StaleyNews

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Start-up slated for "Isosweet 5500" addition at Lafayette this month

A new refining unit at Lafayette, which will permit full-scale production of "second generation" high fructose corn syrup, is scheduled for partial operation the latter part of February.

The Lafayette corn processing facility, completed in the summer of 1977, has a total annual capacity of one billion pounds of corn sweetener, including both high fructose corn syrups and regular corn syrups.

This new unit will allow the plant's current high fructose corn syrup capacity (more than 500 million pounds) to be fully utilized for either 42 percent HFCS or second generation products such as 55 percent fructose syrup, which is identified as "Isosweet 5500".

Fifty-five percent high fructose corn syrup is positioned as a direct replacement for medium invert sugar and sucrose in soft drinks and in a variety of processed foods.

The new addition has been a four-phase project with phases one and two concerned with equipping the facility; phase three, making modifications to and tie-ins with the existing refinery to accommodate changes introduced by the "5500" project; and phase four, operator training, completing work necessary to start-up evaporators, and making final tie-ins for partial start-up of the unit about February 18.

As portions of the process were completed, they were thereafter water and pressure tested, according to William Luby, project manager.

Closer to start-up, the timetable called for running water through the entire process the week of February 11. Checking out the process in this manner, estimated to take about one week, made certain that all interfaces between units were working and the computer was controlling adequately. During the third week of this month, the plant is scheduled to start-up making 55 percent high fructose corn syrup.

Announced 16 months ago, the project is ahead of schedule and also is coming in well under estimated costs, Luby said.

He added, "Hopefully, this unit will have the lowest operating costs of any in the industry."

Even more efficient

It should be even more efficient than the original unit at Lafayette, considered the most efficient corn wet milling plant in the industry, Luby said. Only three persons per shift will be required to run the new facility, adding a total of 12 persons to the staff.

This new unit will create no drain on any support systems from computer control to waste treatment facilities. In fact, additional waste treatment facilities have been built and are already operating to accommodate added load generated by the Isosweet 5500 project. The new unit also has its own laboratory and control room. Redundant controls have been provided to be tied to both the new unit's control room and the "foxhole", the nerve center for the plant and the home of the Foxboro Fox I computer. These additions will sustain the belief that Lafayette is the most automated plant in the wet milling industry. With dual tie-ins, the "5500" operation can be controlled from either its own control room or the foxhole.

Operation of the "5500" facility at Decatur has provided invaluable assistance in modifying some of the design criteria of the new unit, according to Luby. "We are miles ahead by coming across problems in the Decatur "5500" operation and designing around them at Lafayette."

One of the strengths of the Staley company comes from its multiple plants, providing a depth of experience that can be called upon to assist on starting up similar facilities or helping out on problems previously encountered at another operation.

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Sales, earnings up first quarter

Staley reported net earnings of $5,819,000 or 46 cents a share on sales of $324,651,000 for the first quarter ended December 31, 1978. The totals compare with net earnings of $5,012,000 or 44 cents a share on sales of $268,654,000 for the same period last year.

Chairman Donald E. Nordlund said the company's soybean processing mills made a strong contribution to quarterly results, operating at high levels with attractive crushing margins.

He said sales volumes during the quarter for the company's corn sweeteners and starches were ahead of a year ago. The volume gains were offset by slightly higher corn costs and a continuation of unfavorable pricing for high fructose corn syrup, Nordlund indicated.

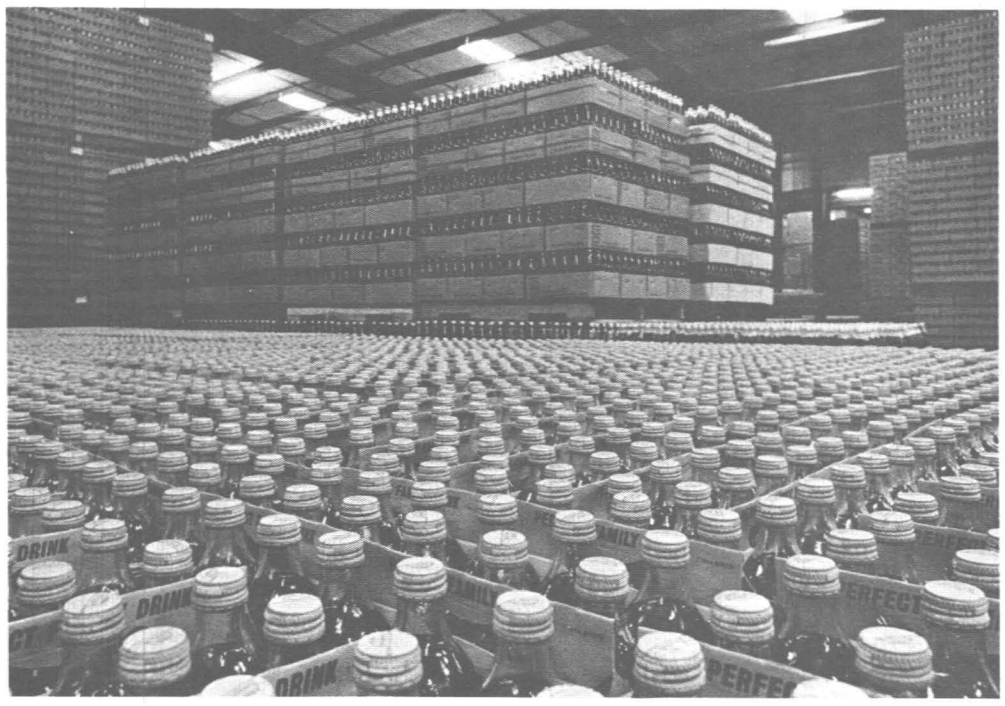
Improved performances were achieved by the company's Consumer Products Group and international grain processing affiliates, according to the Staley chief executive.

