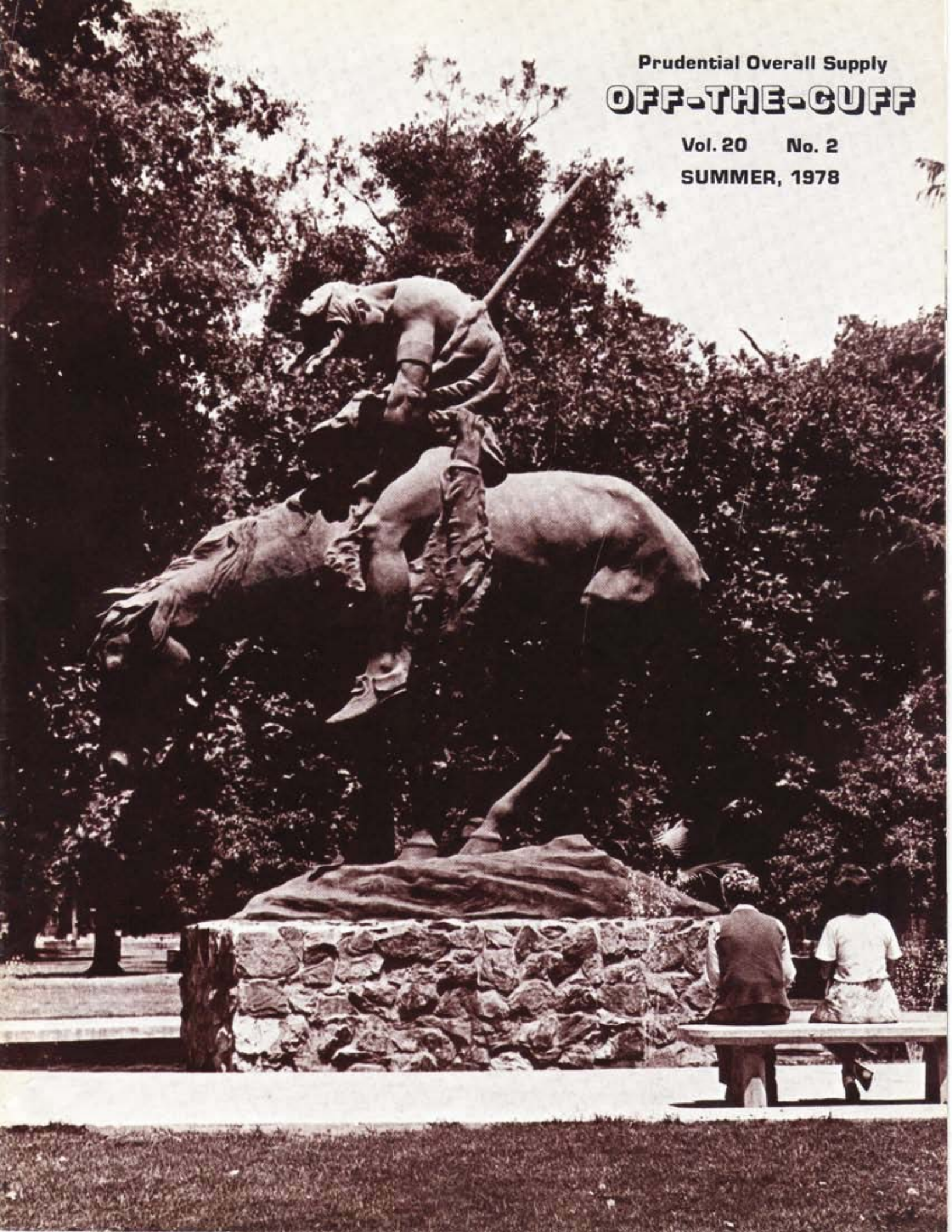


Prudential Overall Supply

# OFF-THE-CUFF

Vol. 20 No. 2

SUMMER, 1978





# Growth Dictates New Duties for POS Mgrs.



**FRANK CLARK**, responsible for Arizona Operations

Company growth was cited as the impetus for new duty assignments for several Prudential managers. Among management changes recently announced was the assignment of a manager of Arizona operations, the promotion of a production expert to staff level, three new plant superintendents, one plant superintendent transfer and the addition of a plant superintendent trainee.

Frank Clark, Chula Vista general manager, has been named manager of Arizona operations. "Frank will still be manager of the Chula Vista plant and will assume full responsibility for our Arizona operations now," said Don R. Clark, president. "Upon completion of the new plant in Tucson which is currently under construction, a new Chula Vista manager will be assigned." Prudential recently merged with a Tucson garment rental and family cleaning company. See story on Page 11.

Ed Eazor, formerly Riverside plant superintendent, has been promoted to staff where he will concentrate on production and processing. He will work



**ED EAZOR**, promoted to Engineering Staff

directly with Mr. Gallagher. Ed joined Prudential in February, 1965 as a plant superintendent trainee. In May, 1966 he was assigned as plant superintendent of the Riverside plant and held that position until his recent promotion.

Replacing Ed as plant superintendent at Riverside will be Dick Beecher, formerly assistant to the district manager. Dick first joined Prudential in May, 1955. He served as route salesman and assistant to the district manager until 1968 when he left the company. He returned a year later as washroom supervisor. In August, 1973, he returned to the sales and service department as a route salesman. He was named assistant to the district manager in February, 1974.

Don Patton, formerly Dust Control plant superintendent, recently transferred to the uniform division as plant superintendent of the Los Angeles plant. Don has an extensive sales and service management background as well as dust control production experience. He joined Prudential in February, 1963 and served as a route

salesman in the South Bay division. He was named route supervisor in 1969 and assistant to the district manager in 1972. In July, 1974 he was named Cerritos plant superintendent, the position he held until his transfer to Los Angeles.

Replacing Don as Cerritos plant superintendent is Dave Pickens, formerly Dust Control assistant to the district manager. Before joining Prudential, Dave was a sales representative for Western Telephone and a route salesman for Beach Vacuum of Huntington Beach. He joined Prudential in March, 1976 as a route salesman trainee. After serving as a route salesman for one year he was named utility route salesman in April, 1977. In September of the same year he was named assistant to the district manager.

