

WHO'S WHO

Betty Jo Schmidt came to Estes Industries, September 5, 1964, as "hygienic engineer" (alias janitor). Because this task required less than eight hours a day at that time, she joined the shipping crew on the graveyard shift.

Betty Jo, born and raised in Canon City, now lives in Florence with her husband, Royal, and their family. Royal is maintenance foreman at Rock Wool in Pueblo. They have four children—three girls and a boy. Linda is 18, Jo is 16, Mark is 13 and Peggy is 10.

Betty Jo enjoys bowling and riding with Royal on their motorcycle. Some of her friends and neighbors call her "the motorcycle mamma".

When Betty Jo joined the Estes crew she was one of five graveyard shippers. Today she is assistant supervisor of eighteen and has given up the custodial work. Asked her feelings about the graveyard shift, she said: "I love it".

. . . to whom it may concern:

You say you love me, but sometimes you don't show it. In the beginning, you couldn't do enough for me. Now you seem to take me for granted. . . some days I wonder if I mean anything to you at all.

Maybe when I'm gone you'll appreciate me and all the things I do for you. I'm responsible for getting food on your table—for the clean shirt you wear—for the welfare of your home—for the thousand-and-one things you want and need. Why, if it weren't for me you wouldn't have a car to drive.

I've kept quiet and waited to see how long it would take for you to realize how much you really need me. Cherish me . . . take good care of me . . . and I'll take good care of you.

PERSONAL GLIMPSES

Arlene Belarde of the Shipping department reports that she and her husband, Walter, attended the first class in Canon City on "Closed Chest Heart Massage". They found it quite interesting and are looking forward to further periods of instruction and demonstration.

Dottie Horn, Customer Service, has reason to be proud of her daughter Cindy. Cindy was one of eight selected to represent the RE-2(J) school district in competition for the Fremont County spelling bee honors. The meet will be held, April 6, at Canon City.

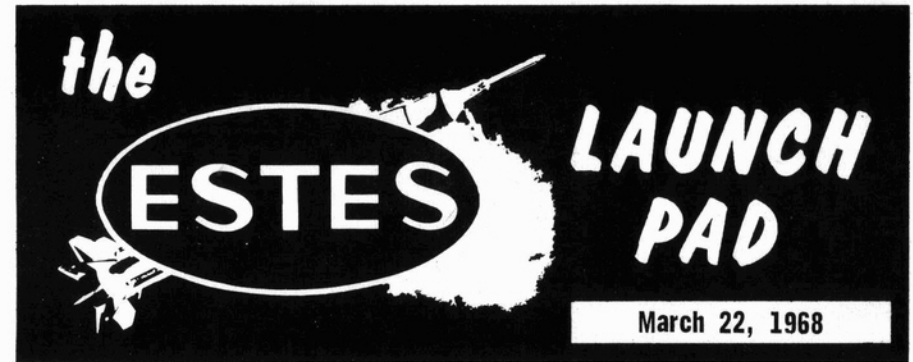
Gene Street has seen pet-type visitors come and go but the current group is worth mention...four whooping cranes have decided the East pasture is a good rest stop from the annual trek to Northern Canada, the usual nesting ground for these birds. It is believed the birds were forced west by the recent storm, and, after a brief rest will continue their journey north.

Who am I?? . . . I'm your job.

Enjoy your work today. Enjoy the people you work with. You won't get another chance to enjoy this particular day.

These thoughts were found and brought to us by Beverley Padgett, Photo Lab.

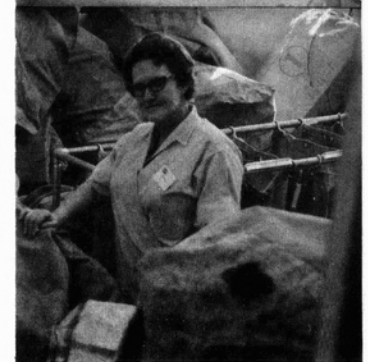
THE LAUNCH PAD
Published Bi-Weekly
by
ESTES INDUSTRIES, INC.
Penrose, Colorado



"Hey...Wha' Ya'll Doin' Up Dere???"



Irene Breece and Martha Schumacher are finding it difficult to stay on top of the situation. A year ago this month, we were sending out nearly 60 sacks of mail per day. We are now dispatching over 80 sacks every day.



LAUNCH PAD -- March 6, 1967
"Irene Woolsey (mail clerk, days) looks as if she is pondering an escape route after being almost backed into a corner by 42 sacks of mail."

... FROM ROCKETEER MAIL:

Maybe I'll come a visit
you, please send literature on
rockets please send a picture
of Estes plant too if you can do.

I am a fan of yours
and I admire you very
much for your skills and
great balance on establishing a
good plant and I like you
very much.

I thank you very
very very much.

please write to me.

