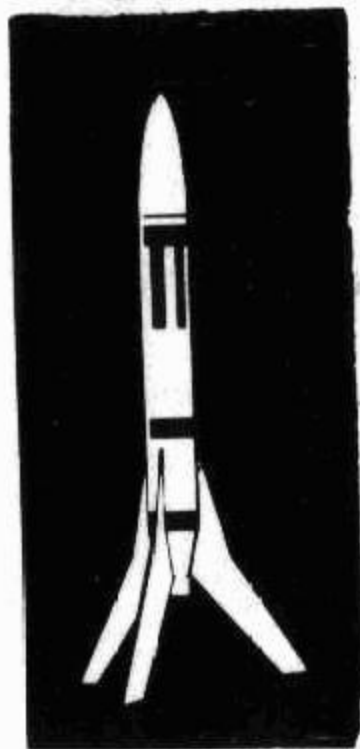


**HAPPY
BIRTHDAY**

January 24	Mike Jones
Ruth Breece	Lila Harris
January 25	February 4
J. B. Nickels	Helen Scutti
January 26	February 6
Sally Boyd	Alice Hammock
Linda Whitt	



CLASSIFIEDS

**A Free Service
For Employees**

**Deadline: Tuesday
Before Publication**

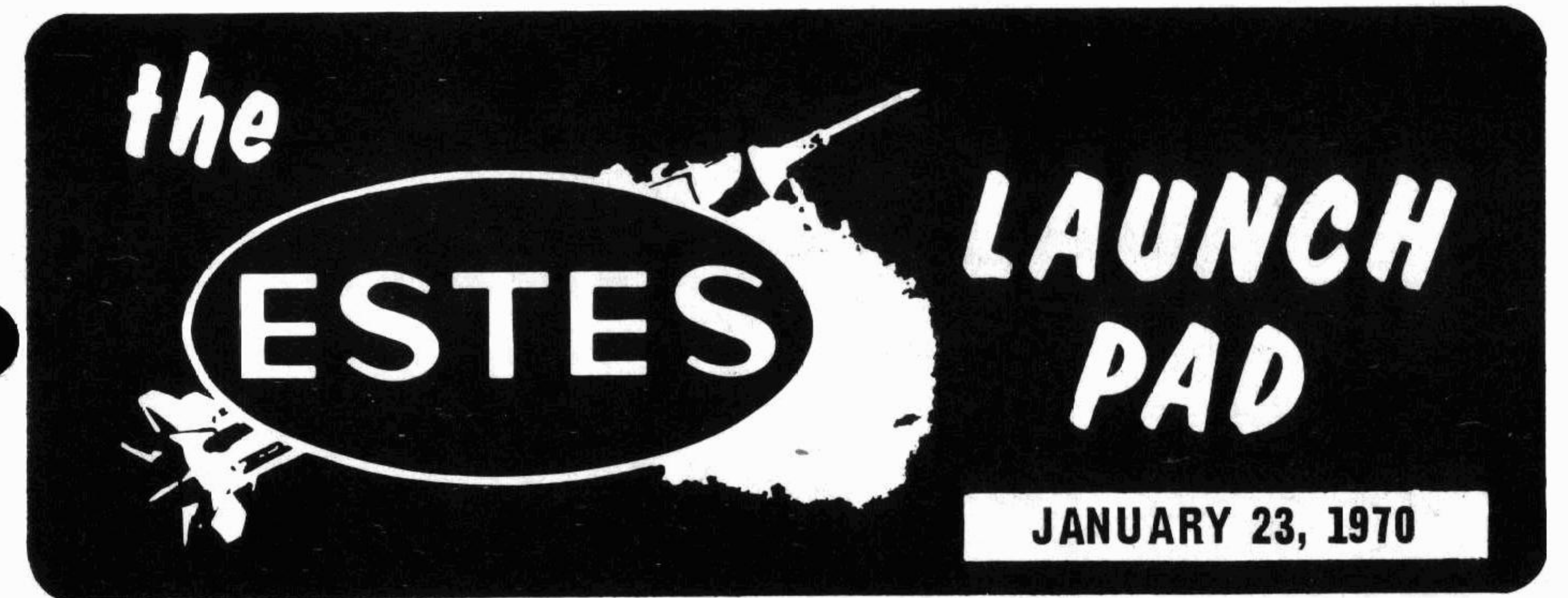
FOR SALE: 3 bedroom furnished home with large garage/shop on 1 acre in East Canon. Also, 1966 Comet Caliente 2-door hardtop, Automatic Transmission, power steering, new tires. 390 cu. in. engine. Call 275-5817.

