

**Prudential Overall Supply**

**OFF-THE-CUFF**

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**80's Opportunity: ARIZONA**







# Arizona Manager Sets Goals: Relate to the Individual, Expect Success

Frank Clark, Arizona Division Manager, is the longest reigning Prudential general manager. He is the brother of John D. Clark, founder and Board Chairman, and of Don R. Clark, President. He started with Prudential in 1939 as a youth transplanted from the Clark family's Iowa farm.

When he started with the company, there was only one plant serving the metropolitan Los Angeles area. Since then eight plants have been started and Frank Clark can see parallels in each new plant opening.

"A plant needs to relate as much to the community in which it is located as it does to the company to which it belongs," he asserts. "A large part of our company's success is that in each plant we've been able to attract people with a strong tie to the community."

Prudential's first sales manager, Frank Clark is not averse to charting new markets. "Tucson was a logical choice for Prudential expansion," Mr. Clark explains. "Many of the companies we serve in California also have facilities in Tucson and Phoenix. So we enter this market serving existing customers."

"In spite of the stringent restrictions in this city on new building — particularly the kind of buildings that will produce pollution — industry is going to continue to grow here," he states. "Anyone looking at the size of our plant could predict that we believe in the growth of Arizona business, and that we plan to be part of that growth."

When Frank Clark was selected to guide the development of Prudential's Arizona Division, his goal was a clear one: Develop people who are concerned with their own economic growth and with the economic growth of the community.

And though it is a tough goal, he knows it can be achieved. It is not the

**FACING PAGE** — Frank Clark, Arizona Division Manager, reviews installation of the new plant's boiler with Dean McCook of McCook Boiler & Pump Co., Tucson, who supplied the Parker boiler, helped secure installation permits, and supervised installation. "He practically functioned as an extension of the Prudential staff."

first time Frank Clark has gone into a new facility to implement company systems and train individuals to provide service identical in structure, style and substance to that provided in other Prudential plants. In 1960, he took the helm of the company's third plant in Van Nuys, California. He managed that facility until 1964 when he took over the Chula Vista plant. He has learned, he says, to anticipate successful performance from Prudential employees.

"We make a substantial investment in each employee," he points out. "We invest in a good work environment, in excellent equipment and supplies. And we also make an investment in adequate training. Knowing this gives employees a tremendous sense of job security. The obvious result is good performance."

Today Prudential has 711 employees whose performance processes the merchandise and provides the backup systems to serve 146 garment, combination and dust control routes.

The company has grown to seven garment rental plants (four of them, including the new facility in Tucson, are combination garment/dust control plants) and one plant in Cerritos, California that specializes in dust control services. The Tucson plant is both the newest and the largest; it utilizes the technology developed over 48 years of operation in other Prudential plants (See story on Page 4).

One feature of the Prudential corporate structure that assures the company's position in developing technology within the industry is the existence of an administrative staff. Each individual staff member is a specialist in his field. Collectively they are charged with studying new methods that can influence Prudential's efficiency and productivity.

The Data Processing Center provides plants with management and marketing reports, produces the billing and processes the company payroll. The Purchasing Department buys all goods, merchandise, equipment and supplies. The Engineering Staff designs and monitors construction of plant production systems.