HAPPY BIRTHDAY

Alberta Hendrix	March 22
Judy Mace	March 23
Arlene Belarde	March 27
Amy Newman	April 2
Dolores Emory	April 3
Bill Yarnell	April 4

The old superstition about black cats crossing your path is entirely true. The evidence is plainly visible on the front-end of an auto driven by one of our employees. (Sorry, Chuck, it was a white cat.)

WELCOME NEW EMPLOYEES

Three new gals have joined the Shipping crew on the day shift. Their special responsibility will be to pack engines.

Peggy Apple, whose husband is a clerk at C.F.&I., enjoys sewing and baking for her family. *Peggy*, her husband and three 'teen children live in Florence.

Paula Blanke lives in Canon City with her two pre-school children. *Paula* has lived in several states including Wisconsin, Connecticut and Maine. She has enjoyed such past activities as driving a tractor on a farm and operating machinery.

Sande Grieser has two pre-school sons. Her husband is an accountant with Pabco. Although natives of Nebraska, they enjoy living in Florence. *Sande* likes to sew for her family.

Vivian Butler has joined the Shipping crew on the graveyard shift. Hailing from Arkansas, *Vivian* moved with her family to Canon City because of her sister's health. Her spare-time activities include hunting, fishing, sewing, swimming and cooking.

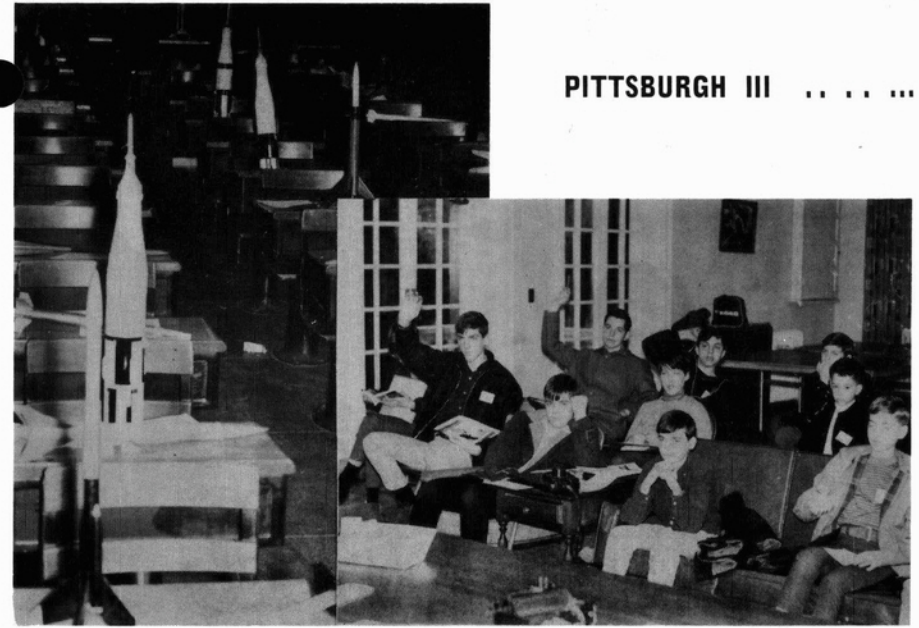
Kim Davis, Pueblo, has a degree in Associate of Applied Sciences from Southern Colorado State College. He is applying his knowledge and skill in the Machine Shop. *Kim* hopes to continue his schooling in Pueblo on a part-time basis.

Dale Linam is working with John in the Warehouse. Married only three months, *Dale* and his wife make their home in Canon City. He likes drag racing and plans to have a car ready for action when the season opens at Castle Rock.



This space had been reserved for photos of the Estes Bowling League. Because of the threatening snow storm, Tuesday evening, the photographer for the Launch Pad "chickened out". . .
Consequently . . .

PITTSBURGH III



The third annual Pittsburgh Spring Convention of model rocketeers was held March 15, 16 and 17. It was sponsored by the Steel City Section of the National Association of Rocketry. About 200 young rocketeers and 20 adult rocketeers met to discuss their activities in model rocketry. Many of these attended the convention as a result of the invitations sent out by Estes Industries.

Model displays, films about U.S. space projects, and periods of discussion on the various aspects of model rocketry highlighted the convention's activities. *Bob Cannon*, Education Director, guided several group sessions in the study of cons-

truction techniques.

Estes Industries provided each rocketeer attending with a bound packet containing a design booklet, technical reports, the "Why Model Rocketry?" booklet, the current issue of "Model Rocket News", and a plastic case in which to carry the booty. Educator packets were also prepared for the school leaders who were present. The packets were assembled by the Print Shop crew, packed and shipped by the Shipping Department crew.

The only disappointment was provided by the weatherman. Conditions were so bad that it was impossible to launch any rockets.