Also transferring from sales and service to production is Jim Steenport who was recently named Milpitas plant superintendent. Before joining Prudential, Jim spent six years in the industrial laundry and linen supply industry in the San Jose area. For five years, he operated his own business. In April, 1976 he joined Prudential as a route salesman and was named assistant to the district manager in September of the same year. He held that position until he was named plant superintendent.

Final announcement among production managers was the establishment of a plant superintendent trainee. Filling that bill is Ralph Holloway, who has five years' experience as plant manager of Foasberg Laundry in Long Beach. Before entering the laundry industry, Ralph spent one year as a route salesman for Sterling Beauty Supplies. He is presently training in the Irvine plant.



**DICK BEECHER**  
Plant Superintendent  
Riverside



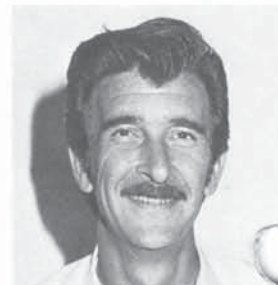
**JIM STEENPORT**  
Plant Superintendent  
Milpitas



**DON PATTON**  
Plant Superintendent  
Los Angeles



**DAVE PICKENS**  
Plant Superintendent  
Cerritos



**RALPH HOLLOWAY**  
Plant Supt. Trainee  
Administration



## L.A. Linen Dept.

# ITS VARIETY ENABLES US TO OFFER "TOTAL SERVICE"

The Los Angeles Linen Department processes enough automatic towels each week to supply the customers of four Prudential plants, several thousand in all. They process shop towels by the hundreds of thousands. Impressive as these quantities are, it is the variety of items processed in this nine-employee department in Prudential's oldest and largest plant that touches the central theme of our company. In all twenty-five different merchandise items are processed daily — among them unusual items like medical towels for an industrial firm's dispensary and the mainstays such as fender covers and seat covers for auto repair shops. It is the variety processed in this department that enables Prudential to offer *total service* to all industrial textile customers.

Operating the company's only eight-roll ironer, the L. A. Linen Department also processes the linen items and automatic towels for the Irvine, Van Nuys and Cerritos plants. This unique product and customer mix demands intricate scheduling to move each type of merchandise through the system for return to the in-



Lois Crutchfield supervises the work flow and the people assignments in Prudential's most diversified department.

dividual customer on the appropriate delivery day.

Directing the work flow and the people assignments in the Linen Department is Lois Crutchfield, an eighteen-year veteran with the Los Angeles plant. The variety of merchandise is not confusing, she says. She has seen the department grow in stages, adjusting its schedule to each plant and customer's needs. A notable example is the large food processing plant that requires daily pick-up and delivery of its employees' smocks and wiping materials.

The towel requisition sheets for the Los Angeles route salesmen and the three plants served by the Linen Department tell Lois which items must be ready for delivery each day. Sheets and pillow cases for an industrial plant infirmary, bath towels for a city fire department and aprons for butchers, bakers and machinists are ironed (when required), folded and distributed to the customer's load. All day long the large quantity items such as automatic towels and shop towels flow through the department from the wash floor to the supply area.



Lucia Lepe packages clean automatic towels. Several thousand are processed here weekly for the Los Angeles, Irvine, Van Nuys and Cerritos plants.

Even though the towel requisition sheets are printed with merchandise code numbers, Linen Department personnel are remarkably customer oriented. They constantly refer to the items being folded by the customer's name rather than the merchandise code. They know which industrial plant's infirmary is expecting clean medical towels and which company cafeterias are waiting for glass towels. One company must have bath towels daily because employees shower after each shift. Another requires daily deliveries of smocks because soiled items are not allowed to remain on the premises.

"The Sales Department does include us when they're scheduling a new customer or anything unusual," Lois explains. "They tell us why it's important for a customer to have a certain item on a certain day. Then it becomes a challenge for us to show that we can do it."

Combining the largest quantity items with the smallest quantity items and the routine with the unique all in one department does have its advantages, concludes Lois. "It's never boring."



Emma Quintana feeds automatic towels through the eight-roll ironer. Here, too, are processed hand towels, sheets and pillow cases, smocks and aprons.



Maria Garcia and Guadalupe Reyes roll finished towels on automatic winders.



Emma Avila folds shop towels as Felipa Munoz and Luciano Aguirre compare clean towels with the printed requisition sheets that indicate the quantities needed for tomorrow's deliveries.



# Up and



Advancement of industrial facilities in the San Joaquin Valley makes the freeway a main thoroughfare for Prudential routes.

The San Joaquin Valley is a vegetable garden 250 miles long and 75 miles wide. It is the depository of run-off water from hundreds of mountain streams and produces a profusion of cultivated food stuff. The yield of its multiple harvests is unequalled anywhere else on earth. A 12,000 square mile fertile valley floor set between two mountain ranges, the San Joaquin Valley quietly earns its sobriquet "vegetable basket of the world."

It has an ideal environment for growing. And since it is located in a state that boasts three fabulous natural harbors, the world's only giant redwood trees, gold mines in several locations and even mountain streams that yield their share of gold dust and nuggets, the sleepy Valley has suffered less from development than almost any other area of the state.

The climate is sunny the year round. In spite of the concern caused by the recent drought, the ground water under the Valley floor is remarkably close to the surface and is replenished each spring by hundreds of small streams and reservoirs. So abundant is the Valley that the three Indian tribes that made their home there did not bother to construct permanent dwellings, but built temporary tents beside one stream then another.

When the first settlers reached the Valley they were impressed with its green hills and flat floor. Like the Indians before them, they accepted the Valley as it



SSP Agricultural Equipment Company, a subsidiary of SSP Industries, found Visalia an ideal location for its plant that manufactures tree harvesters and wind machines that protect crops from frost.



Route Salesman Danny Barrett and Assistant to the District Manager George Lange visit with Paris E. Glick, President of SSP Agricultural Equipment. In the background is one of the large tree harvesters manufactured at the Visalia facility.



# Down the San Joaquin Valley

## PLANT NO. 8 IS MAKING ITS MARK

was. After a few summers it became apparent that a way was needed to extend the spring greening into the arid summer. Creative minds and raw muscle engineered the answer and reservoirs and irrigation ditches lengthened the growing season.