Nordlund said favorable soybean milling conditions are continuing in the second quarter, and current demand for the company's corn sweeteners and starches is generally positive, although reflecting normal seasonality. He added that the corn sweetener sales outlook is good for the remainder of the year, with some firming of prices anticipated this summer.

Sheets going well

Case sales to date on the new "StaPuf" fabric softener in-dryer sheets look very promising in the test markets, according to Jim Rogula, vice president/ general manager, consumer products, Oak Brook. The new, reusable, perforated sheets will be introduced into additional test markets during 1979, he said, to gain more experience with the product.

Besides creating consumer awareness and trial of the new product, advertising for StaPuf sheets is expected to have a favorable impact on the entire Sta-Puf line.



Equivalent to sugar in sweetness, "Isosweet 5500" high fructose corn syrup is primarily targeted at the beverage industry, the largest industrial user of sugar. Other food processors who could benefit from this product include the makers of still beverages, jams, jellies, preserves, some baked goods, canned foods and salad dressings.

Market development progresses well: bottlers, biggest potential customers for second generation high fructose

"The development program for 'Isosweet 5500' high fructose corn syrup is fairly well advanced," said Larry Cunningham, marketing manager, sweeteners, industrial.

Staley has marketed this second generation high fructose corn syrup for over two years and expands its production capacity with the start-up of the Lafayette addition later this month.

Equivalent to sugar in sweetness, this product is primarily targeted at the beverage industry, the largest industrial user of sugar. Other food processors who could benefit from this 55 percent fructose product include the makers of still beverages, jams, jellies, preserves, some baked goods, canned foods and salad dressings.

When the Sugar Act expired in 1974, sugar prices spiraled upward and high fructose corn syrup offered an economical alternative to sugar in beverages. Sweeteners are one of few areas where bottlers and other food processors can reduce costs or hold them steady--labor, packaging, and shipping expenses continuing to increase with petroleum and inflation.

"At that time we only had 'Isosweet 100'," said Cunningham, "which we began manufacturing at Morrisville in 1972. That sweetener, containing 42 percent fructose, is a good product for many applications, but had some shortcomings, one of which was a deterrent to its use by some bottlers. It was not quite sweet enough for some flavors including colas. That one beverage accounts for 65 percent of the soft drink industry's business and is the main determining factor on the sweeteners selected by many bottlers.

In some cases, like in orange or grape-flavored soft drinks that have 12 1/2 percent to 13 percent sweetener solids, Isosweet 100 works very well as a total replacement for sugar. Even in the lemon-lime drinks containing 11 to 12 percent sweetener solids, the 42 percent fructose product did a good job. But with relatively low sweetener solids (10 to 10 1/2 percent in the colas), the difference in sweetness became perceptible.

"A much sweeter product than Isosweet 100, '5500' is intended to compliment our Isosweet 100 sales in products where additional sweetness is required," Cunningham said.

Marketing approach

To market this new product, Staley's first move was to talk with the large bottlers and determine what usage levels they would approve. Marketing and research personnel have worked on these replacement levels for the past three years--George Nichols, manager, new product development, talking about the economics of 55 percent fructose, and members of Dr. Robert Schanefelt's foods group, research and development, discussing applications and working with them on formulations. At the same time, Dr. Thomas Protzman's research engineers were designing a process for manufacturing this higher fructose product.

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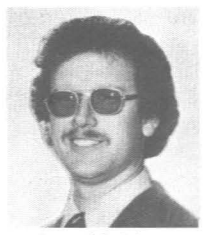
Mobley, Woodby promoted



Ron Mobley

Eugene Woodby

Ron A. Mobley, formerly chemical engineer on the process chemical engineering staff, Staley/Decatur, two and one-half years, has been named plant manager at Houlton, Maine.

He succeeds Eugene Woodby in that position. Woodby, who was plant manager there two and one-half years, has been promoted to production superintendent of the Decatur plant.

During Woodby's tenure at Houlton, numerous improvements in all areas of the operation were accomplished, including innovative approaches to waste treatment which received national publicity.

Prior to going to Houlton, Woodby, who joined the company in 1968, had been a senior chemist. He holds a B. S. degree in mathematics from Milligan College, Milligan, Tennessee, and an M. S. degree in chemistry from Illinois State University, Normal, Illinois.

Mobley joined the company in 1976. Previously, he was a corporate design engineer with Lauhoff Grain Company in Danville, Illinois, four years and a development engineer two years with Occidental Petroleum Company in White Springs, Florida. He holds an M.S.E. degree in chemical engineering from the University of Florida as well as bachelors degrees in chemical engineering, physical organic chemistry and mathematics from that school.

Ron, Dorothy, his wife, and two children--Valerie, 8, and Brian, 6--moved to Houlton in January.

In the News...