A note from the Personnel Department

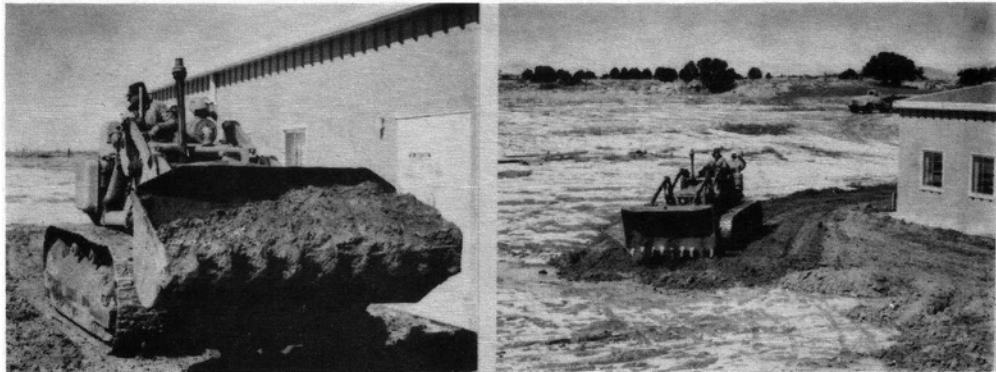
The second session of the Supervisor's Workshop, taught by Joe Petta began March 14. The classes are being held in the downstairs conference room at 1:15 PM and 7:00 PM. These meetings will continue every Thursday, through May 23.

PROMOTION

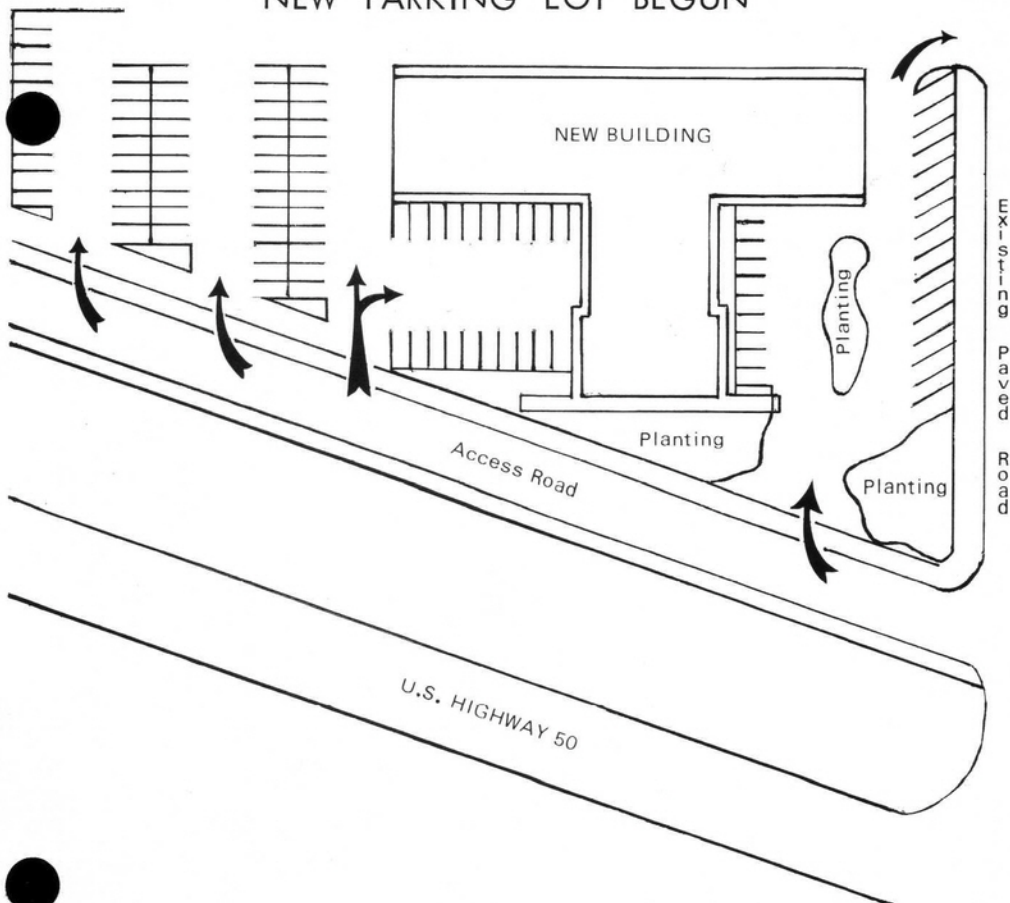
Betty Poor has been promoted to the position of Supervisor on the Mail Room's graveyard shift. A resident of Florence, *Betty* has been with the company since December 13, 1966. She enjoys reading, writing and caring for her twenty-month old son, Tommy. *Congratulations Betty!*

Action

JIM McFARLAND IS HERE



NEW PARKING LOT BEGUN



PARKING LOT AS TENTATIVELY PLANNED