**FRANK CLARK, Arizona Division Manager, an old hand in new markets.**

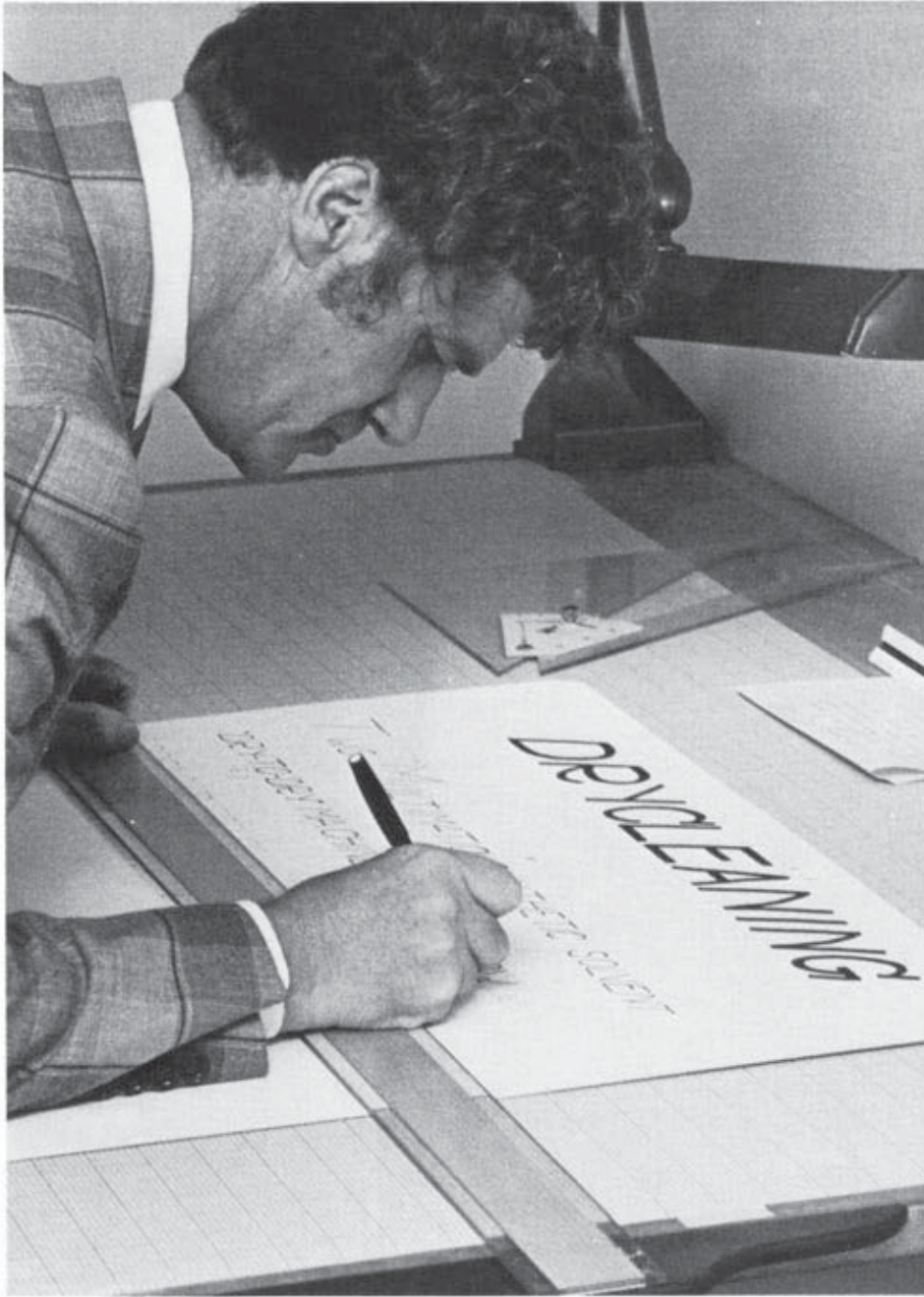
"It gives us a definite advantage," Mr. Clark says. "During this past year while we were concentrating on the transition to Prudential systems and planning next year's growth and profit, the Staff assumed the responsibility for completion of the new building. I might add they developed excellent working relationships with local suppliers."

"Walker Electric, the Tucson firm that completed the interior installation, had a four-man crew on the premises until 11:00 p.m. the day before the plant opened to make sure everything checked out."

"Dean McCook of McCook Boiler & Pump Co. practically functioned as an extension of our staff. He helped in securing the necessary installation permits from the city and personally supervised the installation. He was also on hand the day before the plant opened to supervise the last-minute checkout of the Parker boiler."