Digging/P2

Sledding/P3

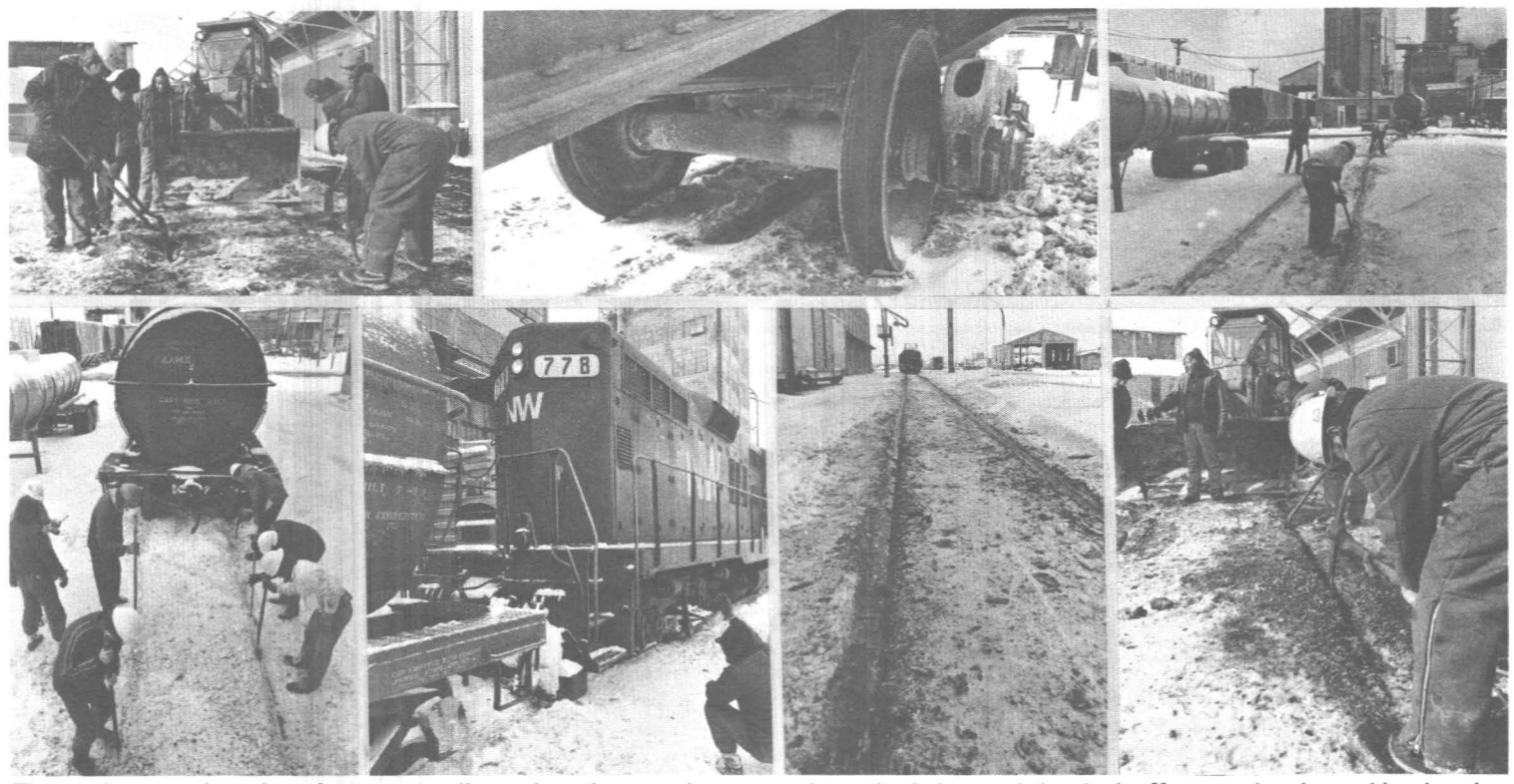
Leading/P4

Ice deals blow to rail traffic

Twenty-six miles of tracks and more than 100 switches to go. That was the maintenance job facing the yards, grounds and track crew in Decatur the weekend of January 13.

The responsibility was the same as any other day except that every inch of track and all of the switches needed immediate attention following a good dousing with freezing rain. In some spots, ice up to six and seven inches thick covered the rails, halting rail traffic.

Many rail cars were either frozen to the tracks or detrailed and switches were frozen up or buried. Ice on the inside groove of the rails created serious problems--derailments. Wheel flanges normally fit inside the groove allowing wheels to follow the track. With the groove chock-full of ice, instead of following the track, the wheels rode up over the ice and track to make their own way. Over a two-day period, 10 cars and three engines were off the track at various times. In one instance, a winch was hired to pull a rail car out of its entrapment.



The yards, grounds and track crew as well as other plant employees are shown in their round-the-clock efforts to clear ice and hardened snow from Decatur tracks after the January 13 storm. These scenes are typical of the track maintenance job facing them during winter so that engines can get in to remove full cars and spot empty ones, enabling plant operations to continue.

From Sunday afternoon until Tuesday, union scheduling rules were suspended to permit employees already at work and those who could get there to keep the plant functioning. And so it was that employees from various areas of the plant became involved in the massive job of clearing the rails from time to time so that engines could get in to remove full cars and spot empty ones, enabling operations to continue.

Backhoes and shovels were used to dig off the ice while men put picks to work breaking ice loose from the track and chiseling out the inside of the rails--a slow and tedious task. Debris was cleared away by endloaders. After scraping, shoveling and picking had removed most of the ice, crews spread salt over the rails to polish off the job. Salt worked its magic by melting off the remainder of ice after temperatures warmed above 16 degrees F. Below that temperature, however, the salt was ineffective.

