

StaleyNews

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Earnings down, but corn products' demand strong

The company reports increased sales for the first six months of fiscal 1977, but reduced earnings.

Sales increased from \$337.4 million for the first six months of last year to \$514.4 million this year. The gains are attributed to operation of several soybean mills acquired by Staley on March 29, 1976.

Earnings for the current six months stand at \$12.2 million or \$1.10 a share, compared to \$20.5 million or \$1.91 a share for the first half of the prior year.

Chairman Donald E. Nordlund said lower earnings for this year reflected reduced corn sweetener profitability caused by depressed sugar prices. Prices for corn sweeteners did improve late in the second quarter, he noted.

For the second quarter of the current year, earnings were \$6.2 million or 56 cents a share on sales of \$275.1 million. That compares with net earnings of \$10.3 million or 96 cents a share on sales of \$172 million for the same period last year.

Chairman Nordlund described the second quarter as a period of positive demand for

the company's corn sweeteners and starch products. He said Staley corn processing plants at Decatur and Morrisville ran at capacity through most of the quarter, reflecting strong sales volumes for corn-based products.

The company's consumer products group showed progress, he continued, because of positive performances of its laundry and household care products. Recently acquired Gregg's Food Products also made an important contribution, he said.

The Staley chairman said soybean processing margins in the second quarter advanced slightly but still were unsatisfactory.

Viewing the second half of the fiscal year, Chairman Nordlund said the company's sweetener and starch business would be strong, although no substantial price improvement for the products is anticipated. He said soybean crushing margins are not expected to increase until the new crop year. Mr. Nordlund said the company's performance for the remainder of fiscal 1977 should be comparable to the six-month period just ended.

First line starts at Broadview plant

Final preparations are under way for startup of a high-speed line to produce Sta-Puf blue and pink, and Sta-Flo liquid starch at consumer products' new Broadview, Ill., regional distribution and manufacturing center.

The line will average 5,000 cases per shift of most products. A second line, to be relocated from the Pontiac, Mich. plant--which is being closed down--will be installed in June.

The center is located in a 15-year-old brick building with 125,000 square feet under

roof. It sits on a 6.5 acre site.

The building includes 8,000 square feet of office area to be used for engineering, packaging labs, research and development, as well as plant administration offices.

When the plant is in full production later this summer, it will produce three sizes of Sta-Puf concentrate, three sizes of Sta-Puf single strength, two sizes of Sta-Flo and two sizes of Sno-Bol. The plant will also serve as a distribution center for lower Michigan, a responsibility previously handled from Pontiac.

In addition to replacing production formerly done at Pontiac, the Broadview Plant will have enough capacity for production previously handled by two co-packers.

Several other Staley consumer products will be sent after packaging from facilities such as Decatur and Danville, Ill., and St. Louis to Broadview for rail shipment to regional distribution centers.

The plant will employ approximately 50 people.

Dan Comp, director, manufacturing, describes Broadview as "a facility which has proximity to numerous major suppliers, thereby allowing advantages of an increased volume of purchases."

Then he concludes with a singularly important point: "The major advantage will be the full Staley control. The plant will be a Staley facility, staffed by Staley people who have expertise and concern about supplying customers with the best service and top-quality products."

Company to buy more elevators

Staley has agreed to acquire Ging, Inc., a grain storage, conditioning and merchandising firm that operates three country elevators in central Illinois. The acquisition will be for an undisclosed amount of Staley common stock.

Ging operates country elevators at Cowden, Edgewood, and Farina, Ill. The elevators have a combined grain storage capacity of three million bushels. Ging will be operated as a wholly owned subsidiary of Staley.

The acquisition brings to nine the locations of Staley country elevators throughout central Illinois. In March 1976, the company purchased Livergood Grain Co., which also is operated as a wholly owned subsidiary.

