

# StaleyNews

Volume XXI/No. 11

Decatur, Illinois/November, 1979

## Prospects excellent for sustainable sales, earnings progress in 1980s

The Staley Company ends the 1970s on an upswing, beginning a new decade with a positive outlook.

"I can report to you that 1979 was a year of progress for Staley," Donald Nordlund, chairman, told the Staley Technical Society as speaker for its opening meeting of the season.

He continued, "Our basic corn and soybean processing capabilities have been strengthened, and steps taken for further growth in 1980."

"Important to 1979 earnings improvement has been a more favorable environment for corn sweeteners, especially high fructose corn syrup," the chairman said. He continued by saying, "Agriproducts had another positive year in soybean milling, and the food protein division made a meaningful contribution. Performances of our Consumer Products Group and international affiliates also were improved over 1978."

According to Nordlund, "Soybean processing conditions were especially good during the first six months of this fiscal year with domestic feeding demand extremely strong. As expected, margins were less attractive in the third quarter, when the Brazilian soybean industry's normal impact on the world market was felt. The Brazilian crop, however, was smaller than anticipated, which along with several other factors encouraged a recovery of margins in the final quarter of the year."

"Our confidence in the future of soybean milling was shown again with the completion of an expansion of the Champaign soybean mill, adding about 10 percent to our total crushing capacity," the chairman said.



Melted away -- The line of eager customers, like the one pictured here, was a half a block long when the truckload sale of Gregg's "Gold-N-Soft" corn oil margarine began at 6:30 a.m., October 31, in Decatur. In just six and one-half hours, the entire 1,600 cases had disappeared into the refrigerators of employees and retirees. This was the third truckload sale of 1979.

"Corn refining results were significantly improved over fiscal 1978. Although corn and energy costs were higher, they were generally offset by increased selling prices and larger volume sales of corn sweeteners."

"Sales of 55 percent high fructose corn syrup, in particular, were up sharply (40 percent over 1978)," the chairman pointed out. He continued by saying, "The product has been approved as a total replacement for sugar in many soft drinks, and as a result, our sales to the soft drink market this past year were substantial. In fact, since April, the Lafayette plant's high fructose capacity has been devoted almost entirely to the 55 percent syrup."

"Production of industrial and food starches again reached record levels. Margins, however, were disappointing due to price-cutting pressures caused by industry over-capacity."

Turning to the Consumer Products Group, Nordlund said the group had a good year "as sales exceeded \$100 million for the first time in our history. The performance of Gregg's Food Products was especially strong."

"On the international side, demand was excellent for the corn sweeteners and starches produced by our affiliates in England, Belgium and Mexico, and conditions were

(Continued on Page 2)

## Year-end earnings up 53% over 1978

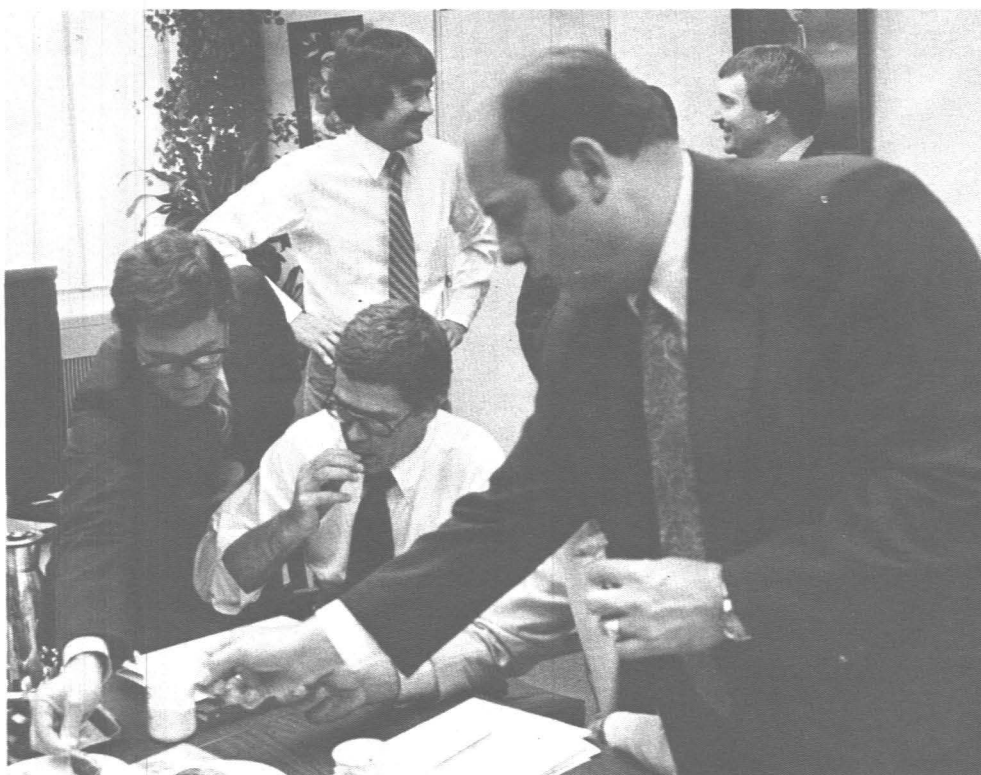
Net earnings of \$23,630,000 or \$1.86 a share on sales of \$1.4 billion were reported by the company for the fiscal year, which ended September 30. These totals compare with net earnings of \$15,401,000 or \$1.26 a share on sales of \$1.2 billion for the previous year.