Through mid-January, that particular four-day period was the most difficult for the yards, grounds and track crew, but by Tuesday, January 16, tracks were in fairly good shape and only one car remained derailed. Another good day with no snow and most of the mess was cleaned up.

Chalk up one battle against the elements this winter that was heroically faced and won.

Around the country

From the northeast to the southwest, the weather has been unusual during January.

Coming in with 20 to 32 degrees below zero, Houlton warmed up to the 40s the last weekend of the month. Although that location has had about 68 inches of snow on the ground to date this winter, it nearly all disappeared with the warm spell.

On the west coast, Gregg's Food Products, Inc., Portland, Oregon, has had a very unusual winter from freezing cold to a D-C 8 crash landing in its backyard. The plant was closed on January 10 following an ice storm, which left over 70,000 persons without electricity. Those who were able to get to work consumed a cup of coffee (brewed in an employee's camper) by candlelight and went home.

Down the coast at Garden Grove, California, the Gregg's plant reported a very crazy winter with abnormally cold weather dipping into the high 20s in the evenings and only going to 35 or 40 degrees during the day. A severe hail storm toward the end of the month put a white covering on the ground.

But if one were to vote on the least pleasant spot to have wintered in January, Chicago and its suburbs had to be a close contender.

Through the end of the month, 76 inches of snow had fallen there with more expected. January 15 and 24 many employees at Oak Brook were snowbound. Those whose cars started during that time often parked them at night in restaurant or shopping center lots rather than chancing streets or apartment lots where they either became damaged, stuck or blocked by other cars. Throughout this nightmare, Broadview remained open, but Cicero closed January 16 and half the following day while trucks couldn't get into Chicago. Two weeks in a row, paychecks were delayed by the weather.

The Chicago industrial products' office also had some snow experiences with traveling difficult if not impossible. Four days in one week, Al Brunlieb, midwest regional manager, sweeteners, industrial, played chauffer to make sure he had the best attendance in the city. Al says his fares were reasonable.

Through January, Lafayette, which had a severe winter a year ago, reported only about 10 inches of snow. After the winter of '78, many employees purchased four-wheel drive vehicles and trucks. Some have even hauled snowmobiles just in case the going gets rough. Nine employees with four-wheel drives volunteered early in the season to help in snow emergencies--being on call to pick up employees stuck at home.

In beautiful downtown Morrisville, there's been little to complain about on the weather front.

At Frankfort, several bouts of freezing rain and six-to-eight inches of snow the 27th have been the worst of it. Fuel oil freeze-ups a couple of days during extremely cold weather caused brief problems.

Des Moines reported that temperatures never warmed up enough to budge the 12 inches of snow it had. Like Decatur and other midwestern areas, the Iowa plant has had some icy rails and frozen switches as well as a rail car shortage, attributable to the bad weather and the increased reliance on the railroads to transport grain normally barged to port areas. However, merchandisers were selling well above the truck levels which helped ease the hopper car shortage. Iowa, which averages only 19 inches of snow, has had 36 inches as of the end of January.

The weather in Champaign was much like that in Decatur, being only 45 miles away. That plant also experienced rail car shortages the first month of 1978.

From all indications January is a good month to have out of the way. Come on summer.

Seeds offered on 24-ounce syrup

Gardening, one of the largest leisure-time activities, is as popular as ever. To make it even more convenient, consumer products is again offering free seed packages on the 24-ounce size of "Staley 100% Natural Syrup". This offer, first made a year ago, is being repeated because of its success.

Both vegetable and flower seeds will be featured, including lettuce, tomato, pepper, zinnia and portulaca.

No other syrup manufacturer has a seed promotion, according to Ben Bartolini, marketing manager for all food products, who says the promotion was shipped in January and will appear on retail shelves by early February. The offer will run for about six weeks.

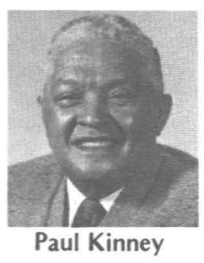
This seed offer follows a very successful cross-couponing promotion with Wagner. A 15-cents-off coupon for syrup was featured on "Wagner Breakfast Orange Drink" last September.

Following the seed promotion will be a 15-cents-off on label offer for the 24-ounce size of Staley 100% Natural Syrup, similar to label savings used successfully in the past. This tried-and-proven promotion will be featured in the March-through-May period.

Rounding out the year's syrup promotions will be a new promotion--an on-pack premium. Scheduled for shipping in June, this promotion will reach retail shelves in July and early August to stimulate sales during the normally sluggish summer months. Ben's keeping the premium a surprise so as not to tip competition off. He did say, however, it has broad appeal and is something you never have enough of. We'll be looking for it come summer.

Joining the leisure life . . .

Kathryn Rhodes



Paul Kinney

Edna Sims

Otto Lucht

EUGENE CHAPPLE, process support, 6 building
KATHRYN RHODES, janitor, 60 building
CHESTER JONES, bag marking operator, 20 building
PAUL KINNEY, 75 building operator
LEO KELLY, construction supervisor, industrial
EDNA SIMS, senior corporate records clerk, corporate information systems
OTTO LUCHT, manager, fermentation sales, industrial sales

Lafayette start-up

(Continued from Page 1)

For start-up purposes at Lafayette, a detachment of personnel from Decatur will be on hand including employees from research and development, engineering, manufacturing and quality assurance. Coordinating those efforts will be Gene Hyland, start-up manager from headquarters, who also was the general construction superintendent for the project.

