# StaleyNews

Volume XIX/No. 9

Decatur, Ilinois/September, 1977

# Morrisville Plant rises to challenge of Hershey order

If the sales department of industrial products was going to give Morrisville Plant a present, it'd probably be a big kissa Hershey Kiss, that is.

at's because the employees at Morrisville, at a peak time for deliveries of weet, taken on additional loads required blend IsoSweet 100 with sucrose for use by Hershey Foods in its chocolate syrup. The plant hasn't missed a beat of regular production while waiting for Hershey to complete installation of its own blending system.

Actually, the groundwork for the effort was laid almost a year ago when Hershey indicated that it had approved high fructose syrup for use in its chocolate topping. The sales department, headed by Wendell Ray, regional sales manager, sweeteners, worked with the Pennsylvania candy manufacturer on its requirements.

Wendell followed that up by arranging a meeting between Hershey reps and Joe Wasilewski, technical superintendent; Larry Tremple, materials manager; Ed Karcher, syrup refinery area foreman; Paul Herman, plant superintendent and Leon Nolting, quality assurance superintendent. Such problems as shipping schedules and lab analysis were discussed at that time.

As a result of that meeting, plans were made for shipping up to 20 tank trucks a month of blended product from Morrisville to Hershey. Larry works with Hershey and the sugar company on incoming shipments and outgoing shipments of blended IsoSweet and sucrose. Frank Beebe, materials scheduling clerk, handles releases of the outgoing trucks

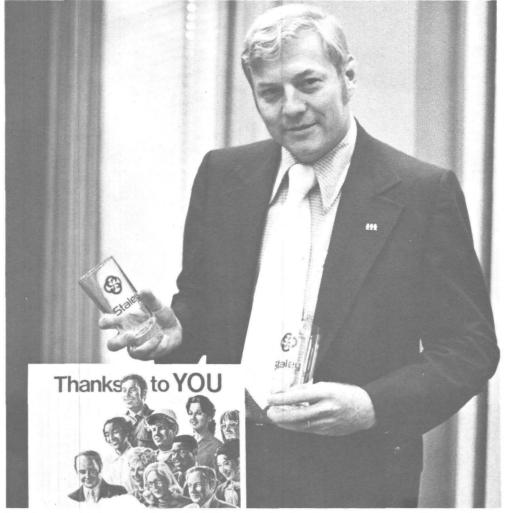
The success of the venture has been made possible in large part by the cooperation of hourly employees at Morrisville. Thanks to their recommendations, significant improvements were made in piping and ventilation systems of the Sta-Port.

Communications between supervisors and hourly employees have been essential to the plant's ability to meet the additional loads. Meetings to explain the importance of the order were held and employees were aware that they were about to add one of the leading names in the American food industry to their customer list. That meant quality, service and on-time delivery were essential.

Hershey is supplying its own trucks for pickups of the blend which is 40 percent fructose.

Staley has assisted Hershey with its installation. Bob Rauschek, sales service manager, has visited Pennsylvania and been a link between the two companies.

Wendell says the effort has been a perfect example of how teamwork between marketing, manufacturing and engineering can combine to give Staley "a definite competitive edge."



Don Johnson, chairman of the United Way campaign for Decatur employees, displays the drinking glasses with the Staley logos which will be presented to contributors giving their fair share--four-tenths of one percent of their annual salary. Don is director, industrial products, R & D.

## **United Way campaigns start for Staley employees**

United Way campaigns throughout Staley will be held in October.

At participating locations, employees who contribute a "Fair Share"--four-tenths of one percent of their annual

income-will receive a set of drinking glasses with the Staley logo.

The drive at Decatur this year will attempt to top last year's record breaking effort which saw more than \$128,000 raised by employee and corporate gifts.

Don Johnson, director, industrial products, R & D, is chairman of this year's drive. Bob Hull, rigger leadman and Art Schoepfer, product manager, syrup/dextrose, are co-chairmen for the campaign co-sponsored by the company and Local 837, Allied Industrial Workers.

At Oak Brook and Broadview, employees will make gifts to the Chicago area Crusade of Mercy. The goal is a 25 percent increase in total gifts.

Morrisville employees will make their gifts to the United Way of Lower Bucks County. The campaign is sponsored jointly by the company and Local 675, Allied Industrial Workers.

In Portland, Gregg's employees will give to the Columbia/Willamette United Way. Tom Carrato, vice president/marketing is fund chairman. Local 305, Teamsters, will solicit hourly employees. It's the most extensive effort yet for the plant.