For the fourth quarter, net earnings were \$7,472,000 or 59 cents per share versus \$4,551,000 or 35 cents a share for the same period of the previous year. Sales for the quarter were \$402,444,000 compared to \$327,983,000 a year ago.

Chairman Donald E. Nordlund said the year's results reflected an improved market for corn sweeteners, especially high fructose corn syrup, and a major contribution from soybean milling. Performances of the Consumer Products Group and international operations also were better in 1979 compared to the prior year, according to the chief executive.

Nordlund said the fourth quarter was a positive period for Staley's corn sweetener business. Sales were strong for high fructose corn syrups as well as dextrose and regular corn syrups.

The company's soybean mills operated under favorable conditions, said Nordlund, and were an important earnings source in the final quarter of fiscal 1979.



Sampling products made with Staley's new "Sta-Pro" and "Textured Procon" soy protein concentrates, in the foreground, from left to right, are Nigel Anstis, general manager, Staley London, Harry Lough and Ron Lenz, both district managers, protein division. Behind them, discussing the products, are Steve Moore, left, food technologist, research and development, and Dan Camerer, district manager.

## "Sta-Pro" takes aim at expensive proteins used in array of foods

Just in time to fight food-dollar inflation is Staley's new "Sta-Pro" soy protein concentrate. Marketed by the Protein People, this product has been developed to provide functionality formerly found only in more expensive soy and milk protein products.

Made from "Procon" soy protein concentrate, Sta-Pro enjoys the attributes of the starting material's exceptionally bland flavor, and high fat and water absorbing powers but has an important trait of its own—that of being highly soluble. Solubility or the ability to fully dissolve or liquify allows the new protein to be used in many applications formerly calling for milk solids, sodium caseinates and soy protein isolates.

As an economical replacement for those proteins, Staley's "second generation" soy protein concentrate will be of particular interest to the processors of meats, imitation dairy products, bakery mixes, oils, health foods, beverages and candies.

A price comparison of the various products shows Sta-Pro priced at 60 cents a pound; soy protein isolate, which Sta-Pro can in many instances replace on a pound-for-pound basis, at 85 cents for the same quantity; and sodium caseinate between \$1.30 and \$1.50 a pound but in short supply.

Although having some of the same attributes, Staley's first and second generation soy protein concentrates will not rival one another in the marketplace, says Bill Robinson, director, product management, protein, agriproducts. Each has its own application.

### Solubility important

For instance, while "Procon 2000" is used in calf milk replacers where settling out is controllable because the product is mixed and fed in a matter of minutes, that product is ineffective in applications where solubility is important, such as in milk replacers for coffee whiteners where a heap of the product left in the bottom of a cup after the beverage is consumed would be undesirable. Coffee whiteners necessarily must dissolve totally. Up until now, sodium caseinate and soy isolates have been used in those products.

This ability to dissolve makes Sta-Pro ideal for nutritional protein powders used in weight loss or gain programs, protein candy bars and beverages, Robinson said. Its affinity for moisture shows good potential in spray-drying high fructose corn syrups. He says this type of process leaves the end product non-sticky at room temperatures yet provides a combination of a high source of protein plus high fructose corn syrup, all rolled into one, making a nutritional beverage powder.

In other drinks, Sta-Pro will replace non-fat dry milk, leaving no gritty mouthfeel.

Important to candy manufacturers, this new protein will control hygroscopicity or the tendency to attract moisture while providing protein.

In dairy products, the good fat emulsification capability of Sta-Pro makes it a desirable ingredient for not only coffee whiteners, but chip dips, whipped or aerosol toppings and imitation sour cream preparations.