Fabulous Fred, the counting computer

There have been famous teams throughout history. Caesar and Cleopatra. Anthony and Cleopatra. Amos and Andy. Tweedle Dum and Tweedle Dee. Dean and Jerry. Abbott and Costello and Laurel and Hardy.

Now, a lesser-known team is making its mark upon the manufacturing processes at the Columbus plant. It's Saul and Fred.

Saul is Saul Rogols, manager process development and quality control. As for

Fred... well, he's a computer. Fred's a little fellow, and can fit on a table top in the Columbus office building. But he gives life to the old saying about good things coming in small packages.

Actually, Fred is a computerized sizing counter and sorter of microscopic-sized particles.

Saul explains. "At Columbus, we use Fred to help check the sizes of various starch

particles. This is especially important in the manufacturer of Keestar starches used in the manufacture of carbonless duplicating paper."

Saul says the particles that Fred measures range in size from 1.59 microns — or 1/25,400 of an inch to 64 microns. All the particles are nearly invisible to the naked eye. Columbus produces Sta-Lok 400, Lok-Sized, Interbond C, Keestar, as well as a line of laundry starches for commercial and government use.

"There is a definite distribution of particle size that is indicative of starch quality," Saul continues. "Fred provides an instantaneous check of that distribution by count, a quality control curve on an electronic screen and on a graph, as well as readouts of the percentages of the total particles in any particular size category or even the number of particles in each category."

By measuring the curve and numbers of the sample being tested against a standard curve, an instant quality control check is provided, and any adjustments needed in the process to bring the sample into conformance with the standard are quickly made. Formerly, the process was a time consuming one, fraught with the dangers of inaccuracies.

When Saul talks of the many things his partner can do, his voice is respectful. Fred obviously is not a mere machine, but an integral part of the quality control program at Columbus and hence an honorary member of the employee group, which has the same goal as Fred and Saul--the manufacture of quality starch products.



Saul Rogols explains how Fred, the counting computer works.

In the News...



Clock watcher P/2



Safety check P/3



Ladies P/4

Procon helps cut aged feeding costs

A report on the use of texturized Procon soy protein concentrate in feeding programs for the elderly again illustrates the savings possible with no loss of flavor to food by use of protein extenders.

The test program was conducted by the Senior Now Generation group at multi-service center sites for older adults in Tucson, Ariz. The results indicated that the saving per day per 100 meals by using textured Procon was \$4.00, or enough to allow the group to feed five additional participants per day at no additional cost. The significance of such savings becomes magnified when spread through the nation and could greatly increase the ability of such efforts to provide nutritious meals to thousands of people with no additional cost.

Dick Lockmiller, product manager, Gunther, worked closely with the Tucson group in formulating recipes.

The Senior Now Generation report states that recipes were evaluated by program participants of all ethnic origins and altered to meet maximum acceptance.

The report also includes 26 recipes, each scaled in volume and weight for 100 portions, plus a menu with food items to accompany the entree which was made with textured Procon. Each menu contains an average of 786 calories and meets or exceeds the one-third recommended daily allowance for protein.

Protein story has first public show

In April, the protein division made its first public showing of a 23 minute slide presentation on Staley protein products.

The presentation was made to representatives of the Kroger Co. in Cincinnati. It covers the company's full line of protein products and reasons for using them in a variety of applications. Special emphasis is placed on applications of Bland 50 soy flour and Procon soy protein concentrate.



Paul Baughman boasts more than 300 pieces in his watch collection.

Paul has own 'time machine'

If you call Paul Baughman a clock watcher, it won't hurt his feelings. Paul, senior mechanic, electric, is a watch collector and currently numbers his collection at more than 300 time pieces.

The feat is an accomplishment since Paul began the collection only three years ago when a few pieces were left to him from his Grandmother's estate. Today, the collection includes watches as old as 200 years and ranging from finger tip size to three inches in diameter. Yet, despite the wide variety of types, sizes and ages of the watches, each is in working order. Most of the smaller watches are imports, and Paul includes many from Italy, Germany, Switzerland, France and England, in the list.