In 1856 the Southern Pacific Railroad routed its main line between San Francisco and Los Angeles through the Valley. Miners could then come down to the communities along the line to pick up supplies instead of going all the way to San Francisco or Los Angeles. And the agricultural communities could ship their produce to the hungry cities of the North and South. Changes came slowly and the isolated farmers welcomed the miners and other visitors with disarming ease.

As towns grew into cities, they retained their informal style while adopting the architecture and traffic patterns necessary to larger population. A notable example is Visalia, the county seat of Tulare County where Prudential has a branch that serves the entire Valley. Visalia shows few signs of growing pains. The original freight depot is still in use by the Southern Pacific Railroad, and an early produce terminal across the street from the terminal has been restored into an exchange housing fashionable shops, while a few blocks away a new convention center provides the latest in meeting and exposition facilities for both agricultural and industrial groups.

In the past two decades industry after industry has discovered the appeal of the informal life style and open space of the lush Valley. The old highway has been improved into a major freeway and every town and city has its municipal airport. From Bakersfield to Merced, the Valley communities are seeing an influx of new businesses and new industries.

But for all its industrial growth, the life style in the Valley has remained unhurried and informal. Large manufacturing facilities sit side by side with sprawling agricultural complexes in obvious harmony. To be sure many of the industrial facilities are in direct support of the agricultural enterprises. SSP Industries located its facility that manufactures tree harvesters and wind machines for protecting crops from frost in Visalia. Frozen food processing plants are also common as well as truck lines and truck dealers and service centers that provide the necessary transport for the myriad harvests.

Serving this agricultural/industrial me-



In regular Wednesday a.m. meetings, managers and route salesmen discuss the challenges and strategy of branch operation. Clockwise from center — Bob Schwoeffermann, Danny Barrett, Phil Clark, George Lange, John Wilcox and Jim Spatz.

lange is Prudential's Visalia Branch, designated Plant No. 8. Operating from a brick building a few blocks from downtown Visalia, the branch serves the Valley in all directions. Merchandise is processed in the Milpitas plant and delivered daily to Visalia in a line truck driven by Sam Andrewson. From the branch four routes now reach out to the north and to the south and to the metropolitan centers of Merced, Fresno, Bakersfield and Visalia.

Responsible for Prudential service in the Valley is Bob Schwoeffermann, branch manager. He is assisted by George Lange, assistant to the district manager, who took the first route into the Valley seven years ago. Route No. 55, operated by Danny Barrett, serves the city of Visalia and the towns east and west. Route No. 51, operated by Phil Clark, extends north to Merced and Castle Air Force Base. Route No. 80, operated by Jim Spatz, serves the city of Fresno and its suburbs. And Route No. 56, operated by John Wilcox, extends south to Bakersfield.

Assuredly it is a large area to cover, but to the Prudential employees who call the San Joaquin Valley home it is all in a day's work. In regular Wednesday a.m. meetings they discuss the challenges and strategy of branch operation. Although

they speak optimistically of the day when they will have their own plant, they also express strong ties to the Milpitas plant and the individuals who process their loads and prepare their orders for first deliveries.

"They really do a fine job for us," Bob Schwoeffermann notes. "We're on that phone a lot. And sometimes they really extend themselves to enable us to provide the same caliber of service from the branch that they can provide from the plant. And that," he concludes, "is what we're about here in the Valley."



In the first formal branch photo, Visalia personnel pose in front of a just-washed fleet. From left — Bob Schwoeffermann, George Lange, Danny Barrett, Jim Spatz, John Wilcox and Phil Clark. On vacation when this photo was taken was Sam Andrewson, line driver.



# Product Development Shapes Marketing Style

Developing the products and services of tomorrow is the basis behind Prudential Dust Control's program to renovate industrial floor pads. In an environmentally conscious society, new methods are demanded to keep business and industry clean at the same time we are conserving resources and controlling cost. Services companies, more than any other, are challenged to keep abreast of the technology necessary to produce a healthy and appealing atmosphere in factories, shopping facilities and institutions.

Product development is not new to Prudential. "Many of the products we supply today were not on the market ten years ago — at least in the same form we see them now," said Don R. Clark, president.

"New fabrics have changed not only our basic product, but our entire processing and delivery systems. Part of our responsibility, to insure our own future, is to constantly test and develop the products that will be required of our industry in the next decade."

A focal point in present product development is the renovation of floor polishing pads and the marketing strategy necessary to insure the program's success. For more than two years, Prudential Dust Control has conducted a pilot program to efficiently extend the life of the industrial floor polishing pad. These synthetic fibre pads are used on industrial polishing machines to maintain floors of tile, terrazzo, wood, or any other hard surface that is

cleaned and polished regularly.

Spinning at 175 rpm, the fibre pads scrub, strip and polish. Actually, a different pad is used for each of the three processes. Recently, high-speed machines have been introduced that will operate at 1,000 rpm. These units, used primarily for the repeated maintenance process of spray buffing, require still another type of pad.

In the past, pads have been used until they became heavily coated with soil and old wax, or worn thin from repeated use, then discarded. After a test program, it was shown that the life of the pads can be extended considerably and the cost of floor care reduced. For institutions like UCLA, with 85 buildings and



**TRAINING SESSION** at UCLA introduces floor pad renovation program to maintenance employees. Paul Trask, Prudential's new floor care consultant, conducted the classes to acquaint UCLA maintenance crews with the new service. Between them, UCLA custodians clean 5.8 million square feet of floors in 85 buildings on the Westwood campus.



5.8 million square feet of tile floors to be maintained, the savings are considerable.

Implementing the program at the Westwood campus has taken Prudential into a field different from our traditional sales role. "Removing the wax from a used floor polishing pad and reinforcing it with a chemical compound is not tremendously different from cleaning and treating industrial dust mops and mats," said Howard Andrewson, Dust Control general manager. "But the idea is a new one. The typical floor care employee is used to discarding them after they show excessive wear. We have to change the thinking of the individual cleaning the floor."

UCLA was a classic example. There are a total of 270 employees in the building maintenance department. Phil Wing, senior superintendent of custodians, recognized the advantages of renovating the floor pads used at UCLA but said imple-

mentation would take months on the large campus. Dust Control Division assigned Paul Trask to assist Mr. Wing in explaining the program to his personnel. The method, devised by Paul, Mr. Andrewson and Dick Boudreau, was a series of training classes that eventually included all 270 maintenance employees on the UCLA campus.