### Meat systems benefit

Robinson pointed out that this second generation soy protein concentrate, which exhibits excellent fat and water binding characteristics, is beneficial to meat systems. As such, the product will control texture, fat drip and cooking loss. Sta-Pro, he said, will compete with sodium caseinate or soy isolate in non-specific loaf sandwich products such as olive, pimento or cheese loaves.

Unlike American meat processors who use Procon or "Textured Procon" soy protein concentrates in their products, meat processors overseas are heavy users of the more expensive soy isolates, which do not have bland flavor advantages of Staley's Procon. With the economic advantage

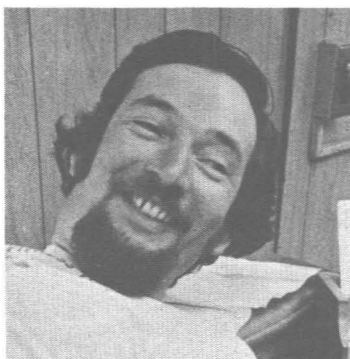
(Continued on Page 3)

## Everybody's problem

Energy costs are spiraling upward with no end in sight. Everybody's pocketbook is suffering, including the corporate coffers. With fuel costs escalating and supplies of some energy sources diminishing, the Staley Company has continued to initiate programs to conserve energy and save on its fuel wherever possible. Goals have been set for reducing energy use with accompanying timetables for accomplishment.

In the December issue of the "Staley News" and continuing into future editions of the publication, aspects of the company's energy conservation programs will be featured to give employees a better understanding of Staley's concern for resources and holding the line on its operating expenses.

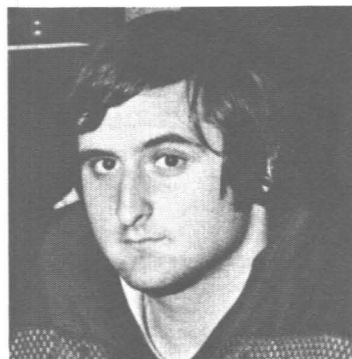
## In the News...



Donor/P2



Model/P3



Recipient/P4



# Employees head up blood program at Morrisville

With a number of new employees at the plant, it was time to have another blood drive at Morrisville. That was the thinking of the employees heading up the Employee Blood Plan—Gene Ledger, lead operator, wet mill preparation; Walt Gildea, process service operator, wet mill preparation; Bill Brewer, assistant personnel manager; and Frank Nemeth, boiler operator, and chairman, who started the program five years ago.

Prior to this plan, Morrisville was affiliated with a program which did not carry forward credits from year to year, a situation of large importance to a new plant with a limited number of donors. Every pint counted. Hence, the need for a new blood program.

Since some employees could not give blood, they wanted a program in which everyone would be entitled to the life-giving fluid regardless of whether or not they could be a donor. Frank, a former donor, can no longer contribute blood since developing a serious allergy for which he takes medication. "There are others just like me who cannot give for valid reasons."

Nemeth took the matter in hand and made contact with the Mercer Regional Blood Bank in Trenton, New Jersey. He then talked with the Employees Activity Association at Morrisville and helped write the by-laws, which spelled out the agreement and program coverage.

"This plan suits our needs right now," according to Frank, who was the first hourly employee hired at Morrisville nine years ago. "It provides members and their dependents with an immediate, unlimited source of blood, whenever and wherever needed within the United States. The committee, acting in behalf of employees, coordinates the program with the blood center and has the authority to release blood credits for the beneficiaries of the program. As part of their function, the committee keeps current donor records, maintains an organized recruitment effort and organizes drives to help out in community emergencies. In rare instances, they will be called upon by the blood center to assist other donor groups and individual members in recruiting donors to obtain special blood groups and Rh factors necessary in the treatment of accident victims or surgical patients with rare blood. These donations, of course, are credited to the company's account, Frank said.

## Replacement procedure

The method of requesting blood is uncomplicated. A member contacts the committee, supplies his or her own name, name of patient and relationship, the hospital in which the patient is confined and the number of units required, if known at that time. Then the committee representative authorizes the blood center to release the blood. The center, which is the collection, processing, storage and distribution headquarters for the Morrisville program, takes over and gets the replacement blood to the hospital.

In the four drives over the past five years, the plant has collected more than 70 pints of blood, of which 52 units remain as credits. When credits are low, the blood center contacts Frank, who acts as the program coordinator. He and Brewer set up another drive. "Or, we initiate a drive as in this case when we decided a donor drive would be an excellent way to introduce the program to newcomers at Staley/Morrisville. We can have a drive whenever we want one. The blood bank comes in and sets up the visit-supplying beds, staff and physician. All we have to do is line up donors."