Unlike some collections, such as beer cans, which have a value only to other collectors, many of the watches Paul owns are valuable because of other standards like gold content. Several of the watches are 18 or 24 karat gold, Paul explains, whereas watches available in stores today usually are only thinly plated with gold. Because of their high value Paul keeps the watches in a safe deposit box in a local bank.

But, while some are highly valued, others in the collection are cheaper. Paul, who purchases watches through catalogs and

from other collectors, recalls what is probably his most unusual deal.

"A friend had an old large, nickel-plated watch which was common near the turn of the 20th century," he recalls. "I asked him how much he would want for it. He asked if my dad still raised horses, and I told him he did. Well, it seemed that this man needed some manure for fertilizer, so he let me have the watch for \$5 and a load of manure."

Most of the sales don't fall into such a unique situation, Paul admits. He adds that he avoids auctions because prices are usually pushed upwards by the excitement of open bidding.

Today, Paul relies on friends and family members as his main source of additions to his collection. He seldom trades an item unless it duplicates another time piece he already has.

"I don't sell any of them, either," he says. "For me, watch collecting is an enjoyable hobby that offers hours of relaxation. I'm not in it for money. I know that it's likely that the collection will increase in value and I might someday want to sell a few items. But then... time's on my side."

Paper starch future 'bright'

The ability to capitalize on the challenges of serving the industrial starch requirements of customers in the paper, textile, adhesive and corrugated box industry will affirm Staley's evolving leadership role.

That's the opinion of Bill Turner, group leader, technical services. Bill is recognized not only as one of the leading authorities in the company on paper starches, but, thanks to his 24 years experience working with industrial starches, is one of the top authorities in the nation on the use of starches in the paper industry.

"I believe the next few years offer the brightest future we've ever faced in this area," explains Bill. "Our competitors are retreating from the specialty starches and modifieds, relying instead upon basic pearl starches. We're aiming at being a complete starch supplier with starches that will solve specific problems."

Bill points out that when he came to the company 24 years ago, only three people were assigned to the paper lab, and only three types of starches were sold. Today, in addition to those basic pearl starches, the company offers cationic starches, Sta-Lok 300 and 400, Lok-Size, Ethylex, Interbond-C, Stayco and Staysize, a variety of specialized starches for customer use.

"This is an especially important area of sales," says Bill. "More than 75 percent of all starches made by Staley are sold by the industrial products group. Paper, of course, is the largest market segment."

Bill is proud of the Staley history of technological breakthroughs that have benefited the paper industry. He points to the jet cooker as an example. His experience with this Staley patented process is extensive since he was involved in its first field trial.

"The process was developed by Oliver Etheridge," recalls Bill. Oliver was technical consultant at the time of his retirement. "Before the jet cooker, paper companies had to batch cook their starch, and it would have a tendency to retrograde. The result was that as much as half the starch would be unuseable, so Staley set out to develop a method that would allow continuous cooking of starch and its 100 percent utilization."

The experience with the jet cooker at a customer's plant was to be the first of many for Bill. He estimates that since then he has been in more than 300 paper mills around the nation, attempting to show them how Staley starches can assist their efforts.

Today, much of Bill's time is spent in



Bill Turner exemplifies the expertise that has made Staley research a leader in service to the paper industry.

delivering papers to national meetings of paper industry groups or conducting seminars in customer's plants.

"In this job you have to know starches, inside and out," Bill says. "I believe Staley makes the finest starches possible, a tribute to our manufacturing people with whom we work closely. Our role is bridging the relationship between our manufacturing people, sales force and the customer's manufacturing personnel. That means research is, in effect, playing a role to assist everyone. When we can show the customer that he benefits from using Staley starches, then the Staley Company benefits, also."

A recent example of the role Bill describes was provided when he solved a problem in cooperation with a South Carolina paper mill. A new coater had a corrosive problem that the mill suspected might be caused by the chlorine content of a Staley starch. Would Bill come down to look at the problem, they asked.