Classes were held on consecutive Friday evenings. The maintenance department is organized into ten crews. A class was held for each crew. Paul explained how the renovated pads do a better job in less time. In addition to cost savings because the renovated pads cost substantially less than new ones, the program also means less work for custodians.

Similar training sessions were conducted for employees at the USC Medical Center and the Metropolitan State Hospital in Norwalk. So successful is the marketing approach that Paul Trask has been named

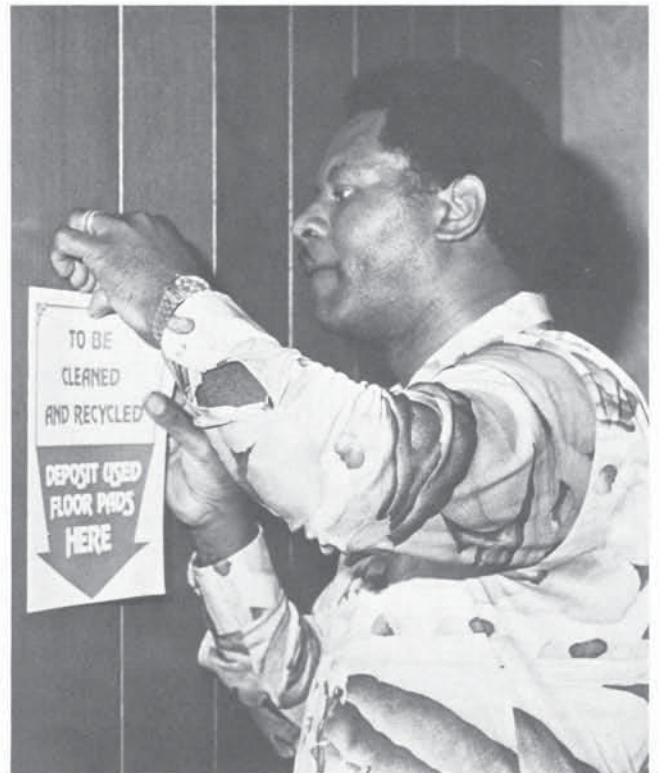
floor care consultant with the primary responsibility of assisting new customers in introducing the program to their personnel.

Following the training sessions, Paul works with supervisors to set up a system for depositing soiled floor pads and distribution of those that have been renovated. Like all Prudential delivery systems, the floor pad program emphasizes the need for employee cooperation and controlling deposit and distribution points.

How does this particular program affect product development at Prudential? Mr. Andrewson sums it up. "We've been able to use familiar processes and systems to enable us to provide this service, but we've also learned from it. Each product has specific characteristics that make it applicable to the market. Our responsibility as a company is to recognize the potential of new products and to successfully adapt that potential to the marketplace."



**SEEING IS BELIEVING.** Sample used pads and renovated pads convinced members of the UCLA maintenance crew that they can do a better job with less work by turning in their worn floor pads for renovated ones.



**FOLLOWING TRAINING** sessions, Prudential provides signs that tell maintenance employees where to deposit soiled floor pads. Working with the maintenance supervisor, Prudential's delivery system replaces the soiled pads with those that have been renovated.



# Uniforms, Counseling, Health Education Protect Battery Manufacturer Employees

**By linking rental work garments to its health education program, this forty-seven-year-old battery manufacturer improves employee morale, reduces employee turnover and even contributes to the health of workers' families.**



David Krack, Estee Battery Company Director of Industrial Relations, explains the process of manufacturing a lead-acid storage battery to Bernice Shoberg, Los Angeles General Manager, and Bill Walters, District Manager.

"Health Education" has been a key phrase at Estee Battery Company when David Krack, an industrial hygienist, came on board to consolidate the forty-seven-year-old firm's industrial health program.

The benefits of the consolidation were immediately apparent in the installation of a garment rental program for all employees exposed to lead oxide dust particles. Hazard awareness training was formalized and expanded to include every employee in the plant that manufactures lead-acid storage batteries for

the replacement aftermarket for automobiles and trucks, boats, and commercial vehicles.

The Los Angeles based firm was founded to rebuild old batteries for resale during the Depression Era. That process soon led to the manufacturing of new batteries for the fast-growing automobile aftermarket.

As advantages of the consolidation became obvious, Estee officials began to look for other areas to increase employee con-

fidence in the advantages of good industrial health habits. As a result, the garment rental program was expanded to include all the workers in the plant. And hazard awareness training underwent yet another refinement as individual employee counseling was introduced.

"Ultimately every individual is responsible for his own personal health," explains David Krack. "Our goal is to encourage individuals to be health conscious all the time."



Left — In addition to uniforms, workers in lead areas are supplied industrial gloves and inhalators. Right — Results of blood analysis tests are posted for employees' information. Blood tests are performed on the premises once a month for employees who work in lead areas, once a year for all other plant employees.







Employee solders lead posts onto newly constructed batteries. Uniforms play a key role in the company's industrial health program.

Included in the counseling sessions are the individual and his supervisor. "We talk about the person's work history as well as health conditions in the work area and the benefits of protective equipment and correct habits," Mr. Krack continues. "Individuals need assurance that with our help they can make their work life healthier."

The garment program is rigidly controlled to isolate all the soil in one area of the plant. Employees put soiled garments in a specially marked depository just outside the shower. After showering, individuals don their street clothes and exit without walking back through the plant area. The individual's personal

clothing is never exposed to the lead dust particles.