For this recent campaign, the committee posted flyers on bulletin boards, asked foremen to discuss the program with their employees and made a formal announcement of the drive in the monthly employee newsletter, the "Morrisville Morsels".

"Need for blood is not felt by most people until they personally require it," Frank said. "Luckily, no Morrisville employee or dependent will have to replace blood he or she has used. This service becomes even more important when we learn about less fortunate persons, who are expected to replace each unit used with two. That's rough."



In their four blood drives over the past five years, Morrisville employees have contributed more than 70 pints of blood to their program.

## Original product experiences growth

"Cream Corn Starch", the product with which A. E. Staley, Sr., began his business venture in the late 1800s, had major sales gains in the first three quarters of this fiscal year.

Despite the fact that the product is in its "golden years", sales through the end of the fiscal year were up 15 percent over the prior year's results. "This growth rate is unusual for a mature product," said Ben Bartolini, marketing manager, food products, "particularly in view of the fact that the total market for this category has been up less than one percent in total cases during this same period. The 15 percent gain on Cream Corn Starch is very impressive against this background."

Most of this exceptional growth comes from a new program that has involved incentives for the brokers and retailers, which significantly expanded store distribution, Bartolini explained. "We will continue to pursue the successes that we have had this year by continuing the key elements of our new program."

Staley's Cream Corn Starch has two major competitors, Argo and Kingsford, the latter, a regional west coast brand. Both competitive products are owned by Best Foods, a subsidiary of Corn Products.

## The beginning

While A. E. Staley, Sr., was working for the Royal Baking Powder Co., a position that took him on travels over most of the United States, he noticed that no matter where in the nation he stopped to call on grocers, there were boxes of starch on shelves of every retail store. This gave him an idea and an ambition to start a venture of his own.

His capital at that time was \$1,500 plus a good knowledge of human nature and a limitless supply of self-confidence.

Thus, it was in 1898 that Mr. Staley started in Baltimore in a rented loft costing \$16 a month. He had a supply of fancy packages printed up with the "Cream" corn starch brand he had bought for \$200 and purchased a half dozen barrels of corn starch.

Mr. Staley packaged the starch in those cartons, filling them at night and selling them to retailers during the day. This was the beginning.

As business grew, he rented additional floor space and hired help for packaging and sales. Soon salesmen under his direction were canvassing every corner store in the East and called on housewives as well. They sold the public on "Cream" corn starch.

## Worth noting . . .

Their tired, aching feet earned \$300 for a good cause, the Ron Santo Walk for Juvenile Diabetes held in the western suburbs of Chicago on September 23. Doing the leg work were Sue Kwilinski, order services clerk at Staley consumer products, Oak Brook, and her daughter, Michelle Dovin, who together hiked 12.4 miles.

\*\*\*\*\*

John F. Homan has been named to the Greater Lafayette Chamber of Commerce Industrial Advisory Committee to the mayor. He's plant manager at Lafayette.

\*\*\*\*\*

Jim Moore and Joe Hutchison, material handlers at the Indianapolis bulk station, have been appearing regularly with their band on Public Broadcast television in Indianapolis. In the group called "Calendar", Jim plays the lead guitar and Joe, the drums. They play the opening, middle and closing numbers for the Indianapolis area talent show called "Speak Easy".

\*\*\*\*\*

Steve Tyler, assistant manager, Monte Vista, has been appointed to a five-year term on the new Monte Vista Housing Authority. Tyler and four other members will oversee the operation of public housing in town. Terms of service range from one to five years, with Steve holding the only five-year term.

\*\*\*\*\*

## Progress seen in 80s

(Continued from Page 1)

favorable for our soybean processing operations in Spain."

## Decade ends on upswing

"We also are entering the 1980s a very different company from the one that existed 10 years ago," the chairman noted.

Looking back, he said, "In 1970, Staley had one corn plant, one soybean mill, and sales of \$300 million. We approach 1980 with three corn plants, five soybean mills, sales that have increased almost fivefold, and a substantially higher earnings base.

"We also approach the 1980s with good prospects for sustainable sales and earnings progress. Looking at next year, the positive momentum in our corn sweetener business is expected to continue and soybean milling should again be attractive. These two factors will provide the main impetus for growth in 1980, but certainly every profit center is being counted upon to improve its contribution and meet its goals."

Before attempting to look beyond 1980, Nordlund noted that forecasting the future is more difficult today than ever before. "As always, the company is subject to economic and political forces beyond its control both here and abroad, but today these seem more unpredictable than in the past," the chairman said.

"In addition, federal red tape has become a roadblock to the development of new products, markets and facilities and a serious day-to-day problem. Finally, the competitive pressures of the marketplace grow more intense every year.