Throughout construction, purchasing, project engineering personnel, and Luby traveled to Lafayette weekly to audit construction progress and assess any problems that cropped up. A project for which the overall process and equipment specifications were orchestrated by Staley people involved many support divisions and departments at corporate headquarters from corporate engineering, systems planning, research and development, research engineering, manufacturing, marketing, quality assurance and purchasing to financial personnel. The expertise from all sectors was drawn upon many times to pull this project together and accomplish it in record time for much less money than anticipated.

It's a Staley success of which everyone can be proud," said Luby.

Land acquired for country elevator

Staley has purchased a 10-acre site adjacent to its Coles Station elevator, five miles northwest of Mattoon, Illinois. Current plans call for construction of a new elevator on the site capable of loading unit trains of 100 cars or more for shipment of grain to New Orleans for export markets.

With the new facility, total storage at the site will be increased to 1.3 million bushels. After the completion of the new elevator, Staley will continue operating its present Coles Station elevator, owned by Livergood Grain Company, a Staley subsidiary.

The company entered the grain merchandising and storage business in 1976 with the purchase of the Livergood company and Ging, Inc. elevators. The two Staley subsidiaries operate nine country elevators in central Illinois with a total storage capacity of six million bushels. Other elevators are located at Findlay, Cowden, Sharpsburg, Kincaid, Chipps, Farina and Edgewood.

Repeating a popular promotion a year ago, consumer products currently is offering packages of flower and vegetable seeds on the 24-ounce containers of "Staley 100% Natural Syrup".

Market development

(Continued from Page 1)

Many bottlers large and small have made approvals for both first generation and second generation high fructose corn syrup to replace some or all of the sugar in their beverages, according to Cunningham.

Among these are the Coca Cola Company, which has approved Isosweet 100 at 25 to 50 percent replacement levels and Isosweet 5500 at 75 percent levels in all of their drinks except "Coke". Neither sweetener has yet been approved for the cola flavor. Crush International, Dad's, Inc., and Squirt, Inc., have approved both first and second generation high fructose products as 100 percent replacements for sugar in all of their drinks. Royal Crown has approved Isosweet 100 in all of its drinks, replacing all of the sugar in Nehi and Upper Ten, and 25 percent of the sugar in Royal Crown Cola. Approvals of Isosweet 5500 are expected shortly.

A real breakthrough came recently with Pepsi Cola Company authorizing the use of Isosweet 5500 in its Mountain Dew brand. Until then, neither first nor second generation HFCS had been approved for use in Mountain Dew. With this approval, it is expected that many Pepsi bottlers will be installing systems to handle "5500" for Mountain Dew, the fastest growing soft drink in this country--crashing into the top 10 beverages last year for the first time.

Product development

"Actually, product development and marketing go hand in hand," said Cunningham. "One is responsive to the other. When Staley became convinced of the need for more sweetness in certain beverages, researchers began working on a higher fructose product. That was about four years ago during the peak of high sugar prices. The challenge was to find the right sweetness for HFCS to replace all or most of the sugar in those drinks and foods where Isosweet 100 just wasn't quite sweet enough.

"The sweetness of high fructose corn syrup is increased by increasing the fructose level of the sweetener," Cunningham explained. "Much work was performed in-house with taste panels comparing sweetness levels of sucrose, 42 percent fructose and higher fructose products in various drink flavors and at different replacement levels for sugar."

In late 1975, marketing personnel and researchers had their first large group of "experts" compare drinks sweetened with higher fructose syrup and sucrose. Convention goers to the 57th National Soft Drink Association's show that year sampled colas and lemon-lime products at the Staley booth. From their reactions, it appeared that 65 percent fructose was too sweet for most tastes but was on the right track; so, research continued to seek a more appropriate sweetness somewhere between 65 percent and 42 percent fructose.

First, they increased the fructose level in the 42 percent product, making it sweeter. Then, they began on the other end of the spectrum with 65 percent fructose and cut back on its fructose level. Coming from both directions, they settled on 55 percent fructose as the point at which the second generation product should be. It was right on target with sweetness, flavor and other noteworthy traits.

All of this work has paid off. Data compiled on the early applications work with Isosweet 100 and in more recent years with "5500" have produced a wealth of information and expertise that becomes invaluable when talking with prospective users about converting to HFCS.

Conversion assistance

So how does Staley help a beverage or food manufacturer convert systems? First, a territory manager or broker helps the customer decide whether or not a conversion to HFCS will be economically feasible for his operation. To check out the economics, our representative must be an expert on several things, according to Cunningham. He must know the customer's product mix, the number of cases of each product, formulations of each product, replacement levels approved for Isosweet 100 and 5500 and then compare the economics of sugar versus Isosweet 100 and 5500 in this total product line.

At this time, Staley is not looking for conversions of Isosweet 100 users to "5500" but mainly for obtaining new business from food processors using all sugar formulations.

The sales force works in close cooperation with research and development's technical service staff and Industrial Products Group's sales service engineers. When the economics are apparent and the customer decides to install a high fructose corn syrup system, the sales representative calls in his back-up team.

Technical service personnel work with the customer's quality control staff on formulations.