"This kind of service from suppliers is an indication that we're well on our way to achieving some major goals," Mr. Clark concludes. "It's the nature of our business and the philosophy of our company to develop long-term relationships. Getting this plant opened and getting our employees trained has proved to us again that if you expect good performance, you usually get it."





## WELCOME TO TUCSON!

# Open House:

Tony Schellekens, Prudential Staff Engineer, leans over the neatly cut 22" x 28" white cardboard. On it he carefully hand letters a message:

### *DRYCLEANING*

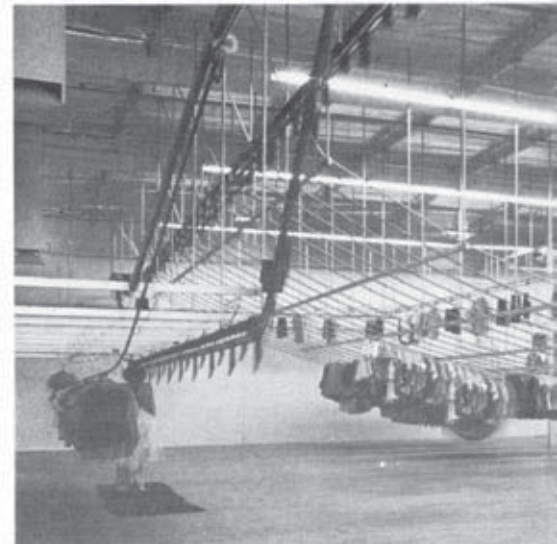
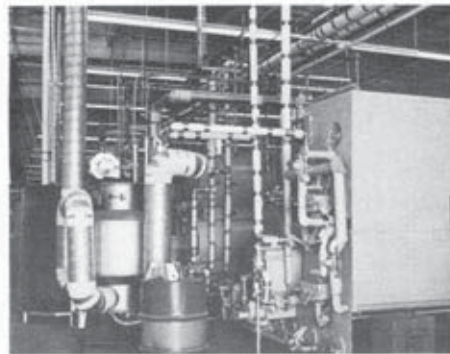
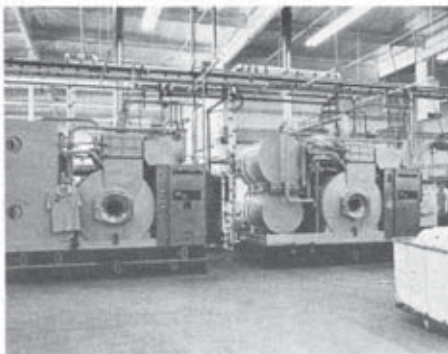
*Two "Multimatic" synthetic solvent "dry-to-dry" machines. Cooling tower provides for condensation of solvent vapors after drying and distillation. Capacity of 3,000 lb./day pants and coats.*

Tony works quickly. There are many cards to be completed before the October 31/November 1 Open House during which employees, their friends and families, community officials, suppliers and customers will tour Prudential's newest and largest plant in Tucson, Arizona.

The reason for the cards is two-fold: To make employees more aware of their work environment, and to make residents of Tucson aware of how great an environmental asset this facility is to the community.

Before the Tucson employees and their families, city officials, customers and suppliers visit the Tucson plant during its two-day Open House, the engineering staff will label every piece of equipment, every fixture, every boiler pipe and receptacle.

The visitors who read the hand-lettered cards will leave with a vast amount of knowledge of the present state of the art of the industrial textile cleaning and rental industry. Even the trucks that deliver the



**SHOW AND TELL** — Tony Schellekens, top, Prudential Staff Engineer, prepares signs for equipment in the Tucson plant that will tell visitors at the November 1 Open House the function and the environmental controls on each piece of equipment. Above left — Multimatic drycleaning machines each produce 3,000 pounds of clean garments per operator day. They use perchlorethylene and clean and dry in one operation. Above right — A carbon absorption filtering system recaptures all the perchlorethylene used in the drycleaning machines, preventing fumes from being released into the atmosphere. Right — Overhead conveyor carries finished garments from pressers to distribution where they are put in order for delivery then on to route salesman's loading area.