"It took the Staley Company 72 years to become a billion dollar corporation. I am confident that we can become a \$2+ billion company within five years. This growth can be achieved if we continue to build market share in areas of primary interest and aggressively pursue new opportunities in related areas.

"To this end, steps were taken recently to assure some of the funds necessary for future development. In August, we issued 1.2 million new shares of common stock, raising \$28 million for the pursuit of new growth.

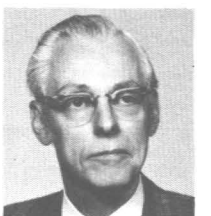
"The money already is being put to good use," the chairman said, pointing to recently announced major expansions of the Lafayette and Morrisville corn sweetener plants.

"When the Lafayette expansion is completed late next year, its high fructose syrup capacity will approximate 1.2 billion pounds, all of which can be devoted solely to production of 55 percent high fructose corn syrup, should market conditions warrant. With the product's potential in soft drinks, this may well be necessary.

"The Morrisville expansion essentially rebuilds the plant's high fructose capacity. The capacity otherwise would have been reduced by diversion of grind for the new dextrose unit which comes on-stream next spring.

"Obviously, we anticipate the healthy growth of high fructose corn syrups to continue well into the '80s. This year the (Continued on Page 3)

## Joining the leisure life . . .



Robert Nisbet

## Effective September 30, 1979

HARLEY CHITTICK, plant superintendent, Des Moines  
LUKE GRACE, area manager, industrial starch sales  
ROBERT NISBET, environmental engineer, corporate engineering  
FRANCIS SOMERS, preparation operator, Champaign



# Energy conservation measures have big impact on winter fashions

With the threat of 65 degree environments this winter, clothing designers and manufacturers have responded with appropriate wardrobes.

Once again, the layered look comes through, plying plenty of warmth with woolens, velours, velvets and corduroys for comfortable living. Velvet, often considered a fabric for elegant evening or party wear, finds its way into all types of clothing, even casual wear. As weather becomes colder, woolens play an increasingly important role in wardrobes because of warmth. Tartan and muted plaids and tweeds will lend patterns and textures to these garments.

Cashmere and angora fabrics and knits in sweaters and two-piece outfits, add their warmth and soft touch to milady's new apparel. Moving closer to the body with less bulk and more shape are chenille knits for sweaters and dresses.

Black and red are big color combinations, while the fashion colors ring out in teal and burgundy. And browns are always good this time of year.

While a woman may be sheekly turned out in her tailored suit and fashion boots, she may well have on her "snuggies", otherwise known as "long johns", says Kathy Fyke. She's the advertising manager and special events coordinator for Decatur's Carson Pirie Scott & Company store, which recently put on a fall and winter style show for the Staley Women's Club.

Modeling the clothing from Carson's were Jackie Bartel, secretary, plant services; Lesley Cardwell, buyer of construction, equipment and fabrication in the construction-equipment-maintenance department, purchasing division; Eva Cox, retiree; Vera Bryan, staff nurse, medical department; Eleanor Dazey, extra board assistant; Diane Burchard, order entry assistant, syrup, industrial; Velda Lindsey, secretary, vice president, international; Marsha Corley, chief clerk, refined oil, agriproducts; Janet Logan, secretary, industrial starch sales; and Chris Wells, benefits clerk, Employee Benefits Association. Peggy Albert, office manager, control, agriproducts, provided the commentary.

With warmth foremost, women will be wearing skirts, sweaters, vests, jackets or blazers, suits, dresses and pants, Mrs. Fyke said. But whatever the ensemble, the new look is feminine and...sophisticated.

## "Sta-Pro" aimed at expensive proteins

(Continued from Page 1)

available through Sta-Pro, the protein division is looking for a much better opportunity to capitalize on the export market for meat industries.

In yet another area, Sta-Pro stars. This is where fat or shortening must be in dry powder form, such as in animal feeds and dry mix foods, Robinson said. Because of its exceptional fat absorbing powers, Sta-Pro is an ideal carrier for fats. In fact, dry products containing as much as 70 percent fat are possible with the use of Sta-Pro.

For bakers, Robinson mentioned that Sta-Pro shows excellent moisture and texture control when replacing expensive milk solids, caseinates or soy protein isolates in mixes. These mixes include cookie, cake, and pancake preparations. Lending eye appeal, Sta-Pro produces less crust browning than non-fat dry milk and its high fat and water holding capabilities lead to increased yields and longer shelf life, he stated.