REGISTERED QUARTERHORSES FOR SALE. One stallion and one filly. Can see at 690 L Street, Penrose, or call 784-3276 after 4:00 or on weekends.

SMILE

Things looking sort O Blue?
 ---Better grin.
 Do not stretch your face so long
 ---Makes it thin.
 Pull your chin up half a mile
 Square your shoulders
 ---Crack a smile
 You will find it worth your while
 ---SO BEGIN.

THE LAUNCH PAD
 published bi-weekly
 by
ESTES INDUSTRIES
 Penrose, Colorado



"1000 cups of coffee a day lift Estes astronauts off the pad."

Dear Mr. Estes,
I would like to say Happy Holidays to the
Estes staff. Should I be receiving a new
catalog?
I know your day is busy but I
would like you to read this poem:

Rockets
Rockets are big,
Rockets are fun,
Rockets include everyone,
Even though I'm too small for space,
I get rockets from Estes place,
Your Rocketeer,
James Popkin

NEW MACHINE MEANS INCREASED PRODUCTION

A nose cone machine is not shy and dainty. So with a loud whirr of saws and sanders, the older machines in the Wood Shop announced the arrival of another member of their family.

The new nose cone machine arrived at the first of the year and was ready to go to work on the

eighth. It looks exactly like all the others. It is long and has a tall rack that feeds square pieces of balsa wood into its grinder. When it has completed an operation, a beautifully shaped nose cone drops into a box. Like the older models, the new comer is noisy but efficient—arriving full grown, it has already begun to make itself at home.

GROWTH LEADS TO NEW ORGANIZATIONAL STRUCTURE

The organizational chart is on pages 4 and 5.

There was a time in the late 50's and early 60's when Vern was the only box on our organizational chart. He successfully handled the total operation of Estes Industries, Inc. As in any growing concern, however, in order to maintain positive development for the present and the future, Estes has reached a plateau wherein a more formal organizational structure is required. As a company grows, more and more areas of responsibility must be handled by specialists in each particular area. Thus, our new Organizational Chart was developed from the current and future needs of the company.

Our study of reorganization was begun in early June, 1969, by sending a questionnaire to each Department Head and Supervisor. The organizational pattern is a product of months of intensive and detailed study and effort. The business has been divided into seven basic divisions of interest and responsibility. This division is based on the plan for an orderly and successful growth for the company by utilizing the seven basic divisions as building blocks.

PRODUCTION DIVISION

Under the direction of Don Heberly, Production is responsible for all areas that produce the products we sell.

OPERATIONS DIVISION

The handling of customer orders from their receipt here to final shipping is the major function of

Operations which is headed by Gleda Estes.

RESEARCH & DEVELOPMENT DIV. Headed by Bill Simon this division is responsible for all new products we market and the technical publications we make available.

MARKETING DIVISION

Another area to be supervised by Bill Simon, Marketing is responsible for all commercial sales communications as well as the designing and completing of our catalog.

COMMUNICATIONS DIVISION Under the direction of Bob Cannon this division will handle all non-commercial communications with our customers, and public relations functions.

FINANCE DIVISION

This department, guided by Vern, will take care of all accounting and financial matters for the company.