# Show the New Plant; Tell Prudential's Story

merchandise to Tucson and north to Phoenix will be washed and lined up in the large, roofed loading area of the new facility.

Cost of the building was \$922,000. The equipment inside the plant cost another \$682,000. Merchandise purchased to serve the routes operated from the plant totaled \$599,000.

Large plants, new equipment, top quality products and research are the personal fetish of John D. Clark, founder of the 48-year-old company. "When we were very small and when we were struggling, we sometimes bought used equipment and operated in makeshift facilities," he says. "But we found, even then, that too much of our energy was spent worrying about equipment that didn't work part of the time.

"As soon as we were financially strong enough to build adequate-sized buildings I buy new, modern equipment, our ability to do the kind of job we intended to do multiplied. It's been our practice ever since to keep up with the best that's available in our industry."

Indeed, Prudential plants have often been the proving ground for new methods and new equipment. It was Prudential, working with Deering-Milliken of La Grange, Georgia, and American Telephone and Telegraph Company that pioneered the process of chemically treating dust cloths, mops and walk-off mats that pro-

vide much of the revenue for the entire textile rental industry today.

In Prudential's Los Angeles plant, the Colmac shirt pressing units now used in all Prudential plants (and those of many of its competitors) were developed by Mr. Clark and Colmac Industries, Inc., of Colville, Washington.

In the Irvine plant, built only three years ago, a system for reusing portions of the rinse water from lightly soiled items to pre-wet heavily soiled merchandise led to innovations of the Washex washers. The need for dual intake and discharge features led Washex to redesign its control panel giving the operator the capability of diverting portions of the discharge water to storage tanks, then re-injecting it into the washers.

The result is a savings of thousands of gallons of water daily. When the Tucson plant opened, the re-use water system was designed to enable the growing plant to save a percentage of the water that would increase as the volume of the processed merchandise increases.

In fact, it is here in Tucson that the culmination of all Prudential's experience with efficiency, economy and the environment have come together.

Water conservation goes beyond the re-use system. New formulas tested for more than two years in other plants allow maximum cleaning with less water and less energy to heat the water.

Heat transfer systems on both the wash water and drying air allow further energy savings. Pipes carrying clean cold water and air into the washers and the large Challenge-Cook dryer are routed through larger emission pipes that carry the hot water and hot air out of the units. Result, less energy is required to heat the water and evaporate moisture from processed merchandise.

In addition to conserving the amount of water and energy used in the plant, emission control systems protect the environment from the air and water leaving the plant.

Waste water is discharged through a three-phase interceptor/skimmer/filter system that removes the bulk of suspended solids, oil and grease from the water. These are hauled away by the plant and never enter the city's sewage system.

In addition to the carbon absorption system that recaptures the perc fumes, large lint traps built onto the roof prevent lint from the dryers from entering the atmosphere.

Even the selection of the boiler at Tucson had environmental applications. Manufactured by Parker, the boiler at Tucson offers significant noise reduction over other boilers. The result is less noise both in the Tucson plant and in the surrounding neighborhood.

Total cost of the Tucson facility was \$2,203,861.





# "4563 Mike Cleared for Takeoff," Destinati



**EARLY MORNING ARRIVAL** — The bright sun of Tucson greets Don R. Clark, President, and Gifford F. Tiffany, Vice-President, Marketing, as they deplane for a morning meeting. Greg Shawber, Company Pilot, passes a briefcase to Mr. Clark.

"This is Duke 4563 Mike. Filed for departure to Tucson," Greg Shawber, Prudential pilot, speaks softly into the radio microphone. After several minutes of dialog with Ground Control and the Airport Tower, the airplane starts forward then climbs above Orange County. South Coast Plaza disappears below on the right; on the left Newport Harbor slips beneath the aircraft.