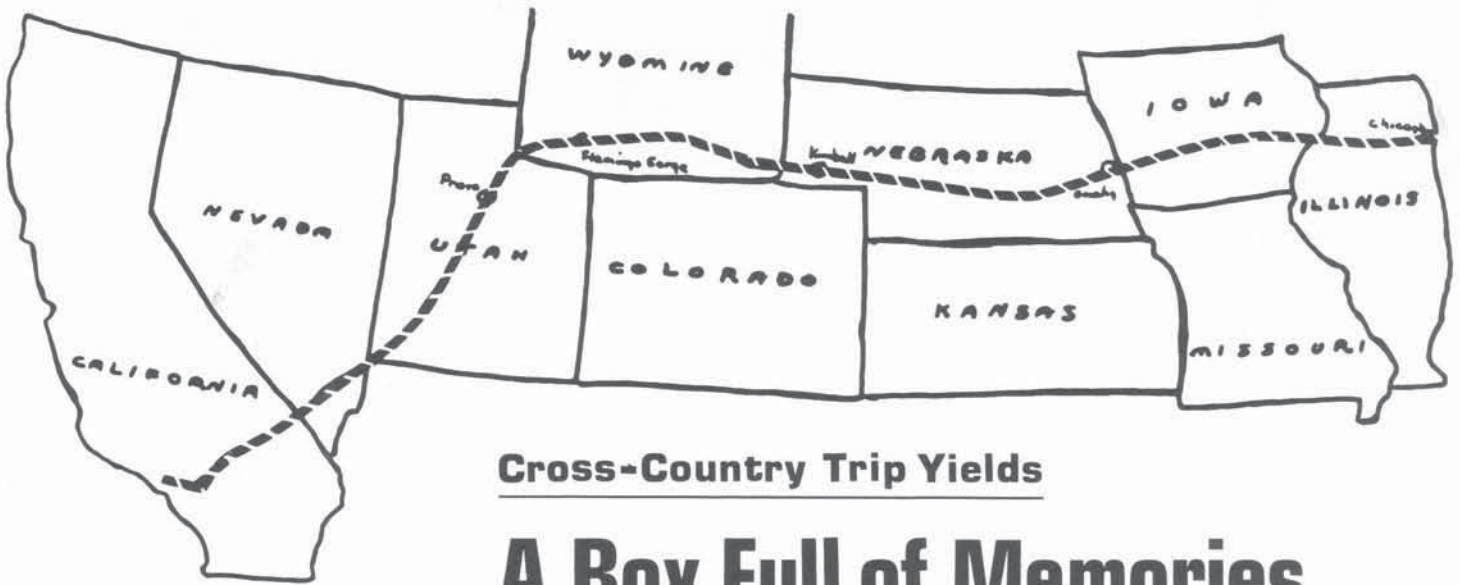
"An added advantage here is that the workers' families are also protected by the garment program," Mr. Krack explains. "By removing their work clothes at the plant and showering before dressing in their personal clothing, the workers never carry dust particles to expose the family or to be disseminated in the family laundry.

Mr. Krack credits Prudential's systems with a large part of the success of this phase of his industrial health program. "The delivery system actually controls the soil with no additional procedures required by our people," he said.

Estee employees deposit their soiled garments in special hampers assigned to the account by the Los Angeles plant. The hampers of soiled garments are loaded onto the truck without handling by Los Angeles Route Salesman Hal Favilla. They remain in the hamper until they reach the wash floor where handling by employees is minimized. They are never mixed with the garments of other firms.

"The key to controlling industrial contamination is a three-point effort," concludes David Krack, "minimizing exposure, controlling hazardous substances, and employee education. For us, providing such things as employee health supervision, hazard awareness training and work garments just makes good sense."





## Cross-Country Trip Yields

# A Box Full of Memories

Some people face a cross-country automobile trip with children in the car with trepidation, but to others it is an adventure never to be forgotten. Lou Andrewson is in the latter group.

Last summer, when Lou and Howard (Cerritos general manager) invited one of their daughters and three grandchildren on an automobile trip to Chicago, Lou wanted to make the trip a memorable one for her grandchildren. The result was a box full of memories for four generations: a framed memory box of photos, souvenirs and natural specimens gathered in California, Utah, Colorado, Wyoming, Nebraska and Iowa.

The occasion of the trip was the 85th birthday of Mrs. Anna Rogers, Lou's mother. The completed memory box was a birthday gift to her from the travelers from California. Joining Howard and Lou were their daughter, Lana Schrick, her seven-year-old son, Eric, and Jodi and Donna Hawks, daughters of the Andrewsons' other daughter, Judi. They pulled the 23-foot Airstream travel trailer and planned stopovers at national parks and historic landmarks.

It would really get us into the adventure of the trip, Lou thought, if we gathered natural specimens and souvenirs from each area and shared them with Mother when we got to Chicago. To help preserve the treasures collected along the way, Howard built a glass-enclosed wall box with compartments of different shapes and sizes.

The first items were easy. The travelers stopped in the California desert and gathered rocks and dried cactus. In Provo, Utah, they parked their trailer at the edge of a lake and during the evening were joined by a family of white ducks that swam back and forth in front of their campsite. It was Eric who found the ten-inch pure white feather. "Can we put it in the memory box?" he asked.

When they stopped for lunch in Flamingo Gorge, Wyoming, a perfectly preserved yellow and black butterfly was stuck to the front of the car. Jodi and Donna carefully removed it and placed it behind the glass in the memory box.

In Dinosaur National Park they added a fossil. A sunflower was added in Kansas. In Nebraska they bought an Indian moccasin. And in Iowa a tiny corn husk doll was found that would fit into one of the

compartments. All along the way, they used their Polaroid camera to take pictures of the sites where treasures were found.

Arrival in the Chicago suburb of Jefferson Park was hectic. Also arriving to share the birthday were Lou's sister and brother-in-law, the Lee Wonnacotts of Sault Saint Marie, Michigan. Lou's other sister and brother-in-law, the Stan Johnsons, live with Mrs. Rogers in the house where the three sisters were born and grew up.

After the first greetings, the California visitors put the finishing touches on their memory box, sealed in the photographs and mementos of their trip, then prepared a backyard brunch of fresh fruit and vegetables — all brought from California. After brunch, the mahogany framed memory box was presented to Grandma Rogers for her 85th birthday.



IN CHICAGO . . . Howard Andrewson, Mrs. Anna Rogers, Lou Andrewson, Lana Schrick, Jodi Hawks, Eric Schrick and Donna Hawks.



MEMORY BOX . . . provided a record of the trip from California to Chicago for Mrs. Anna Rogers' 85th birthday.



## Tucson, Arizona

# Prudential's Ninth Plant

Prudential recently completed a merger that will take us into Southern Arizona and bring the number of Prudential plants to nine. The merger joins Prudential with Supreme Cleaners, a combination uniform rental and family dry cleaning company serving metropolitan Tucson, a city of 475,000, proud of both its cosmopolitan features and its Southwestern charm.