"The possibilities of this product are exciting. During a recent meat laboratory and taste paneling session, all of the protein division's district managers, Doug Gillham, the company's Canadian representative and Jaap van Son and Nigel Anstis, who are Staley's European representatives for soy proteins, learned first hand of Sta-Pro's attributes. Where it's been tested by customers, the product, which was only introduced this fall, has enjoyed excellent response," Robinson said.

This could be the start of something big for the Protein People.



The new look for winter is feminine and sophisticated as the fashions from Carson Pirie Scott & Company, modeled for the Staley Women's Club and shown above, depict.

Velvet blazers will top off blouses or sweaters and skirts or pants. Skirts may be straight with a slit up the front, back or sides or a flare--almost A-line.

Speaking of sweaters, the modified turtle or cowl necks are joined by the classic jewel or traditional crew necks. Because of being worn under jackets and blazers, sweaters are not as bulky or baggy though unless they are of the long coat variety, considered standard outer wear, Kathy noted.

Dresses are very good this winter and feature slit skirts and bodices that overlap or cross

lap. Adding to the tailored look, sleeves are straight since many will be stuffed into jackets. From the mid-calf of last year, length of dresses and skirts is now only a couple of inches below the knee. However, there is also the standard holiday long dress for entertaining or party wear.

Jackets lend added warmth to dress ensembles. Detailing reminiscent of the 50s--gathered yokes and padded shoulders--are here. Those padded shoulders, Kathy said, originated with the late Joan Crawford, who had a dropped shoulder, which jacket fashions of the 40s emphasized. Nature's

fluke was camouflaged by shoulder pads borrowed from men's suits.

Thinner soles with feminine high heels are back in footwear vogue. In fact, spike heels with tapered toes are shown in both shoes and fashion boots.

Suede sandals will be around this winter as well as the classic pump. New shoe colors are gray and burgundy. Leather shoes, ladies, are going to be expensive if you haven't priced them, averaging about \$45 a pair, Kathy stated.

A novelty this season is the western look with boots and jeans--the number one fashion for casual wear, topped off with a velour top. Pants, by the way, have a modified, straight leg, neither pegged nor wide. At the bottom, pants will average about nine inches in width.

Allowing you to turn down the electric blanket dial, sleepwear will provide overall "toastiness" with some outfits complete with matching tops, bottoms and booties, giving a Dr. Denton look. Heavy plush and velour robes designed for warmth will be popular.

For the casual look outdoors, insulated coats will block out the chill. Something new for cold weather is the Icelandic line of heavy knitted woolens in jackets, coats, caps and ponchos as well as all the matching accessories. Snow bunnies will enjoy the complete line of bright-colored insulated clothing, both down and polyester filled, just right for the hills and hollows.

Regardless of trends, Kathy recommends modifying them to your look and life style. She explains that fashion is that which looks best and is most comfortable for you, borrowing from the philosophy of an expert, Edith Head.

"People should rule fashion rather than the other way around. Otherwise, everybody will look alike..."

## Objectives highlighted in forecast for new decade

(Continued from Page 2)

industry will sell some five billion pounds of high fructose corn syrup. About four billion pounds of it will be the 42 percent syrup with the remainder the 55 percent product," Nordlund said.

"Our projections conclude that demand for the 42 percent syrup will increase to 5.1 billion pounds by 1983, or roughly a seven percent annual growth rate, while the market for the 55 percent product will nearly triple to 2.7 billion pounds. The projection for the 55 percent fructose syrup is conservative, since it does not take into account the possibility of either Coke or Pepsi utilizing the product in their cola drinks."

### Maintain leadership

The chairman said that one of the company's primary objectives for the '80s is to be a full participant in the growth of high fructose corn syrups, maintaining its position of leadership. He mentioned that further expansion of existing facilities or the construction of a fourth corn plant is a distinct probability in the 1980s.

"Another high priority for Staley in the '80s will be research emphasis looking toward the potentials of starch technology," the chairman said. The starch side of corn wet milling could and should be as important to Staley in the 1980s as high fructose corn syrup has been in the '70s.

"Research and development has been restructured not only to better fit profit center needs but also to build new long-range capability," according to the chief executive officer.

"We urgently need to strengthen our technical efforts, both research and engineering and have authorized and asked that this be done. I, for one, look at this world of critical shortages and spiraling prices and see unlimited opportunities for the creative who possess renewable resources such as we do in corn and soybeans."

Speaking of shortages, Nordlund said that "gasohol has been in the national news for months, and Washington apparently is committed to making it one of the fuel alternatives for the United States. A Staley task force has spent considerable time looking at gasohol and the return-on-capital that could be realized from the company's entry into the industrial alcohol market. 'How' and 'where' Staley might become an alcohol-for-gasohol producer has been generally identified. The 'if' and 'when' we enter the business have not been decided, although a decision will be taken in the next few months."