Bill spent time with mill representatives and upon his return to Decatur consulted with Staley manufacturing about additional washing of the starch. A new pH spec was also designated.

That's the type of service which has caused Staley research to receive such esteem from customers--and even from competition, such as one unidentified competitor who told a national business publication that research and development was Staley's "feather in its cap."

Staley starch in corn keeps Green Giant 'Jolly'

The "Ho, Ho, Ho," of the Jolly Green Giant is an advertising legend. But, quality products are what keep the Giant happy and a leader in the food industry.

Staley's Consista waxy maize food starch is one of the major ingredients in the Giant's cream style corn, and is credited with allowing the Giant to produce a quality, uniform, shelf-stable product.

Although formula computerization allows reproduction of many products, Dean H. Lockwood, director of operations, planning and services for Green Giant says that cream style corn perfection calls for a specially bred commodity, such as Consista.

Modified food starch in cream style corn gives greater shelf stability to the product, while permitting elegance--the smoothness, mouthfeel, consistency and eye appeal--unattainable without a modified food starch. Stability in the product is the main attribute of a good modified starch, though.

In-house studies conducted by Green Giant show that Staley's Consista has the least degree of setback on the shelf of any starch used, and gives more physical exactness, measured by flow or spread on a consistometer. At the time of manufacture, the product's consistency will be within 10 percent of its "body" three to six months later, becoming only slightly heavier

attributable to the native starch of the sweet corn.

Even when corn is picked early or late, the waxy maize starch provides less quality deviation than other starches, according to R.D. "Pete" Ridenour, factory superintendent at Green Giant's Cokato, Minn. plant. Ridenour says that a field should be harvested within 12 hours of reaching maturity, and the corn processed shortly thereafter. If maturity continues, the corn will become tough and develop a bitter flavor as the natural starch matures. If the corn is too young, not enough natural starch is available to give a quality cream. Consista permits the use of a broader range of corn maturities.

The Staley starch is also popular with Green Giant because of its good freeze-thaw stability, permitting flexibility in its usage. By having more than one use, it allows them to minimize inventory and maximize service levels. Green Giant uses the Staley starch as an ingredient in cream, butter and cheese sauces of frozen prepared vegetables because of its freeze-thaw properties.

Cream style corn is processed in Green Giant's plants at Rosendale, Wis.; Cokato and Le Sueur, Minn.; and Buhl, Ida. Packing season runs from August into October, during which time the company packs several million cases of cream style corn.

Green Giant is particular about its product--from the corn that enters the plant through process completion. The company has bred corn varieties that are compatible with the cream-style process, having a protein curdling resistance, which Staley Consista also provides. Corn on the threshold of curdling will not produce as smooth a cream as desired. The company's varieties add elegance to the mealtime treat--their golden-colored kernels are thin-skinned, lending tender chewability or mouthfeel to the cream style corn.

Green Giant's corporate headquarters are in Chaska, Minn., with 32 processing and distributing operations in 12 states and Canada.

Its history goes back to 1903 with the incorporation of Minnesota Valley Canning Company at Le Sueur, Minn. Then, the company packed 12,000 cases of corn that first year of operation. Four years later, it began canning its second commodity, peas, and now processes a myriad of canned and frozen vegetables. The original giant appeared in advertising in 1928, but the company was not renamed Green Giant Company until 1950.

In 1961, the food processor first marketed its frozen vegetables in the cook-in-pouch. Since then, further diversification has included prepared foods, restaurants and frozen and processed meats.



Wayne Martin, director, industrial sales/marketing, standing, and Bob Smith, director, sweetener sales, have reason to smile these days. The award Bob is holding was presented by the Central Illinois Marketing Association to Staley on behalf of outstanding marketing efforts of industrial products that earned the company the title, "Marketer of the Year." The association cited Staley's continued "marketing excellence."