Ralph Senteney, senior merchandiser, is in charge of the campaign at Champaign. The goal is a 10 percent increase in gifts.

## Wagner starts

TV appearances

Wagner Natural Fruit Drinks will conduct a unique promotion with customized television and radio commercials being offered to accounts.

The 30-second spots will feature Wagner drinks for approximately one-third of the message. The remainder will be devoted to a product selected by the store for a promotional push.

Traditionally, trade promotions are temporary price declines or other discounts for special volume purchases, displays or feature ads, says Tom Gilomen, Wagner product manager.

The commercials will appear in November, being slated primarily for stations with network affiliation.

# New meat lab in Decatur allows tests of different formulas for Staley products

A new USDA-approved meat processing lab facility has been completed at Decatur. The operation will allow the company to blend meats in 15 - 100-pound batches to test various formulas utilizing Staley ingredients.

One of the reasons the facility was built, is the intense interest in the new Staley protein products, says Steve Moore, food technologist, food products, R&D. "We believe the customer interest backs up our contention that Procon soy concentrate is a superior product," he explains. "Thanks to its flavor characteristics, it can be used in meats in increased quantities formerly approachable only with soy isolates which cost twice as much. So, the customer enjoys the advantage of soy isolate quality with soy concentrate price."

The plant was designed under the direction of Rodger Snelson, general project supervisor, and Steve Keepes, draftsman. Close adherence to USDA regulations was required including such minute details as the degree of slope of the floor.

The lab will feature a walk-in cooler and freezer for storage of samples. The wide range of batches which can be prepared of different formulas gives the lab a versatility lacking in similar operations for competitors.

"We can help a potential account spare the expense of a large scale test which entails uncertainties," explains Steve. "Or, we can actually act as a pre-plant trial by scaling up in quantities that would allow checks for consumer acceptance, shelf stability and other important factors."

Steve will be joined in the lab by Gayle Williams, technician, food products, R&D. Both will work under the supervision of Dr. Mike Campbell, group leader, soy

products development, R&D. Although the lab will work extensively with soy protein products, Steve expects it will be put into quick use for the entire Staley product line, including dextrose and corn syrups.

"We intend to service any part of the company that sells to meat packers," Steve concludes. "That type of market support runs throughout the rest of research and development, and we're going to pick up on it."

### IsoSweet line starts at Lafayette

A second line for the production of corn sweeteners started in September at the Lafayette Plant.

The new \$85 million plant has already been producing corn syrup in truck and tank car quantities for customers and corn oil for shipment to Decatur for further refining. The plant has also produced corn feeds.

Also, the plant has started converting starch in the IsoSweet line. Several days are required to fill the enzyme tanks and adjust the process. It was anticipated that finished product would be loaded 8 - 10 days after starting conversion.

Plant Manager Oscar Brennecke praised the efforts of the Lafayette employees as well as those of Decatur and Morrisville employees who are assisting during the startup of this most ambitious capital expenditure in Staley history

"Lafayette employees are picking up quickly thanks to the extensive work they did in studying diagrams and charts before the plant opened," Oscar says. "Their attitude, plus the help provided by the more experienced Staley employees from Morrisville and Decatur, provide a combination that has been invaluable during startup."

(Additional story on P. 2)

In the News...



Football field/P2



Sales field/P3



Softball field/P4



Some Staley history in a nostalgic reunion. Left to right, George Halas, Hubbard Shoemake and Leo Johnson, all members of the 1920 Decatur Staleys.



Sometime the excitement is overwhelming. Brad Johnson, son of Bill, corporate credit manager, calls it quits and falls asleep on his father's lap during the game.



A moment that a little boy will remember as a man. George Halas signs an autograph for Chad McCoy, son of Linda McCoy, central supply clerk.

# A moment to remember as 'Papa Bear' returns to his roots at Staley Day

The old gentleman wiped a tear from his eye as he started talking. George "Papa Bear" Halas had come home, back to where it all started in 1920 and nearly 2,000 Staley people were the welcoming committee.

That was the scene Sept. 10 at Staley Day as employees paid homage to the man who founded the Decatur Staleys, forerunners of the Chicago Bears. The appearance of Mr. Halas undoubtedly was the highlight of a day filled with unforgettable moments.

The activities began at 9:30 in the morning, but people were on hand by 9 o'clock. Soon, the Round Barn convention center and an adjoining tent were filled to capacity and hundreds of people were milling about.

But everything was primed towards Mr. Halas' appearance and by the time he arrived on the scene at 11 o'clock people were virtually shoulder-to-shoulder.