As in corn sweeteners and starches, the chairman said the company is "bullish" on the long-term outlook for soybean processing, refined vegetable oils and food proteins. "There is a simple reason: the world is going to require more and more protein and vegetable oil in the coming decade.

"For the past 10 years, world consumption of soy products has risen steadily. Eastern Europe and the Middle East have developed as important soybean meal and oil buying regions. Korea, Mexico, Venezuela and India recently have increased their purchases, and this summer Russia bought soybean meal for the first time."

### Soybean future bright

He continued saying, "Many nations are intent on improving their living standards, and more protein and vegetable oil in the diet appears to be a vital part of their plans. As a result, the 1980s may well be a period of unprecedented demand for soybean products.

"In addition to this excellent world scenario, domestic protein and oil requirements should remain strong. The trend away from animal fats to corn and soy oils continues in this country, creating still another opportunity for Staley in the '80s."

Nordlund said the Staley strategy for the next decade includes an increasingly active

role in the protein and oil markets here and abroad. "This means additional crushing and oil refining capacity will become a serious capital consideration in the near future. It also means we will look to research to develop more unique products from soy like the "Sta-Pro" from Bob Schanefelt's labs.

"Staley also will participate in the world market through its country elevator operations. We presently are constructing a new elevator at Coles Station, with this purpose in mind. The new elevator will be fully automated, capable of loading 125-car unit trains of grain for shipment to New Orleans and ultimately foreign ports. If the new Coles Station elevator meets expectations, a second such high-speed, export-oriented terminal could be a future consideration.

Turning to consumer products, Nordlund said they are excited about the prospects for two new products--"StaPuf" in-dryer fabric softener and "Wagner Thirst Quencher".

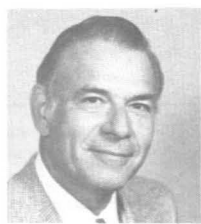
"Thirst Quencher, which was introduced this past summer, is our initial step into the isotonic-type drink market. Isotonic drinks, such as "Gatorade", are the fastest growing segment of the beverage field.

"The StaPuf sheets are now being moved into national distribution and Thirst Quencher, which rolled out nationally, has received an excellent response. Both will be promoted to a greater extent this fiscal year. Projections call for good case sales growth and market penetration for the brands over the next few years."

In summarizing, he said, "The company can take satisfaction in its progress in 1979, and we look forward with confidence and enthusiasm to the future. There are exciting possibilities for Staley in terms of new products, new markets and new facilities. Most important, there will be even greater opportunities for Staley people."



## 54 celebrate anniversaries



Nat Kessler



James York



Francis Mitsdarffer



Homer Altevogt



Charles Cecil



Robert Cowgill



Malvern Poor



Dean Christman

### 35 Years

DEAN CHRISTMAN, production service coordinator, advanced R&D  
NAT KESSLER, group vice president, corporate technical

### 30 Years

GERALD ST. PIERRE, JR., shift foreman, packaging-loading, dry starch, manufacturing, industrial  
VERA BRYAN, staff nurse, plant services, industrial  
DALE FLEISCHAUER, senior mechanic, machine  
OLIVER SY, preparation operator, 101 building  
FREDERICK HENEMEYER, mechanic, garage  
SAMUEL JUMP, tank farm tender, 29 building

VICTOR WALTERS, pump station operator, 2 building

### 25 Years

ROBERT FLANNIGAN, shift foreman, 11/18/75 buildings, corn milling, manufacturing, industrial  
JAMES YORK, assistant foreman, Satellite IV, corn milling, manufacturing, industrial  
FRANCIS MITSARDFFER, merco operator, 6 building  
LARRY SHOOK, senior mechanic, millwright  
HOMER ALTEVOGT, office janitor, 62 building  
ROBERT MURPHY, senior mechanic, pipe  
JAMES SMITH, senior mechanic, C-D-101 buildings  
PAUL NAVE, merco operator, 6 building  
DONALD WHITELY, converter operator, 5 & 10 building  
CHARLES CECIL, upper steep tender, 6 building  
ROBERT COWGILL, gateman, 40 building  
MALVERN POOR, senior mechanic, pipe

### 20 Years

BETTY RODGERS, senior telephone operator, corporate information systems

### 15 Years

EDWIN GOLDBERG, M.D., medical director, industrial relations  
JERRY PERKINS, area manager, industrial starch sales, industrial products  
DARRELL SOWERS, warehouseman, 99 building