One of the sales service engineers will survey the customer's plant, determining the size of storage tank necessary for his production load. He will advise the plant manager where the storage vessel should be placed, measure and make a scale drawing of the set up.

Drawings and information about the installation are then submitted to fabricators for bids. When bids are received, the sales service engineer will work with the customer in selecting the fabricator, placing the order and following up to see that the tank is constructed properly. He also will be on hand for the first HFCS delivery to be sure that all equipment is metering, pumping and delivering the high fructose properly.

Why does Staley go the extra nine yards for a customer?

"We believe we know more than anyone else about handling corn syrup, making us eager to assist a customer with conversion to our system," Cunningham said. (Archer Daniels Midland and Clinton also have 55 percent fructose products.) "We want our customer to be absolutely pleased with his choice of supplier. If his system does not perform as expected, he will be dissatisfied with the product and the company. Total satisfaction is our goal," Cunningham said.

Ready for action, Charlie "Chuckwagon" Weever, Staley's emeritus sledder, takes his stance and then hurls body and sled downhill in his favorite belly buster position. He enjoys fast hills with plenty of good, hard bumps.

Dean of sledders looking for cohorts

One usually associates sledding with the younger generation but not Staley's Charlie "Chuckwagon" Weever. He maintains that sledding is the "thing" and looks forward to it year-round, fondly remembering the hill thrills in the heat of summer.

Always prepared, he places his sled in the trunk of his car from November 1 through April 1 just in case it snows or he sees a new spot to try.

Charlie, who is 69 years young, retired from the company as a chemical engineering helper in 60 building, Staley/Decatur, in January, 1975.

"I'd challenge anyone my age who will go belly bustering," says Charlie, who bills himself as the oldest active belly busterer in Decatur.

Although as a child he enjoyed the sport like all others his age, Charlie, as he grew older, used to go out and just watch the kids on the hills. Finally, in 1950, their fun got the best of him, and Weever decided to climb aboard some runners again to evaluate the winter sport first hand. "It was all it used to be and even better," the emeritus sledder said.

Age means nothing with this sport. Weever has noticed a trend over the last 30 years. While he was still a bystander, parents took their children out and watched them have fun. Now, moms, dads and grandparents participate if they are brave enough.

The sled he's still using is one Charlie acquired in 1950, which was badly wrecked when he took possession. He's put boards on it three-quarters of an inch thick (nearly a half-inch thicker than sled boards normally), reinforced it with some cross braces and banding and declared it rideable. Out of sentiment, Charlie has hung on to the sled because it is "so old"! Right now he figures he possesses one of the oldest sleds in use by one of the oldest regular riders. Admittedly, he could use a new vehicle since his runners no longer are even, breaking his speed and making for precarious rides at times. In fact, he's eyeing a used Flexible Flyer that rides about twice as high off the ground as conventional sleds. That brand was considered "the sled" back in his youth because it had good, flexible steering. They're still available but not as sturdily built, according to Weever.

Bumps great

The dean likes good hills with a lot of bumps and action. Having tried out most of the good ones in the area, his best spots are on Scoville Golf Course (his home course), allowing that Nelson Park also is good and has more sledders to pack down the slopes.

Although he doesn't classify himself as a roughneck sledder anymore, (the spills are a little tough on him), Charlie now sleds for distance and expertise at staying on the vehicle. He prefers to do belly busters because there's better control as far as guiding the sled. Even so, Charlie has had an occasional wreck and as the result of one mishap, had his nose stitched up.

To get a hill in "shape" requires packing the snow. Weever recommends large, flat-bottomed vehicles for the job, including tractor or truck inner tubes, toboggans, corrugated metal or large sheets of plastic. Metal or plastic saucers as well as the Coca Cola signs, which are almost extinct, also are fun and helpful on packing, he pointed out.

Depth of snow makes a difference on sledding quality. It can't be too deep, according to Weever. A good wind blows loose, powdery snow off of the ridges into valleys leaving nothing on top and too much snow farther down the hill. If there's a crust of ice underneath the snow, conditions are ideal. Ice is also sledable. It's particularly good when the ground is well frozen.

The best sledding he remembers was after the ice storm of 1959 when a good, thick layer of ice covered central Illinois. "One could go down a hill and almost up another one," he exclaimed. That occasion presented him a real thrill. He could step out his front door, head down hill on his sled, traverse the road and continue his journey well into Scoville Golf Course, going nearly a quarter of a mile with no effort. In fact, Charlie wore holes in the toes of his overshoes attempting to slow down.

The worst part of the sport, of course, is returning to the top for another rush down hill. It doesn't seem to bother Charlie too much though because he gets in about as many turns as younger sledders and makes it back up the hill faster than many.

To accommodate the warmth generated from all of his physical activity, Charlie doesn't pile on layers of clothing. Explaining, he said, if he perspires, he gets stiff joints in addition to the stiff body he ordinarily experiences from hitting bumps. His gear consists of thermal underwear, a heavy flannel shirt, corduroy pants, overshoes, cap with liner and a warm, lightweight, Staley jacket.

Looking for a good sledding companion? Look up Weever. Charlie says he'll be out on the slopes, the Lord willing, until he's 100 or more.

Improvements at Houlton net environmental award

Staley has received an honorable mention in the 1978 Awards for Distinguished Service in Environmental Planning.