As the sports legend made his way through

the crowd to the convention center band stand, the Fierce county-western band announced that Papa Bear was in the hall, and they began playing a special song they had written for the occasion.

It was like a victory rally after a political campaign. Television lights flooded the center, people stood and applauded in time to the music and heartfelt cheers came from the audience.

Chairman Donald E. Nordlund introduced Mr. Halas, who commented on the strong contribution the company had made to sports history by sponsoring the Decatur Staleys. He thanked everyone and said what a great honor it was to have the company sponsor a scholarship at the University of Illinois in his name.

Then he was joined for the historic moment by Hubbard Shoemake and Leo Johnson who played on the 1920 team, and the three distinguished gentlemen accepted the adulation of the crowd.

Mr. Halas signed several autographs enroute

to the tent where he was again presented to hundreds of Staley employees and members of their families. And, again, Mr. Shoemake and Mr. Johnson were with him

That was only the start of the excitement. Soon, Illinois Governor Jim Thompson arrived to congratulate Mr. Halas and the Staley Company, and again the excitement of a political campaign was in the air with television cameras and lights adding to the atmosphere.

It was a memorable party. Nearly 2,000 persons attended, and they ravished more than 11,000 pieces of chicken, 500 pounds of potato salad and cole slaw, drank 25 kegs and 10 cases of beer and unknown quantities of potato chips. Afterwards, they treked in special buses to Memorial Stadium where the Fighting Illini lost to Michigan, the nation's top-ranked football team.

An Illinois victory would have been a fitting cap. But somehow it didn't seem quite as important as before. George Halas had returned to his roots.



It was a family day, and this was one of hundreds attending the game. Left to right, Christy, Anne and Jill Noland, the family of Mike Noland, assistant manager/soy flour-grits.



One of the best things of the day for the kids was the more than 11,000 pieces of fried chicken. Julie Ellison, daughter of Tom, safety director, Decatur, digs in as a "big-eyed"

# Walt's story example of how Staley teamwork pays

They cover the roads of the nation, perhaps outnumbered in the miles they travel each year only by truckers. But, unlike the overthe-road knights of the highway, no one has taken the trouble to immortalize salesmen in song.

That's probably because to many people, the life of a salesman doesn't smack of the romance of handling diesel 18-wheelers. So, the salesman is pretty much resigned to becoming a part of an esoteric group.

It's a pity. Because actually the modern salesman blends creativity, product promotion and knowledge, human relations, time management, physical endurance, and mental alertness and sometimes firmness in a unique mix that makes him as different from

s popularized counterpart of Professor arold Hill and Willy Loman as the Voyager 2 spacecraft is from the aircraft the Wright Brothers flew at Kitty Hawk.

Walt Fisher, area manager, paper and textiles, industrial starch sales, is an example. Walt's youthful appearance belies his 45 years. He has 27 years with the company, including the last 13 in the field selling starches to the paper and textile industry in the Carolinas, Virginia and parts of Tennessee.

Walt admittedly fits into a chain of command, reporting to Tom Richbourg, southern regional manager, paper and textile, industrial starch sales. But, Walt, and his fellow managers, are pretty much their own men, with the fabled bottom line being the determinant for evaluation of results.

"That's one of the things I like best about my job," explains Walt. "I have to be flexible enough for any problem that might arise, and that can put some pressure on sometimes. But there's nothing quite as exciting as closing a sale or helping a customer who has a problem."

\ cliche mouthed as easily as breathing?
-Anyone who thinks so just doesn't know
Walt.

#### Staley family

First, he's a third generation Staley employee. His grandfather, Walter Benjamin, and father, Morris, also worked for the company. His roots are deep and he's proud of the Staley tradition.

Second, he's proud of his career. He started out on the extra board and through hours of college study and hard work advanced through a series of positions including technical service roles before landing his present job.

Finally, Walt is the epitome of enthusiasm.

"Clean cut Wally," his friends call him. He's a physical fitness enthusiast who jogs four miles at least three times a week. He started when his blood pressure began to creep upwards several years ago, and today he not only tells everyone "I never felt so good," but exhibits it with a relentless pace on the road.

In a recent two-day visit with Walt, Staley News found the pace to be a demanding one. Actually, the sun never sets on the day of a salesman and the day started with a call on a textile mill in Greensboro, N. C., and ended with dinner in Rock Hill, S. C., with some key production employees—Chuck Washburn and Bob Gregory—of Bowaters, a leading manufacturer of fine publication grade papers. A follow-up visit is planned for the next day to again meet with the two and other employees who work with Staley products.