The winners of the Russ Dash Bowling Tourney get together to swap notes and compare trophies. Left to right, Dorothy Collins, women's scratch winner, Ron Sutton, men's scratch winner, and Ed Tilley, tournament handicap champ.

Anniversaries

40 Years

DARRELL SPICER, shift foreman, dry starch 12-26 building
KENITH HAGEN, senior mechanic, millwright

35 Years

MAE HINDERLITER, sewing room supervisor, dry starch
CLARK KIKOLLA, genetic corn merchandiser and grain buyer, agriproducts grain
ED ECKLUND, foreman, machine shop
ELVIN HANSON, shift foreman, oil refinery
CHARLES LUPTON, shift foreman, pack & load
HENRY WHITE, shift foreman, 11, 18, & 75
RAYMOND BLAASE, senior mechanic, pipe
CLIFFORD CREEKMUR, plant cleaner leadman, 77 building
MARTIN JONES, switchboard operator, 2 building
ADA HIGHLEY, sewing room operator, 20 building
LEON JESS, records clerk, 17 building
CHARLES HAGEN, senior mechanic, machine
RICHARD RODGERS, senior painter-roofers
JOHN KIPP, senior mechanic, I & C

30 Years

WALT CARTER, assistant manager, corn feeds
HENRY CORBRIDGE, shipping clerk, dry starch
CALVIN GILLESPEY, systems maintenance analyst, corporate information systems
MAURICE PRICE, starch warehouse clerk, dry starch
MAURICE CARTER, merco operator, 6 building
CLARENCE MIDDLETON, converter A operator, 16 building
MARION PAGE, 3rd year apprentice, electric shop
EDWARD STEVENS, senior mechanic, round house
PERCY TOLLIVER, pump station operator, 2 building
GLEN HARTMAN, preparation operator, 101 building
LYLE ADAMS, feed operator, 48 building
WM. LEON CARTER, utility operator, 16 building
CLIFFORD RIGSBY, senior mechanic, sheetmetal
RUSSELL SMITH, repairman merco system, 6 building

25 Years

JOSEPHINE TRUSSO, office manager, industrial sales, Cleveland office
N.P. CALUZZI, janitor, Des Moines Plant

20 Years

LOIS KAUFFMAN, statistical clerk, agriproducts control
WILLIAM FINN, group leader, poly & chemicals, industrial products, R & D

15 Years

ROBERT KRAUDEL, applications chemist, industrial products, R & D
WANDA ROBERTS, properties clerk, corporate control

10 Years

TOM BRANSON, manager, services, corporate transportation
J.J. FALCO, technical sales representative, industrial products, chemical specialties
RAY YORK, administration building superintendent
DAVE BRANDYBERRY, senior industrial engineer, corporate engineering
JAMES THOMPSON, shift foreman, Protein, agriproducts
LOIS ADAMS, senior steno, International
SAMMY BLEDSAW, chemical operator, 16 building
CARTHELL TYUS, cleaner, 75 building

5 Years

PHYLLIS LAUGHNER, computer/programmer operator, Frankfort plant
JOHN KOUSHARENKO, shift foreman, Morrisville
WILLIAM DRESBACK, quality control technician, quality assurance
TIMOTHY WILLIAMSON, bagging, Houlton Plant
KEITH SAUNDERS, dextrin lead, Houlton Plant
KENNETH LOVE, operator A, Vico-Chicago
RICHARD GARROW, warehouse packer/palletizer, Morrisville
RANDOLPH MILLER, lead operator, Morrisville
DAVID SCHAFFER, warehouse packer/palletizer, Morrisville
J. KINGERY, labor, soybean mill, Champaign Plant



The Staley safety committee checks a gas cylinder. With his hand on the cylinder is Vernice Voyles. In the background, left to right, Pat O'Neill, Ray Blaase, Tom Ellison and Dan Riley. Ernie Karcher was absent when the picture was taken.

Safety committee works on behalf of employees

There is an old joke with the punch line that "God so loved the world he didn't have it made by a committee." Another notes that the giraffe looks like it was designed by a committee.

