



## FOCUS: Changes Delayed But Inevitable

Most people quickly forget much of what they see and hear. In fact, researchers report that only 1% of the viewing audience remembers TV commercials they viewed 30 days previously. This is why we are shown the same commercials over and over again.

With this thought in mind, I want to repeat the facts that Norm Alford and I presented in the Employee Business Seminar. Unlike most television messages, this information is immediately important to all of us, and our futures depend on our being conscious of these new realities as we go about the day's work.

Our business situation is changing, due to increased competitive pressures, governmental programs to curtail rising medical costs, investor owned hospitals negotiating for lower priced x-ray film, and the shifting of patient loads from hospitals to out-patient clinics.

All have contributed to a slow decline in the demand for our products.

We are now finishing Industrial Products and Medical Recording film, which gives the appearance of increased demand. But this is not more business, just a transfer of jobs from other locations to our own. Although it is fortunate that we received this work, it only delays the arrival of the challenges that were forecast in the seminar.

I have stated many times during the past year that change is inevitable, and this is still valid.

We cannot stop change from taking place, but we can manage it. Those who survive in the years ahead will share a few things in common. These include:

- Making high quality products that meet customer needs.
- Selling at competitive prices.
- Being profitable enough to stay in business.

The message to us is clear. The road to success means a continual focus on product quality, cost containment, and productivity improvements. Successful startup of new equipment is essential.

Above all, we must realize that personal excellence in job performance is vital for our continued success, and that concern for the economic needs of the plant is in our own best self interest.

*John Golden*



ROOM WITH A VIEW: Young golden eagles are fed by unseen hands, to avoid associating people with food.



Dave Barron and son, Chris, at their camp in Max Patch, tending young eagles for release into the wild.

## DAVE BARRON: A Hope For Eagles

Dave Barron didn't really "soar with the eagles", but he may have come close, as he took his family over miles of rough and narrow mountainside logging roads, into the Max Patch area of Pisgah National Forest, to try to bring back eagles to our skies.

"It's beautiful there," Dave reports, "but it's sort of tough for a family to stay very long. We had to carry our drinking water in with us, and the only place to bathe is a pond, way down the road. If you wait till dark for privacy, it can be a long, lonesome walk back for a wife and kids."

The Barrons were tending two golden eagles, hatched and raised in Minnesota, then brought to North Carolina for release.

"The problem is getting them to live without human help," Dave explains. The birds have never lived free, nor had wild parents to teach them.

Volunteers such as Dave and his family go to remote areas to care for the eagles until they seem prepared to move into nature. Once a day, two and a half pounds of raw meat is dropped through the trap of a special cage that allows the keepers to tend the birds without being seen. The eagles see only the mountains and sky before them; volunteers observe from a blind to be sure there are no problems.

After weeks of looking out into na-

ture, it's hoped the birds will forget their association with human-kind, and take their rightful place in the sky, learning hunting skills as hunger drives them.

"At least, that's the notion," Dave explains. "It may be too soon to know if it will work or not. But at least we're trying."

Dave heard about the effort to save the eagle through his bowhunting club.

"Lots of folks don't understand hunters," he says. "And I guess we do take some understanding. But we're often seen as — I don't know, destroyers, I guess, and that isn't so. We feel that hunting is part of man's true nature, and we want the same thing for all animals: to live free, raise young, hunt or be hunted, as it was meant for each of us."

"I think thoughtless developers, not hunters, are the enemies of wildlife."

"Our bowhunters club is active in several environmental projects," says Dave. "But there are a lot of other groups, and individuals, doing stuff like the eagle project — it still isn't nearly enough to protect the natural world."

"It doesn't matter whether you're a hunter or an anti-hunter. If someone wants to protect the environment, we'll all be glad to help you find a way to get involved!"