But that's not the first call of the next day. Instead, a 50-mile drive to the Sonoco plant in a small South Carolina town is on the agenda. Sonoco makes paper cones used by the textile industry as thread spools.

Recently, they have tested several types of products, including Staley Sta-Tape, with the goal of gaining manufacturing improvements which would result in energy savings. While he is pleased that Sonoco is impressed with the results of the tests, Walt also believes that a corn starch could likely do the job just as well at less cost to the client.

#### Less cost

Less cost? But wouldn't that mean less money for Staley? "That's right," Walt answers. "But I believe part of my job is to offer the most economical product possible that will increase the long-range profitability of my accounts. If I don't do that, I might have some short-term relationships, but both I and the Staley Company would suffer in the long term"

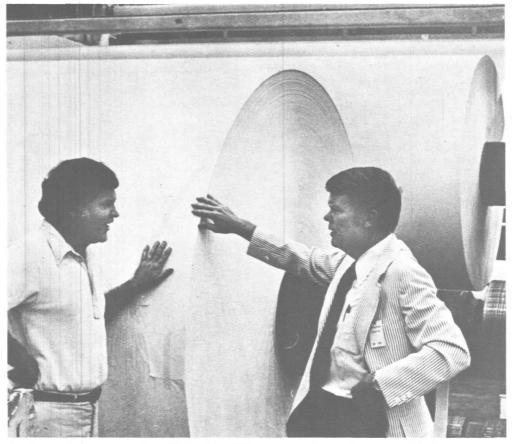
Discussion at Sonoco reveals that the tests are only in a preliminary stage and, yes, there is interest in further tests to discover if the savings Walt feels are possible can be attained with no decrease in adhesive qualities.

But, that's only part of the discussion. Conversation shifts to other problems. Does Walt have any suggestions how to increase the "tackiness" of a starch mixture? Walt does, and offers the service of the tech service group at Decatur to assist in determining the best formula.

The meeting over, it's another drive back to Bowaters. Here, Walt will exhibit the versatility required of an area manager in two instances. One is unfortunate. A bulk-



Sometimes saleswork isn't all glamor. Waiting at a gate for clearance to enter a plant you've visited many times before can be a lonely routine. But Walt turns it into an opportunity to "fire up" and prepare himself mentally for the sales call.



On-site at the Bowaters plant, Walt, right, follows up on the performance of Staley starches used in coating publication grade papers.

car of starch is having difficulty being unloaded, apparently the result of some water getting in the car as it traveled through some near-torrential rains enroute to its destination.

It's the first time any such problem has occured, but Walt is concerned enough to make sure he gets to the cause. He talks to the man doing the unloading, handles the starch, looks in the car, asks for a small sample of the starch to take with him. His concern for service enables Walt to turn a potential problem into an opportunity to showcase a desired Staley attitude.

The next instance is in more favorable circumstances. Discussions with quality control personnel of Bowaters indicate that Staley has been extremely successful in reducing the chloride content of its starches. But there is a question. Does this lead to coating problems? Uneven viscosity is a concern for Bowaters since it will affect the quality of the coating on the paper.

#### R&D support

Again, Walt offers to have Staley research take a look to determine if there is any correlation, and to examine the possibility of using a starch with a lower chloride content.

Two calls, hours of discussion later, and the word "sale" has not been used. Instead, "service" is the theme.

The next major stop is 50 miles to the north in Shelby, N. C.. But enroute, Walt makes a "maintenance" stop at a small cone manufacturer in Rock Hill, S. C. to help straighten a shipping problem solved by Walt helping the company find inventory space.

Walt calls on each of his more than 40 accounts at least once every six weeks, or more often if the occasion demands.

The next day starts with a visit to a textile mill where tests are being run in batch quantities on a Staley starch. Preliminary results are encouraging, but no one at the mill is going to jump into any product changes. Instead, the tests will be stepped up and likely will run for at least another six months. Still, Walt is enthusiastic over the early success. He's looking forward to the later results.

The rest of the day will be spent on similar calls, working back towards his home in Greensboro. While he drives, Walt discusses his philosophy. It's one that some people might have thought was a part of a quaint

"People say that things sometimes get boring. Perhaps so, I don't deny it. But there's accomplishment even in routine or boring things--it's overcoming the boredom and making each activity a challenge.