But not all committees should be the butt of jokes. One is the Staley safety committee at Decatur.

The committee meets at least monthly or more often on an "as needed" basis. Members are Tom Ellison, safety director; Dan Riley, safety inspector; Pat O'Neill, sanitation inspector, 60 building; Ernie Karcher, assistant fireman A, 1 building; Ray Blaase, mechanic senior, pipe, and Vernice Voyles, assistant extraction operator, 101 building.

The meetings of the group last an entire day and discussion ranges from steps taken to correct previously reported safety hazards to current problem areas to cleanliness and sanitation. Part of the day is spent in spot checks of buildings throughout the plant. The committee checks each one of the more than 100 buildings throughout Decatur at least once in the course of a year.

One of the most recent examples of the safety committee's work was the purchase of a measuring device for various types of hazardous fumes.



For the second straight year, the Toads are champs of the Staley basketball league. The squad includes, clockwise, Roger Clark, holding trophy; Larry Clark; John Simmons; John Hicks; Steve Dickman; Mike Patrick; Frank Pease; Ron Harrison and Pete Emery. In the middle of the group are Al Rennert and Bill Morris. Bill Sims was not present when the picture was taken.

Other things the committee looks for are the usability of safety equipment, placement of guards on moving machinery; proper housekeeping; maintenance of cylinders, proper labeling of hazardous materials, posting of signs in hazardous areas, maintenance of ladders, and the reliability of emergency equipment. An area that has drawn increased attention recently is upkeep of electrical systems.

"Attitude is still the determinant of how safe a plant will be though," points out Tom. "We can make all the inspections in the world. And there are more than those made by the safety committee, including one by a private consulting firm, one by an insurance carrier, and regular monthly inspections by Dan or me. But unless everyone is willing to practice it, safety is an empty word."

Rogula new VP in consumer

James L. Rogula has been named vice president/general manager Staley consumer products, Oak Brook. He will report to R. W. Brooks, group vice president, consumer products.

Mr. Rogula was graduated from Knox College with a B.A. degree and from New York University graduate school of business with an MBA degree.

Before joining Staley, he was a senior vice president for E. J. Brach and Sons, where he included in his responsibilities, sales and marketing.

All positions at Oak Brook will report to Mr. Rogula with the exception of John Stehr, director development, consumer, who will continue to report to Mr. Brooks.

On the move



S. Kroes

CONSUMER

DON BRASUELL from district manager to manager sales administration, marketing
SANDRA RICHARDSON from lead keyed data operator to keyed data supervisor, consumer distribution

AGRIPRODUCTS

STEVEN KROES from senior merchandiser to soy feeds merchandiser, marketing
BRUCE DAWSON from merchandiser to senior merchandiser, Fostoria plant