The countryside surrounding Tucson is as familiar to most Americans as a Western movie. It was through these desert floors and mountain passes that John Wayne chased the bad guys and the Cavalry fought the Apaches. The famous Apache Chief, Chiricahua, ruled his people here. A nearby county and several landmarks bear his name. Tombstone, where Wyatt Earp and Doc Holiday fought the Clantons, is 75 miles southeast on Highway 80.

But for all its appeal to Western history buffs, Tucson is very much a city of today. Warm and sunny most of the year with remarkably dry air, the second largest city in Arizona attracts 2,000 new residents each month and more than half a million visitors a year. An active economic development organization has convinced the likes of IBM,



Bill Frenier

Gates Learjet, Hughes Aircraft and Ingersoll Rand to locate plants here. The same group has adopted an aggressive plan to attract still more large companies to the sunny city. A population of 900,000 residents is anticipated by the end of the next decade. It is into this economic climate that Prudential enters the Tucson market.

Like the city itself which boasts of its ability to combine the best of the new with the best of the old, Prudential's ninth plant merges two strong forces. Customers will continue to be served by the same management team and employees at Supreme Cleaners, but will benefit from the strength of Prudential's superior lines of merchandise and service systems. At the head of the Tucson management team are former owners Bill Frenier, manager, and Paul Kaufman, plant superintendent.

Bill Frenier brings thirty years' experience in the laundry and dry cleaning field to Prudential. Shortly after graduating from the University of Cincinnati in 1946 he joined Unit Laundry and Cleaners of Tucson. In 1951 he bought a family laundry, dry cleaning and linen supply plant with six employees in Massachusetts. During the next 17



Paul Kaufman

years he expanded the firm to seven plants with 300 employees and entered the industrial laundry field. In 1967 he sold his Massachusetts company and with his wife Stacey returned to his adopted city of Tucson where he bought Supreme Cleaners in partnership with Paul Kaufman.

Paul is a product of Louisville, Kentucky where he was born, attended school and worked for 19 years for Seagrams Distilling Company. In 1959 his wife, Helen, had to move to a drier climate due to asthma and sinus problems. With their two sons, Robert Ray and David Paul, the Kaufmans moved to Tucson and bought a family laundromat. One year later Paul joined Supreme as plant superintendent, a position he continued to fill after he and Bill Frenier bought the facility.

In 1971 Supreme installed municipal trash collectors in rental uniforms and entered the industrial laundry market. Today Supreme serves garment rental customers in every phase of the city's economy. As part of the Prudential organization, the Tucson plant will continue to seek its share of the growing Tucson market.



Marilyn Bjornson  
Bookkeeper



Paul Rhinehart  
District Manager



Judy Krueger  
Supply Supervisor



John Perkins  
Route Salesman





Ray Tomeck  
Van Nuys Dust



Robert Tharp  
Van Nuys Dust



Howard Andrewson  
Cerritos



Glen Adams  
Riverside



Ron Buckley  
Riverside



Bob Leach  
Van Nuys



Sam Corona  
Cerritos

# NEWSMAKERS

## VAN NUYS DUST CONTROL ADDS TWO ROUTES

The addition of two new routes at Van Nuys Dust Control brings a new employee and the return of a former route salesman in the Van Nuys facility.

Ray Tomeck, who worked for Prudential from November, 1975 until July, 1977 on Route 74, recently returned. He was assigned to Route 85. During his absence he worked in Tucson, Arizona. When Ray left California, he and his wife, Gayle, had one daughter. They returned with their daughter and a new baby boy.

The new face at Van Nuys Dust Control belongs to Robert Tharp, who recently moved to California from Milwaukee. Robert, who is single and lives in Duarte, will operate the San Gabriel route. He spends part of his free time at his favorite sport, target shooting.

## IT'S AN HONOR

It was a familiar scene. When Howard Andrewson, Cerritos general manager, stepped up to the speakers' platform at the 1978 KEX Conference in Palm Beach, Florida to receive an award. Howard has been honored many times during the past twenty years for his work with the KEX National Association. The 1978 honor was the KEX Marketing Award in recognition of a series of product knowledge seminars conducted at Prudential Dust Control which included the marketing of KEX products. KEX is the trade name of dust control merchandise manufactured by the Deering Milliken Company and distributed under franchise by Prudential.

## NEW RIVERSIDE ROUTE SALESMEN

A former competitor and an Air Force "lifer" recently became route salesmen at Riverside.

Glen Adams comes to wholesale Route 41 with eight years' experience in route sales with Maddox & Sons, Fontana, and L & N Industrial Laundry, Santa Ana. Glen and his wife, Cathleen, live in Riverside.

Ron Buckley takes over Dust Control Route 45 after retiring from the U. S. Air Force. He served from 1948 until 1978. Ron and his wife, Mary, also make their home in Riverside.

## SHE'S THE GREATEST

Bob Leach, Van Nuys district manager, and his wife, Chris, are pleased to announce the early arrival last March 18 of their first child, Allison Marie. Allison checked in at 6 lb., 14 oz. three weeks sooner than expected. Bob and Chris call her Ali for short, and because they think she's the greatest!

## IT'S A GIRL!

Sam and Josefina Corona, the couple who met and fell in love at Prudential Dust Control, recently celebrated the arrival of their first child. The baby girl was given the name Sylvia. She was born April 14 and weighed 10 lb., 14 oz. at birth.

Josefina has been with Prudential since August, 1965. She was originally hired as a folder, but has been a mender since July, 1973.

Sam, who joined Prudential in January, 1970 is the night foreman at the Cerritos plant.

## NEW FACES IN L. A.

Los Angeles welcomed three new route salesmen recently: Bill Murphy, Richard Dietzel and Les Crawford.

Bill is no new face to the Los Angeles plant. He worked at Prudential from 1964 through 1968 then left to go into the milk business in New Jersey. But after several years of working in the snow and ice, he picked up and moved back to the sunshine. He rejoined Prudential as a utility route salesman.

Bill lives in Paramount with his wife, Margaret. They have two married children living in New Jersey: William, Jr., and Bunny Piechawski. They have two grandchildren.

Also welcomed to L. A. was Richard Dietzel who was assigned to Route 25. Dick and his wife, Vickie, have two children, John Ammon, 3; and Amy Marie, 7 months.