Initiated several years ago, the awards are sponsored annually by Conway Publications, Atlanta, Georgia, and the Industrial Development Research Council. Winners are selected on sound environmental planning and conservation technology as key ingredients in community and industrial development. Projects receiving top honors "illustrate that economic development and environmental enhancement can indeed occur in concert".

Winners of the 1978 awards were Standard Oil's (Indiana) new Amoco Chemical plant in South Carolina; Xerox Corporation's new International Center for Training and Management Development near Leesburg, Virginia; Tandam Associates' new food processing plant near Santa Maria, California; Johns-Manville Corp.'s master plan molding a satellite town, 18 miles southwest of Denver from the famous cattle breeding ranch; and Radnor Corporation's new corporate center near Philadelphia.

In naming Staley an honorable mention winner, the sponsors said, "We appreciate your submitting Staley's Houlton, Maine, facility; the nomination was well-received by our panel of judges."

Three other companies received honorable mentions as well. They were Abbott Laboratories for Abbott Park near North Chicago; American Hospital Supply Corp. for McGaw Park near Waukegan and Watsons Industrial Properties for Watson Industrial Center in Carson, California.

Houlton's entry in the contest was based upon the environmental benefits derived from the series of improvements in waste treatment processes that enabled Houlton to meet the state's plant effluent limitations even under the most adverse conditions.

Eugene Woodby, former plant manager, now relocated at Staley/Decatur as production superintendent, said that Houlton is "one of a kind in moving to meet the environmental requirements set by law.

"It is difficult to conceive of a plant that has faced such problems--extremely cold weather, difficult product mix, a raw material source that, by its nature, contains high amounts of B.O.D.--and met them with

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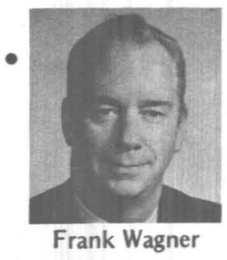
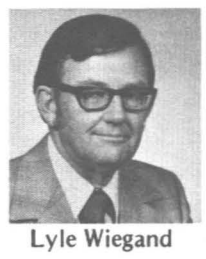
39 mark anniversaries...

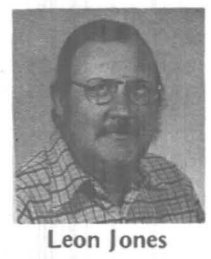

Frank Wagner

40 Years

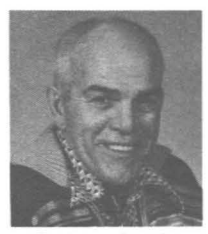
FRANK WAGNER, vice president, consumer products development
LYLE WIEGAND, western district manager, refined oil sales, commodity operations, agriproducts

30 Years


Lyle Wiegand


Leon Jones

LEON JONES, chief clerk, maintenance, industrial
ROBERT SWIFT, shift foreman, 111 building
RAYMOND VAN SCYOC, assistant superintendent, extraction, agriproducts
VINCENT DURBIN, rigger leadman, riggers
MEDFORD TATE, service laborer, 47 building
LEON LAWRENCE, tank car cleaner, 17 building
DARRELL LARSON, senior mechanic, machine
JAMES LOWERY, converter A operator, 16 building


Robert Swift


Raymond Van Scyoc

20 Years

LETHA EHRENFELT, secretary, regional sales manager, industrial sales, Santa Ana
LOIS JACKSON, secretary, vice president, R & D
DORIS HEILAND, secretary, director, food products, R & D
ARTHUR SCHOEPFER, production manager, syrup/dextrose, industrial
LORRAINE BACCADUTRE, invoice control clerk, administration, industrial
DONALD ESTABROOK, boiler leadman, Houlton

15 Years

LYNN ELDER, purchasing agent, construction equipment/maintenance, purchasing

10 Years

JAMES W. HINES, associate research chemist, food products, R & D


Officers installed -- Leaders of the Staley Women's Club for 1979 from the top are Annette Smulik, engineering research steno, corporate engineering, trustee; Betty Lou Roderick, price clerk, dextrose, industrial, recording secretary; Dorothy Collins, price applications/services supervisor, industrial, trustee; Sue Fonner, secretary, soy operations, agriproducts, president; Doris Ferre, secretary, director, industrial marketing, vice president; Norma Miller, soy feeds scheduling coordinator, agriproducts, treasurer; Roberta Probst, direct order price clerk, industrial, trustee; and Barb Sheay, secretary, administration, industrial, corresponding secretary, standing to the left of the stairway.

RONALD SMITH, supervisor, international accounting, corporate control
J. W. NICHOLS, package line supervisor, consumer products, Cicero
WILLIAM GORMLEY, house cleaning, Houlton
JAMES MCCORDIC, blender leadman, Houlton
JAMES FITZSIMMONS, senior tractor trailer driver, Chattanooga

5 Years

STEVE KROES, merchandiser, Des Moines
DOROTHEA MARKLE, computer operator, Fostoria
BEVERLY BROOKENS, grain arrival clerk, control, agriproducts
MARSHA CORLEY, chief clerk, refined oil, commodity operations, agriproducts
PETER CRENIER, regional manager, consumer products, Boston
CALVIN BEASLEY, utility operator, 16 building
WILLIAM BISHOP, building cleaner, 28 building
FREDRICK HILL, pump-tank operator, 5 & 10 building
DENNIS HOUSTON, process support, 5 & 10 building
MARK KRUEGER, process operator, 12 building
DANNY LYNCH, helper, 29 building
RICHARD NICHOLS, senior analyst, quality assurance
GARY CLEM, lead loader, 34 building
PASCUAL BORJAS, scrubber operator, Cicero
ROBERT MACFARLAND, maintenance mechanic A, Morrisville
DAVID VONNER, weigher, Champaign

Plays supporting roles


Carol Barnett

Up until recently, Carol "Kerry" Barnett's acting credentials included roles in several high school performances. Then, the Decatur sophomore auditioned and won several supporting roles in Theatre 7's production of "Under Milkwood". The 15-year-old daughter of Jack, senior patent attorney, played the parts of several young women in the Dylan Thomas' production, which had its first run in Springfield following a terrific ice storm in January and opened a week late in Decatur, February 1, due to weather.