D. Spicer



C. Kikolla



C. Lupton



R. Blaase



R. Rodgers



W. Carter



H. Corbridge



C. Gillespey



M. Page



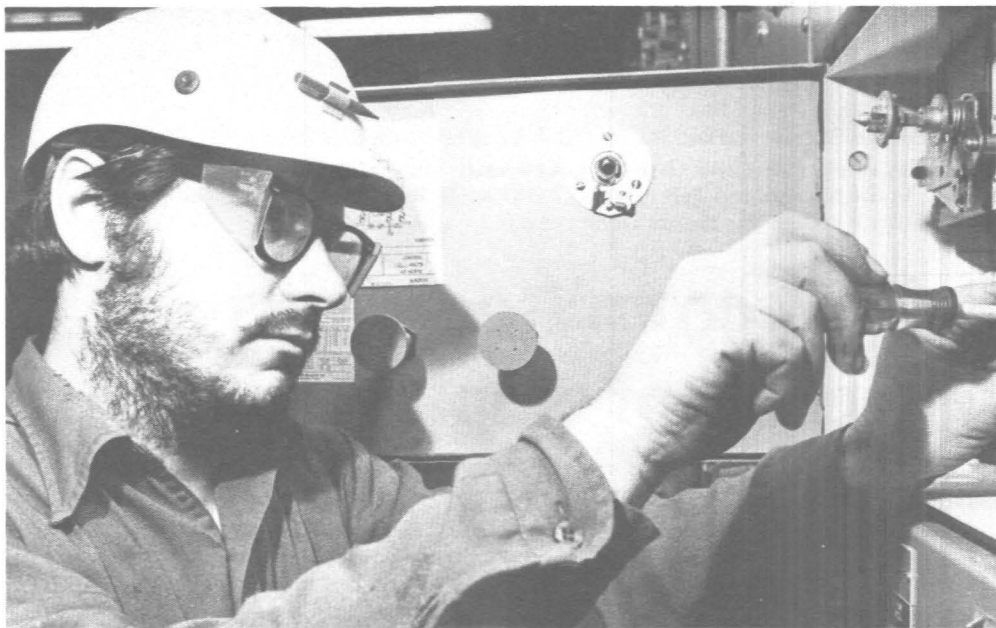
G. Hartman



W.L. Carter



J. Trusso



James Schreckengost, top picture, and Bernie Steele, bottom, are the first graduates of the Morrisville maintenance training program, and have been designated first class mechanics. James is assigned to the pipe shop fabrication area, and Bernie is in the electric shop.

Homework pays off; consumer backs ad claims

By doing its "homework", the consumer products group has again substantiated advertising claims which underwent a challenge from an unnamed source, and were called to the attention of the National Advertising Division (NAD) of the Better Business Bureau.

The claims were that Sta-Puf blue fabric softener offered greater softness, scent, plus absorbency, than the leading brand. Earlier this year, a claim of superior cleaning power on behalf of Sno-Bol liquid cleaner was upheld when scrutinized by NAD, a self-regulatory agency of advertisers.

It takes more than good luck for such claims to be upheld. The key is a carefully prepared marketing strategy plan, a two-page statement that documents all the business rationales supporting the product attributes and providing a base for advertising claims.

That means that the "clever" phrases that are used in advertising are not just the brainstorm of some creative advertising type. Actually, the desired qualities of a product--that essential difference which will make it saleable--are determined by consumer products marketing and communicated to research which is responsible for devising a product that does what is desired.

Consider the most recent example involving Sta-Puf blue. In line with its emphasis upon product quality priced at a parity with other brands, consumer products decided that Sta-Puf blue must soften not only as well as Downy (the leading brand) and leave a fresh scent, but must also allow such items as towels to absorb water more efficiently than Downy.

Herein lies the crux of the challenge to the Sta-Puf blue claims. The unknown party making the protest to NAD declared that it was "impossible" to provide greater absorbency without decreasing the softening properties of the product.

Was this protest accurate, asked NAD. No, came the Staley answer and the documentation of intensive research was provided to back up the claims.

This documentation showed that Sta-Puf concentrate was specially formulated, using a different chemical base than Downy. According to Staley, the type of softener base used controls the rate of degree with which a fibrous material will absorb water.

In addition to the Staley research tests, the results of the U.S. Testing Company, Inc., an independent research organization, were provided. Importantly, U.S. Testing is not a mere mouthpiece for its customers.

But this time, the service found that Sta-Puf softens as well as or better than all the products tested (others included Downy, Final Touch, Nu-Soft and Rain Barrel), and consistently allows better absorption than all products tested.

After evaluating the information, studying the commercials and poring over print ads, NAD came to the same conclusion and notified Staley that its claims were upheld.

The importance of the clearance cannot be underestimated. All three television networks follow the NAD recommendations, and had the Sta-Puf claims been disallowed, new commercials would have had to be prepared. No network would have accepted any spots in which disallowed claims were made.

Jim Legat, product manager, says the upholding of the Sta-Puf blue claims shows the importance of a well-prepared marketing plan.