Les Crawford joined Prudential last November. He was assigned to Route 1. The Crawfords have two children — Kelly Jean, 18; and Candy Raylee, 25.

## DUST CONTROL NAMES ADM

A man who has been with Prudential Dust Control for only one year has been named assistant to the district manager at Cerritos. Dave Daiss joined Prudential in May, 1977 as a route salesman trainee. He was assigned to Route 87 on June 6. In October he was assigned the duties of corporate salesman and was named assistant to the district manager on March 6, 1978.

Dave and his wife, Barbie, have two daughters, Lisa and Erica. They live in Cerritos.





Josefina Corona  
Cerritos



Bill Murphy  
Los Angeles



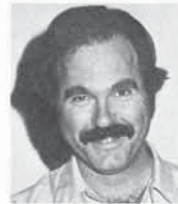
Richard Dietzel  
Los Angeles



Les Crawford  
Los Angeles



Dave Daiss  
Cerritos



Bob Haggard  
Los Angeles



Tim Merris  
Van Nuys

## TAKE A BOW!

It was an effort that would have warmed the heart of any talent scout or booking agent. Bob Haggard, Los Angeles route salesman, launched a one-man show that left everybody else at the Los Angeles plant playing second fiddle. All the former road show singer and musician wanted was to increase his savings nest egg enough to make a down payment on a house for his wife, Sharon, and their combined family of two boys and two girls. He did a little better than that. He shuffled through enough new sales to be named Route Salesman of the Month three times, earning the distinction of Super Star. But it was in the sales competition between the Los Angeles and Van Nuys plants that he really dazzled 'em with his footwork. He earned more than twice as many points as the second place winner in the competition, and more points than three of the five districts entered. Whew! Take a bow!

## CUSTOMER BECOMES ROUTE SALESMAN

After two years of trying, the Van Nuys sales and service team has successfully wooed a former customer to join Prudential as a route salesman.

Tim Merris has completed training and has been assigned to Route 27 in the Culver City area. Tim is a product of the San Fernando Valley and the outlying area. He served in Vietnam in the early '70's.

Aside from involvement in his

new job, this former customer has a heavy interest in reading, scuba diving, golf and "sports in general."

One of his primary ambitions is to teach his three-year-old son, Geoffrey, the value of sports activities.



**A GOOD EXAMPLE . . .** Clive Ruka, Van Nuys general manager, accepts award from Paul Lane, Chief Engineer of Water Works and Assistant Manager of the Department of Water and Power for his plant's water conservation measures.

## Conservation Efforts Acknowledged

Clive Ruka, Van Nuys general manager, was honored recently by the Los Angeles Chamber of Commerce and the Los Angeles Department of Water and Power for his plant's water conservation accomplishments.

In a letter to Clive, John Maloney, President of the Board of Water and Power Commissioners, said, "Your water conservation efforts significantly contributed to the City's response to the recent drought crisis, and will continue to assist the City's long-term water conservation program. As a community leader, you have set a good example and the Department congratulates you."

Along with other industrial leaders, Clive was presented an award at a luncheon held by the Energy and Water Conservation Committee of the Chamber of Commerce and attended by Mayor Thomas Bradley.





Jim Houchens  
Riverside



John Bell  
Irvine



Bruce Core  
Cerritos



Tom Watts  
Cerritos



Karl Brown  
Cerritos



Bob Walling  
Irvine



Dave Tillman  
Irvine

# MORE NEWSMAKERS

## NEW ADM

Jim Houchens, Riverside route salesman, has been promoted to assistant to the district manager to replace Dick Beecher, who was promoted to plant superintendent.

Jim came to Prudential in March, 1973 as a dust control route salesman for the

Riverside plant. In October of that same year he transferred to garment Route 73 serving Palm Springs and the lower desert.

Jim and his wife, Margaret, live in Fontana and have two children

## OOPS!

The Irvine plant pleads guilty of a slight oversight in its failure to announce

the hiring of John Bell as auto mechanic in April, 1977. John spent twenty years in the Marine Corps in motor transport work. He retired as a gunnery sergeant in 1961. He worked in the commercial trucking industry as owner-operator of a service station and as owner-operator of a restaurant before coming to Prudential. John is active in the Seventh Day Adventist Church and enjoys snowmobiling and trail biking. He resides in Corona with his wife, Marjorie, and son, Ron, a pre-med student at Loma Linda University.

## NEW CORPORATE SALESMAN

Bruce Core, Cerritos Dust Control route salesman, has been promoted to corporate salesman. A graduate of Pacific Oaks College in Pasadena with a B. S. in Child Development and Psychology, Bruce worked for the Washington State Parks Department and Saddleback Sportswear Corporation before joining Prudential as a route salesman trainee in October, 1977. He spent six months on Route 87 before being named corporate salesman.

## UTILITY ROUTE SALESMEN NAMED

Tom Watts and Karl Brown, both former route salesmen, have been promoted to utility route salesmen. Tom has been with Prudential since September, 1975, and Karl since December, 1976. Tom and his wife, Marcie, have two children and live in La Puente. Karl and his wife, Linda, live in Anaheim and have four children. They expect their fifth child later this year.

## MUSIC TO HIS EARS

Talk about being in tune. Bob Walling, truck washer at the Irvine plant, was recently awarded scholarships from two major universities. Bob graduated in June from University High School in Irvine. He was awarded a \$500 music scholarship to the University of California at Irvine and a State scholarship of \$2,700 to the University of Southern California. Needless to say, USC is his choice.

## MAINTENANCE HELPER

Dave Tillman has joined the Irvine plant as Maintenance helper. Dave, who hails from Linn, Missouri, has been a resident of California for eight years.



**ANAHEIM STAR BOWL 77-78 SECS & EXECS PRUDENTIAL SUPPLY**

## Winning Combination

It was their first time to team up for competition, but from the outset it was obvious that this group had something in common. They wanted to win. And win they did. Top honors in the Prudential Mixed Bowling League that met weekly from September through May at Star Bowl in Anaheim went to the team that called themselves Secs and Execs. The team which took first place team honors in the league is made up of Blair Gallagher, engineering vice president; Gifford Tiffany, marketing vice president; Cleo Barton, secretary to Don Clark; Betty Morton, receptionist; and Roland Zimmerman, Cleo's uncle. The team known as We Never Give Up placed second.