### 10 Years

RONALD JUNIOR, shift foreman, dextrose, syrup refinery & maintenance, industrial  
EDWIN CARDER, production supervisor, specialty feeds, protein, agriproducts  
STEPHEN LOCKHART, manager, insurance and loss control, financial  
SHARON BUTLER, senior telephone operator, corporate information systems  
VIRGINIA RICE, accounts receivable bookkeeper, corporate financial  
LILA SANCHEZ, office manager, Puerto Rico, industrial sales and marketing  
ANNETTE SMULIK, production clerk, protein, agriproducts  
LARRY CLARK, cleaner, 101 building  
WINFRED DAVIES, cleaner, 101 building  
STANLEY FRANKLIN, loader, 17 building  
GUY O'BRIEN, helper, 2 building  
CHARLES TALLEY, stores coordinator, 80 building  
JERRELL BALDWIN, analyst, 60 building  
MARVIN HECTOR, reliefman, 1 building

## Halas scholarship to offensive guard

Mike Carrington, University of Illinois sophomore offensive guard from Chicago, has been named the first recipient of the George S. Halas Scholarship.



Mike Carrington, foreground, recently was presented the George Halas Scholarship during ceremonies in the University of Illinois Varsity Room at Memorial Stadium. Making the presentation were John Clifford, left, Staley's public relations manager, and Dike Eddleman, assistant director for grants-in-aid at the U of I.

Dike Eddleman, assistant director of athletics for grants-in-aid at the university, made the presentation October 31 along with John Clifford, public relations manager for the company.

Staley initiated the athletic scholarship fund in 1977 in honor of Mr. Halas' relationship with the company and his contribution to the game of football. The scholarship will be awarded annually to an Illini scholar-athlete majoring in engineering at the University of Illinois. Halas, a National Football League owner since the league's inception, was graduated from Illinois with a degree in engineering before organizing the Decatur Staleys, forerunner of the present-day Chicago Bears football team.

Carrington, the Illini starter at right guard, lettered last year as a freshman and was named the team's "Rookie of the Year". Prior to enrolling at Illinois, he was named to the Chicago Catholic League all-star squad while playing for DeLaSalle High School. Upon graduation, Carrington plans a career in automotive design.

## Staley News

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

Manager, Employee Communications . . . . . Sue Muckensturm

Manager, Visual Communications . . . . . Lee Jeske

Photographer . . . . . Dave Mjolsness

Typographer . . . . . Brenda McCoy

## On the move around the company



William Lehnhardt



Cameron Ferguson



Sam McKee



Daniel Tang



Judy Monaco



Gary Suydam



Jerry Atkins



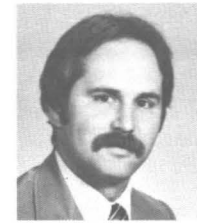
Oscar Brennecke



Gene Griffith



Eugene Woodby



Pete Emery



Lynn Hodgen



Joe Wasilewski

DANIEL TANG, from development engineer, advanced R&D, to senior development engineer, food & agriproducts, R&D

### CONSUMER

JUDY MONACO, from personnel assistant, administration, consumer products, to personnel representative, administration, consumer products

### AGRIPRODUCTS

GARY CAMP, from relief supervisor/equipment coordinator, commodity operations, Des Moines, to production supervisor, commodity operations, Des Moines  
GARY SUYDAM, from quality assurance technician, protein, Galesburg, to laboratory manager, protein, Galesburg

### INDUSTRIAL

JERRY ATKINS, from transportation equipment coordinator, administration, industrial, to supervisor, truck services, plant services, industrial manufacturing  
ANNE NEAL, from records posting clerk, maintenance, industrial manufacturing, to traffic clerk, plant services, industrial manufacturing  
OSCAR BRENNECKE, from corporate project manager, Lafayette, corporate engineering, to superintendent, wet milling, industrial manufacturing  
GENE GRIFFITH, from production manager, dry starch, industrial manufacturing, to operations manager, industrial manufacturing  
EUGENE WOODBY, from production superintendent, industrial manufacturing, to superintendent, dry starch, industrial manufacturing  
PETE EMERY, from corporate process engineer, process engineering, to superintendent, syrup/dextrose, industrial manufacturing  
ROBERT MILLER, JR., from maintenance engineer, Lafayette, industrial manufacturing, to maintenance service manager, Lafayette, industrial manufacturing  
JOSEPH WASILEWSKI, from technical superintendent, industrial manufacturing, Morrisville, to technical manager, industrial manufacturing, Decatur  
LYNN HODGEN, from refinery team coordinator, to night plant coordinator, Lafayette



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

Address Correction Requested

BULK RATE  
U.S. POSTAGE  
**PAID**  
Permit No. 49  
Decatur, Ill.