"We feel our major emphasis should be on parity pricing and quality products," explains Jim. "Price is the easiest thing in the world for competition to undercut. But when we offer a product with a distinct advantage--and can prove it when subjected to the scrutiny of independent organizations--then we're on our way to establishing leadership roles for Staley consumer products."

Langhorne's ladies typify role of regional offices

Charlie has his angels. Langhorne has its ladies. And just as Charlie's angels are his good right hand, so are Langhorne's ladies a valuable asset to Staley salesmen serving the eastern region of the U.S.

Langhorne, Pa., is the site of the eastern regional sales office for Staley industrial products group, and, as such, exemplifies the functions of such offices. Wendell Ray heads up sweeteners, Ellis Lehman, industrial starch sales, and Bob Garretson, specialty food starch sales. Although each has a full staff of field representatives assigned to their responsibility, much of the customer contact, followup and problem solving is done by the ladies--Fran Guld, Sherri Loth and Elaine Beaumont. Fran works with industrial starch orders for the entire Eastern Region plus sweeteners for New England. Sherri handles IsoSweet orders for the Philadelphia district, while Elaine receives orders for specialty food starches for the entire Eastern region, excluding the Atlanta market. In general, the geographic area covered includes New England, Pennsylvania, parts of New York, all of New Jersey and as far south as North Carolina.

To the casual observer, it might seem that most of the time of the three is spent in merely taking orders. Actually, each, in her role as telephone operator/receptionist, secretary and sales coordinator, must be as familiar with products, customers, shipping schedules and Staley procedures as are the salesmen.

That's because salesmen cannot always be on hand when a customer wishes to place an order. In that case, the customer will call Langhorne and talk with one of the three.

Because of the multitude of products manufactured by Staley, and the similarity in many product names (although the products might perform quite differently from each other), each of the women must be "pinpoint" accurate in taking the order. That means each must have at least a basic knowledge of the customer's needs.

The next step is placing the order with either Decatur or Morrisville. In Decatur, contacts are made with Kathy Reedy for dextrose and mixed cars, Helen Wangrow,

Barb Taylor and Ruth Buechler for industrial starches and specialty products. In Morrisville, order entry is done through Frank Beebe for truck orders of IsoSweet, but IsoSweet tank car orders are entered with Ruth Buechler. Ruth and Mary Peters handle tank car shipments of corn syrup.

Having placed the order, the regional sales office now becomes the major link between customer and Staley. A new garb--that of trouble shooter--is put on.

For example, a delayed order will require working with transportation supervisors and tracing the exact location of a shipment and anticipated delivery time.

An out-of-specification shipment might call for the women to notify the salesman immediately and help in communications between the customer and Staley.

Recently, Sherri even helped resolve a credit question by presenting the customers needs to Decatur, while impressing upon the customer the need for control of credit. She was really "in the middle", with a phone to each ear as she relayed the conversations. The results--the customer received his shipment and Staley received their payment.

Each of the women will receive as many as 35 calls a day. The calls might be orders, or they might be requests for assistance or even samples. In addition, each also performs secretarial duties.

The impact of their efforts are difficult to measure. In varying scales, other employees throughout the company are doing similar jobs working with customers and being the "front line" of sales efforts. But an indication of the important role that Fran, Elaine and Sherri play is best represented by a poem that George Donelan, area manager, sweetener sales, wrote to them comparing them to the TV trio of Charlie's Angels.

Although all recognition might not take such poetic form, there can be no doubt that each day, a lot of Staley salesmen say a silent "thanks" to the women who keep things going in strategically placed regional sales offices across the nation.



A. E. Staley Mfg. Co.
2200 E. Eldorado St.
Decatur, Ill. 62521
Address Correction Requested



Sherri, upper left, Elaine, lower left, and Fran, upper right, perform a multitude of chores that make them All Stars in the minds of eastern region Staley salesmen. It's typical of the work done by Staley men and women at regional offices around the nation.