Kerry, who has an interest in the fine arts, is a student at St. Teresa High School, where she is a member of the Thespian Club. She also is a flute student at Millikin University's Conservatory of Music.

Houlton nets award

(Continued from Page 3)

such success. Not only have we maintained our present operation, but we have, at considerable expense, incorporated some truly different approaches to environmental protection that will enable us to increase production.

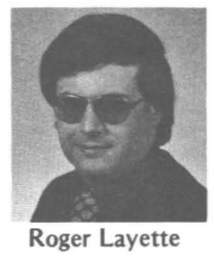
"The Houlton case history is an example showing that environmental protection and economic considerations are not alien to each other," Woodby concluded.

On the move

INDUSTRIAL

ROBERT FISHER, from building foreman, 16-116 building, dry starch, to manager, starch order entry/scheduling, administration
ROGER LAYETTE, from draftsman, maintenance, to senior draftsman, maintenance
ROBERT SCHNELL, from production superintendent, manufacturing, to process engineering supervisor, dry starch


Robert Fisher

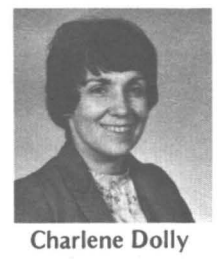

Roger Layette

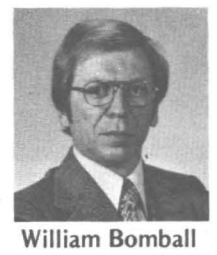
CORPORATE

WILLIAM JAMES BALL, JR., from technician, food products, research and development, to senior lab technician, food products, research and development
CHARLENE DOLLY, from assistant analytical chemist, engineering, research and development, to senior lab technician, engineering, research and development
BRENDA ELLIOTT, from data input trainee, corporate information systems, to data input operator, corporate information systems
WARD BROTHERTON, from co-pilot, aviation, to captain, Merlin, aviation
WILLIAM BOMBALL, from research chemist, new products group, research and development, to senior research chemist, new products, research and development


Robert Schnell


William Ball, Jr.


Charlene Dolly


William Bomball

AGRIPRODUCTS

WILLIS BOSSERMAN, from rail coordinator, administration, to rail equipment supervisor, administration
DEBORAH HLAVNA, from junior merchandiser, Champaign, to merchandiser, Champaign
DAN RILEY, from rail equipment supervisor, administration, to traffic manager, Des Moines


Willis Bosserman


Dan Riley

Commercial made difference

Consumer products reports substantial gains for "Staley 100% Natural Syrup" in the Chicago and Cleveland, Ohio, markets during this past fiscal year. Gains are attributable to a new, 30-second television commercial which was shown in those markets. It's impact was reinforced with heavier couponing as well.

"Television did the trick though," said Ben Bartolini, marketing manager, food products, Oak Brook. He said that with the aid of the commercial, which ran from the fall of 1977 through the spring of 1978, Staley syrup went from 3.9 percent to a seven percent market share in Cleveland and from 4.9 percent in Chicago to a seven percent market share there.

The commercial is being continued in those two markets and will be added to promotions in additional markets in 1979. Most of this advertising will be done in markets where the Staley brand is already strong, said Bartolini, with the idea of seeing its impact upon increasing sales in those areas. However, the commercial will also be aired in a couple of new markets in which Staley syrup will be introduced to get the brand off to a good start. Staley's syrup is predominately a midwestern/Florida brand.

"We want to build the syrup brand," Bartolini said. "It will take several years," he continued, "but as you build volume, you can afford more advertising. We want to develop the idea that our brand is *the* all-natural syrup."

Early sales strong for corn starch

The original Staley product, "Cream Corn Starch," is off to a strong start in fiscal 1979 with sales for the first couple of months up 17 percent over that same period last year. This increase represents more business from existing accounts plus new business, says Ben Bartolini, marketing manager for all food products at consumer products, Oak Brook.

Good dependable service has been a key factor in gaining new accounts, according to Bartolini. He added that an increase from existing accounts can be attributable to some extent to the *Oriental Recipes* booklet that has been offered on the Cream Corn Starch box since early spring. Those recipes, requiring some of the product as an ingredient, expand the usage of corn starch.

Since the offer first appeared on the retail shelves, there have been more than 6,000 requests for the recipes. In fact, during October and November, requests were about 1,000 strong a month. The offer on this promotion expired December 31, 1978.

Staley News

The Staley News is published monthly for Staley employees and retirees by Corporate Public Relations, Decatur.

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Manager, Visual Communications . . . . . Lee Jeske

Publications Typesetter . . . . Brenda McCoy

Staley

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