Other winners were: The Five P's who took Team High Series; Secs and Execs also took Team High Game; Individual High Series went to Tom Beatty for men and Betty Pickens for women; Individual High Game went to Gifford Tiffany for men and Ruth Noble for women; and Most Improved Bowler was Kathy Riggs.

League Coordinator Bev Patton is preparing the roster for the upcoming Fall League. Anyone interested in bowling in the Prudential Mixed League is urged to call Bev at the Cerritos plant.



# Making Points Pays Off For LA-VN Rt. Salesmen

Bob Haggard, Los Angeles route salesman, was the first place individual winner in a sales contest between the Los Angeles and Van Nuys plants with 394,802 earned points. Other high achievers in the six-weeks competition were Carl Graves of Van Nuys with 178,360 points; Don Meyer of Van Nuys with 139,630 points; Bill Paine of Los Angeles with 110,284 points; Ron Palmer of Los Angeles with 101,204 points; and Chuck Crocker of Van Nuys with 95,420 points.

In accounting the two-plant contest, general managers Clive Ruka of Van Nuys and Bernice Shoberg of Los Angeles outlined the objectives: "Through the development of competition among route salesmen, districts and plants, our plan is to improve morale and increase sales in all regular garment rental items, shop towels and linen supply." In a formula worked out by the sales and service teams of the two plants, points were awarded to route salesmen and districts for new sales in five different merchandise categories.

To add support to the contest that ran from February 27 through April 7, Don Clark, president, committed himself and members of the

administrative staff to ride routes in both plants. Blair Gallagher, vice president, engineering; Darrel Hogan, director of purchasing; Don Lahn, secretary-treasurer; Dale Bain, personnel director; and Lon Kuehl, data processing manager; each spent at least one day on routes. Dan Clark, executive vice president — operations; Gifford Tiffany, vice president, marketing; and Greg Shawber, company pilot, each spent three days at each of the competing plants on routes.

An awards dinner was the setting for recognizing the accomplishments of individuals and districts. The competition was considered one of the most successful in company history.

The district achieving the most points in the contest was District 5, Los Angeles, under district manager Dewey Bullard, with 709,738 points. Second place went to District 1, Van Nuys, under Bob Leach with 454,380 points. Van Nuys District 2 under Bob Taber earned 292,723 points. Los Angeles District 3 under Harley Morse earned 200,467 points, and Los Angeles District 4 under Bill Walters earned 101,190 points.



JOHNNY RODELO

## In Memoriam

Johnny Rodelo, who was employed at the Los Angeles plant for 16 years, died May 30, following a motorcycle accident. He was 32.

His six-year-old daughter, Elaine, who was on the bike with him when the accident occurred on Lincoln Boulevard in Montebello, was injured slightly and released from the hospital the same day. Johnny was apparently killed instantly.

A Rosary was recited by family and friends at the Moritz Mortuary in Montebello. The mortuary also handled burial arrangements. The requiem funeral mass was celebrated at St. Benedict's Catholic Church in Montebello.

Johnny came to Prudential in June, 1962 as a part time employee. He left Prudential briefly at the end of 1963 but returned several months later and worked in the L. A. wash room until the time of his death.

He is survived by his two children, a son and a daughter; his father, Gabino, who was employed at Prudential from 1955 until his retirement in 1972; and by a brother, Frank, and a sister, Mary, who are also former Prudential employees.



TEARS AND SMILES were the common denominator when Los Angeles and Van Nuys route salesmen were presented with checks representing their efforts in a six-weeks sales contest between the two plants. Bob Haggard, first place individual achiever, is all smiles as he looks at his check while his wife Sharon wipes away a tear. Making the presentations were Clive Ruka and Bernice Shoberg, general managers, and Gifford Tiffany, vice president, marketing.



# ON THE COVER



Sitting on a pedestal surrounded by a moat in Visalia's Mooney Park, James Earl Fraser's "End of the Trail" reminds visitors of the heritage of the American West. The 25-foot bronze statue is a replica of the original plaster sculpture housed in the Cowboy Hall of Fame in Oklahoma City. The City of Visalia acquired the original in 1912 after it won the gold medal at the Pan-Pacific Exposition in San Francisco and kept it on display for more than 50 years, where it captured the hearts of the citizens. In 1968 the city agreed to trade the original to the Hall of Fame which houses much of Fraser's work for the bronze replica which could better withstand permanent outside exposure.

## OFF - THE - CUFF

A quarterly publication of  
Prudential Overall Supply

*Dedicated to the improvement of  
employee morale and the  
broadening of  
customer relationships*

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We would appreciate receiving  
correction of mailing address.



Starting the marathon is easy . . .

# The Idea is To Finish

You don't enter a marathon to win. The goal is simply to finish. And, if you're really serious about running, to beat your own performance in previous marathons.

Whatever the reason for entering, stage a marathon and there will be no shortage of individuals who will show up at the starting point. A surprising number will finish.

A marathon is 26 miles long, usually over an uneven course, with definite start and finish lines. The recent Leatherneck Marathon held at the El Toro Marine Corps Air Station posted a course that included "a look at two air stations, the inside of a historic blimp hangar, lakes dotted with boats, orange groves and fields of row crops."

The more than 200 entrants each paid \$4 for the privilege of running in the Leatherneck Marathon. Everyone who finished got a T-shirt to prove his stamina. Dan Clark, Prudential executive vice president — operations, finished 94th. It was his first marathon. Jerry Laverty, Irvine route salesman (a frequent marathon entrant with Dick Vosburgh, fellow route salesman) finished 104th.

Jerry and Dick regularly run ten miles each morning in training for marathon competition. After much fanfare about the merits of running to increase mental and physical fit-

ness, a contingent of Irvine plant co-workers showed up at the Orange County 26-Mile Marathon last April to see the two route salesmen run. To the delight of co-workers, both Prudential entrants finished the 26-mile course in the appropriate time. And, as we said in the beginning, that's the idea!



Dan Clark, executive vice president — operations, finished 94th in the recent Leatherneck Marathon at El Toro Marine Corps Air Station. Jerry Laverty, Irvine route salesman, finished 104th.

Below — Finishers douse each other with cold water.