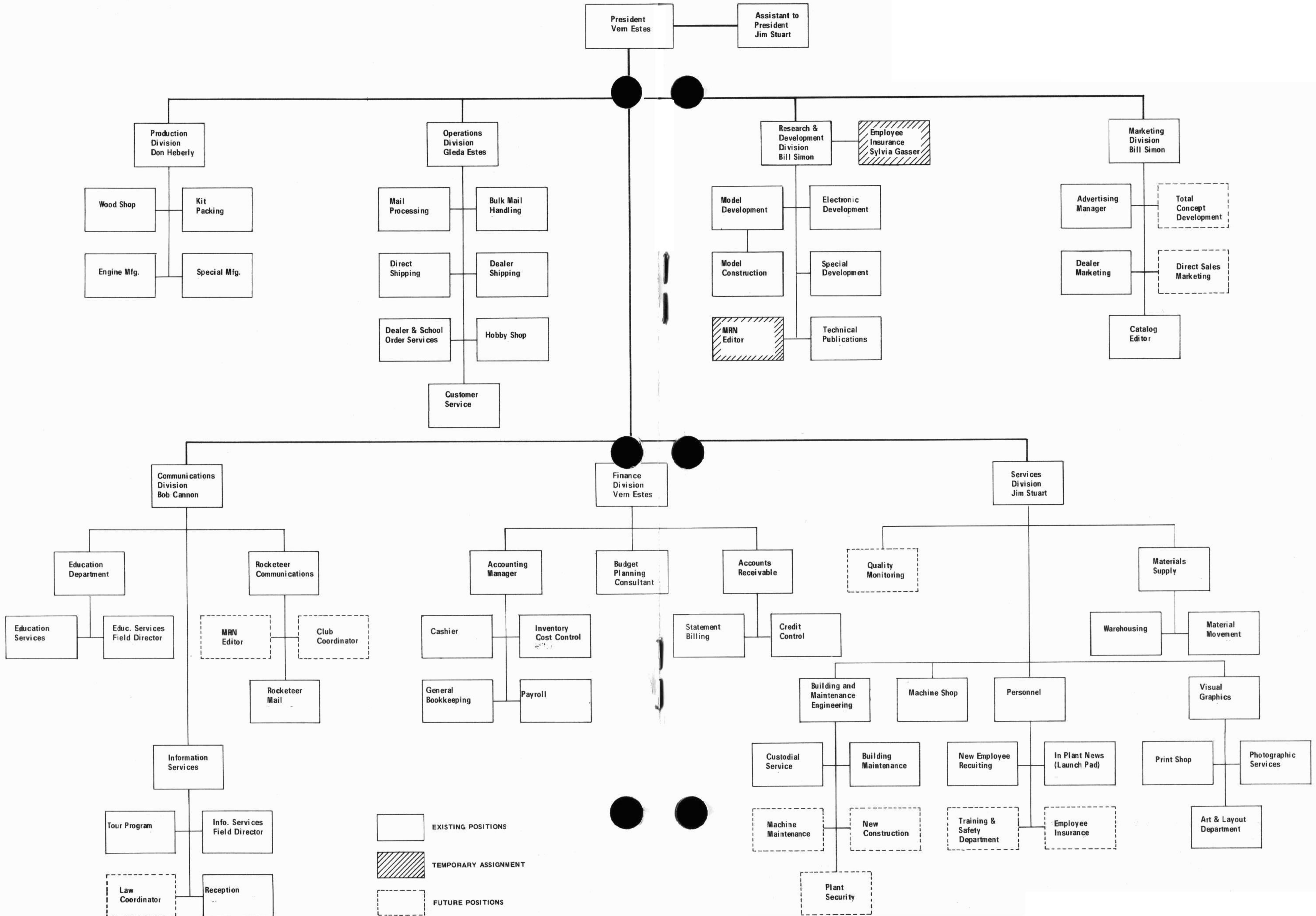
SERVICE DIVISION

The departments in this division, headed by Jim Stuart, handle all internal services required by the other divisions.