"There's no guarantee that things are going to be easy. In my family we learned to work together. There's something to be said for that and I think it's helped me on my job today. I know that I'm just a link in getting the product to customers. But, boy, do I need those other people at Staley. I depend on them whether they're in the factory, research or offices. And I know that they depend on me.

#### Company pride

"I'm proud of working for Staley. I suppose like any place it's got things that could be picked over, but too many people take the easy way and try to second guess or simply sit around complaining. You see, there's another accomplishment. . . avoid the temptation to give in to second guessing.

"I don't think I'm any different from most Staley salesmen, certainly not those who have been with the company for any length of time. We're all concerned about quality and service. We want to be the best representative possible for the company.

"There are times I feel like I'd like to skip a call, perhaps take an afternoon off. But no one's going to pick up the slack if I do. So I do mental gymnastics, thinking 'What's a creative way to approach this job?' By the time I get to the customer's office, I'm ready to go."

Ready to go. That's Walter Fisher, third generation Staley employee. With guys like him and those he typifies in the field, you just gotta feel good about Staley's future.

## On the move



R. Sherwin

#### CONSUMER

MARK LEONI from buyer, consumer products manufacturing to sales administration specialist, consumer products, marketing JOHN REYNOLDS from sales administration specialist, marketing to assistant product manager, marketing, consumer products DIEDRA DAVIS from freight payable clerk, consumer products to accounting clerk,

#### INDUSTRIAL

consumer products control

ROBERT J. SHERWIN from paper sale representative, industrial sales, to western area manager, paper & textiles, industrial sales

#### CORPORATE

CASANDRA SMITH from bookkeeper to dependent claims clerk, employee benefits association, industrial relations GARY DURBIN from plant messenger, corporate information systems to bookkeeper, employee benefits association, industrial relations

### **Anniversaries**

WILLIAM EARL BURCHARD, boiler room foreman, industrial manufacturing KORAN CAPSHAW, building foreman, 5 & 10 building, industrial manufacturing CLYDE WHITE, shift foreman, 16-116 building, industrial manufacturing RUSSELL WILBER, shift foreman, Inositol, industrial manufacturing ROBERT CLINE, stores coordinator WALT BRADSHAW, senior analyst, quality assurance

30 Years

DEAN KEITHLEY, supervisor, commodity accounting, agriproducts control HARRY WARNING, converter operator, 118 building THEODORE BORN, senior painter-roofer BARRY BILYEU, office janitor, 62 building PHILIP CRIST, repairman-merco, 6 building ROBERT REINHOLD, lead operator, 6 building DAVID CLEMENTS, pumping station operator, 2 building ROBERT STARBODY, merco repairman, 6 building

25 Years

MONROE HICKS, ion exchange operator, 5 & 10 building JOHN ANDREWS, JR., development engineer helper, 59 building CHARLES SPRINGFIELD, development engineer helper, 59 building WILLIAM MORGAN, senior mechanic, pipe DONALD PLANKENHORN, syrup solids operator, 17 building HERB PHEGLEY, merco operator, 6 building ELLIS LEHMAN, eastern regional manager, industrial sales MARVIN PORTER, associate research chemist, physical testing lab, R&D ALAN BENTZ, shift foreman, protein, agriproducts DONALD REDMAN, shift foreman, wet process, industrial manufacturing

20 Years

chemist, R & D IOHN SHROYER, manager, marketing & licensing, Far East region, international WILLIAM BOURNE, JR., cleaner, 77 building LAURENCE SUTHERLAND, bulk packaging operator, 47/48 building CHARLES GOOCH, airveyor operator, Columbus plant LUCIANO ESPINOSA, acting supervisor, Monte Vista

ROBERT HATHAWAY, senior research

10 Years

MARILYN OLIVIER, chief clerk, agriproducts control GEORGE KAPLAN, mechanic, co-pilot, aviation BEVERLY MOORE, receiving/shipping coordinator, industrial manufacturing ROBERT THOMASSON, senior business system designer, corporate information RALPH CLARK, JR., shift foreman,



W. Burchard







W. Bradshaw



D. Keithley



H. Warning





M. Hicks



C. Springfield



D. Plankenhorn



A. Bentz



D. Redman

dextrose, industrial manufacturing GEORGE HENNE, JR., 3rd year apprentice, machine

STEVE FORBES, 3rd year apprentice, pipe GLENN THOMPSON, floor gang, 20 building

DELBERT WALKER, stores coordinator, 39 building BENTON MUELLER, utility, 12 building JACK VANCE, mechanic, tin shop

