he was told he would never be where he is today. But his own enthusiasm was stronger than the advice he was given. So he made it anyway. And now he's helping kids who got that same advice to make it, too.

As one of many Kodak employees involved in inner-city programs, Bill visits local schools about two times a month. By talking to the students and performing simple experiments, he's able to give them something that he never had. Hope.

That's important to Bill. And it's important to us, too. Of course, as a business our main goal is to make a profit. That's why we hire technically proficient people like Bill. But by helping inner-city kids, whether through our employees or through our sponsorship of youth programs, we're out to achieve another goal. Improving our overall society.

After all, our business depends on our society. So we care what happens to it.



Kodak
More than a business.