The departments shown in the dotted boxes are ones we plan to establish in the near future. They include: TOTAL CONCEPT DEVELOPMENT which will be responsible for improving our packaging design and planning special promotional materials. DIRECT SALES MARKETING

continued on page 6

ESTES INDUSTRIES ORGANIZATIONAL CHART JANUARY 20, 1970



will devote itself to improving our promotional efforts with the rocketeer. The LAW COORDINATOR is going to work on improvement of Model Rocketry laws and all the problems of federal, state and local regulations that are faced by our industry. CLUB COORDINATOR will help to develop better and more extensive club programs, working with both independent groups and national organizations as well.

MRN EDITOR will devote his time to the publication of our Rocketeer Newsletter. QUALITY MONITORING is going to be responsible for overseeing our efforts to turn out the best possible product. MACHINE MAINTENANCE will handle the repair of the many office machines we use, and NEW CONSTRUCTION will oversee all new building projects. PLANT SECURITY - At sometime in the near future we may need a night watchman to keep our plant area secure. He would become part of this department. TRAINING, SAFETY and EMPLOYEE INSURANCE will become responsibilities of our Personnel Department in the near future. The area of training will be confined presently to new employee orientation and management training.

EMPLOYEE INSURANCE and MRN EDITOR shown in the shaded boxes under Research & Development Division will be moved to Personnel and Rocketeer Communications Departments respectively as soon as there are personnel available in these departments to handle the jobs.

We wish to express our sympathy to Verna McCallister, Public Relations secretary, whose mother passed away this week.



The welcome mat is out for twelve new employees.

The Art and Layout department welcomes Steve Garcia to the day shift. Steve, who lives in Pueblo, is the youngest of six children. His favorite hobby is drawing.

The Shipping department has two new girls on the swing shift: Evelyn Demicell and Barbara DeMoss.

Evelyn Demicell and her 11-year old daughter make their home in Canon City. Evelyn, a native of the area, enjoys fishing and hunting.

Barbara DeMoss and her family live in Florence. Barbara's favorite activities are homemaking and camping.

The Woodshop has opened the door to Barbara Medina on the graveyard shift. She lives in Canon City with her parents, two brothers and a sister. Barbara's hobbies are riding bicycles, playing softball and working with plastic.

Rachel (Dremel) Arring has rejoined the swing shift in the Education department. Rachel's home is in Canon City. She enjoys sewing, knitting, swimming, and painting.

Nadine McDowell is the newest gal in the Packing department on the graveyard crew. Nadine enjoys making ceramics and lives in Canon City.

A student at Southern Colorado State College in Pueblo, Karen Hovis will be the receptionist on Saturdays. During the winter Karen prefers to use her holidays for skiing.

The Mail Room is welcoming Claudia Tucker, Mindy Becker, and Linda White.

Claudia Tucker has rejoined the graveyard crew. Collecting poetry, reading and writing are the favorite activities of this Pueblo resident.

Mindy Becker is also a new member of the graveyard crew. A resident of Penrose, Mindy likes to work with children, sew and draw.

The swing shift is welcoming Linda White. Linda, who lives in Pueblo, uses her free moments for hiking, traveling and raising dogs.

Kathy Gale is Jim Stuart's new secretary. Kathy reads, writes poetry, and enjoys discussing politics during her spare time. She has recently moved to Pueblo from California.



One of the privileges at Estes Industries is the coffee break. The company furnishes the coffee, sugar and cream free of charge. Unfortunately, a few employees are abusing this privilege to the extent that it is being threatened for all of us. These items are being taken from the premises for private use. This is occurring so frequently that soon we may have to refer to the free coffee during a break as a privilege we once had. Please help us avoid this problem.