5 Years

DELORES CORNELL, key data operator, consumer products, Oak Brook ELEANOR TROSS, claims clerk, consumer products, Oak Brook RUDOLPH TARANT, office services supervisor, consumer products WILMA ASHTON, secretary/area manager, sweeteners, Atlanta, industrial sales MICHAEL PROSSER, territory manager, sweeteners, Cleveland, industrial sales RALPH SENTENEY, senior merchandiser, Champaign plant

A. A. DODD, operator, Champaign plant P. W. ADAMS, labor, Champaign plant



The Staley softball season at Decatur concluded in September. The Dusters won the women's championship. Kneeling, left to right, coach Jim Hoffert, Ann Carnahan, Karen Hoffert, Janice Metzger, Martha Quintenz and Steve Lockhart, coach. Standing, left to right, Irene Leischner, Adelle St. Pierre, Carol Hocker, Ann Adkesson, Lori Morr, Jeannie Lockhart, Sue Wells and Ed Hughes, head coach. Missing, Dianne Fischer and Cathi McClugage. The Super-Stars racked up their third straight title to go with their state championship and in a reverse of plans presented Chairman Donald E. Nordlund with their state title trophy. Right, Coach Doug Smith makes the presentation. Commissioner Don Winter is in the background.



### **New safety program** stresses family, co-workers

The Decatur Plant will start a new safety program in October that proves that safety is truly a "family affair."

Hourly employees will be asked to volunteer for the effort in which they sign a pledge to work safely throughout the year. The letter will then be sent to the employee's spouse or selected family member notifying him or her that the employee has, "out of regard for his family and his fellow workers,' pledged to work without a reportable injury for fiscal 1978. Those employees who keep their pledge will be honored at a dinner for them and their spouse at the end of the fiscal year. Periodic awards will be given throughout the year to eligible employees.

Staley News will feature articles on safety each month, plus give a "safety scorecard" showing how well the plant is doing in comparison to the previous year.

The new emphasis on safety comes in the wake of fiscal 1977's performance, which was one of the worst in recent years according to Tom Ellison, safety director.

"Several things contributed," he explains. "The winter was one of the harshest on record and caused several falls on the ice and snow. Then, the hot weather and dog days of summer followed and it was out of the icebox into the frying pan."

Tom says that for the year, there were 181 reportable injuries (through August) compared to 180 for the previous year.

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

The frequency rate was 3.4 and the severity rate was 85.7.

He praised the efforts of employees in 9, 16 and 29 buildings as helping build top records for safety within the Decatur Plant.

"Weather aside, the key is still employee attitudes," he says. "We can chart employees. Those with bad attitudes are most likely to have injuries. Those with good attitudes generally will be the safest workers. Our goal, now, is to infuse all employees with that safety attitude."

### Starch dryer expands capacity

The company is expanding its starch drying capabilities at Decatur with a multi-million dollar new flash dryer facility.

The construction of the new dryer is in advanced stages with startup scheduled for December. The dryer, housed in a threestory structure, will have the ability to dry modified and regular starches. The gas-fired dryer will be the largest of its kind in the company and will increase current capacity for drying starches by more than 20 percent.

The move is expected to strengthen Staley's role as a supplier of starches.

> **Bulk Rate** U. S. Postage PAID Permit No. 49 Decatur, III.

### A touch of Orient for Cream Corn Starch

Will Cream Corn Starch help build bridges of understanding to China? While that's doubtful, a new cookbook being prepared by consumer products certainly will help some cooks open doors of understanding of Chinese cooking utilizing Cream Corn

It's part of a promotional effort for the venerable Staley product, described by William Kaurman who devised the 12 recipes, as an "essential ingredient to Chinese cooking."

Bill says that Cream Corn Starch can be used in sauces, toppings and as a thickening agent in a variety of Chinese dishes. And, in fact, for years, the Cream Corn Starch box has carried the notation that corn starch is recommended for use in preparing Chinese

Bill speaks with an authority based upon his feat of being the world's most published cookbook author. He's following the same pattern for this book as some of his others, researching existing recipes and uses of

Cream Corn Starch and then testing various combinations to come up with original recipes. Bill says the recipes to be found in the Cream Corn Starch book will not be found anywhere else.

"Actually, I consider Cream Corn Starch as an essential ingredient to all successful cooking," he adds. "It should be a staple of any kitchen as much as salt and pepper.

The recipes will be available early in 1978.

### **Staley News**

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

Communications . . . . . . . . . . . Dan Hines Manager, Visual Communications . . . . . . . Lee Jeske

Manager, Employee