In the passenger compartment, the executives have already opened briefcases and begun preparation for the meeting they will attend in less than two hours. They cannot hear the soft monotone of the pilot's voice as the aircraft is passed from Airport Control to Coast Departure and finally to Los Angeles Center and Albuquerque Center, the FAA Air Traffic Control Centers that will monitor its flight to Tucson International Airport.

The Beechcraft Duke B60, designated 4563M, is one of two Prudential company airplanes. The Duke is the back-up plane to the larger King Air E90 eight-passenger turboprop. Although company planes had regularly been used for the two-hour flight to Milpitas and the shorter flights to Visalia and Chula Vista, it took the entry into Arizona to see peak demands on Prudential's corporate flying.

Officers made a series of trips to Tucson to negotiate the merger with Supreme Cleaners, the acquisition of the industrial division of Oliver's, and the purchase of

land on which to build Prudential's new plant. Specialists in all areas of Prudential operations made the trip to help with the transition and to monitor construction of the new plant.

Normally, the flight to Tucson is smooth and predictable. In other weather areas it is normal to file an alternate flight plan in case the planned destination is experiencing unexpected bad weather. Greg has never filed an alternate flight plan for a Prudential flight. From past flying experience, he well remembers how to file one.

His first job as a pilot was for Fisher Brothers Aviation, an Allegheny Airlines commuter service, where he shuttled commuters between Mansfield, Cleveland, and Columbus, Ohio. Later he flew a King Air, almost identical to Prudential's, in and around every type of weather as he piloted executives of Gorman-Rupp Corporation all over the U. S. and Canada.

It was the promise of temperate weather that prompted Greg and his wife, Jane, to relocate in California in 1977. He checked in with the local Beechcraft distributors to inquire if any King Air owners were looking for a company pilot.

It just happened that Prudential was.

The company pilot's responsibilities include overseeing maintenance on both planes and scheduling flights at the request of officers and staff members. Just as he files flight plans with the FAA Flight Service Center, he files planned company flights at the General Office so officers and staff members can coordinate their travel schedules.

In the case of conflict of schedule, Greg points out, economy usually prevails. "If one officer is going North and three staff members are going to Tucson, the plane usually goes to Tucson because that is where it will provide the greatest cost savings to the company," he explains.

In fact, cost savings in efficient use of executive time is dramatic in the past two years. The log shows that 70 trips have been made to Tucson carrying 25 different individuals who were able to complete in one day what would have required two or three days using commercial aircraft. Individual flights — the number of commercial tickets that would have been required — totaled 280 to Tucson alone.

Because of the Hughes Air West strike

## A Unique Friendship Gives

In 1952, John D. Clark, Prudential founder, climbed into one of the passenger seats of a Cessna 170 airplane at Tucson's airport. His destination was Taz de Oro, Mexico, to hunt white-winged

dove. It was an experience that was to have profound effect on his future.

"I gave him his first ride in a light airplane," recalls Byron Kemp. "And he was determined to do it." A resident of



**JOHN D. CLARK**, Prudential founder and first company pilot, poses with the Beechcraft Duke.



# on Tucson!

ich eliminated the only direct commercial link between Orange County and Tucson, the company plane saved many additional employee hours in reduced travel time since commercial travelers would have had to drive to Los Angeles International Airport for flights to Tucson.

"Determining the total value in terms of efficient use of executive time is difficult," Greg notes. "On occasion when new programs are being implemented, or when Dan Clark, Executive Vice-President — Operations, conducts summaries of plant audits, we can schedule four plant visits in one day. Starting in Milpitas, we would fly south to Visalia, then to Riverside or Van Nuys, and on to Chula Vista. Without a company plane, that would be four days of an officer's time.

"Even on short flights, efficiency in man hours is achieved. We can depart at the time we designate and return when the assignment is completed. It is not necessary to break off half-completed work to fly to meet a plane."



**THEN HOME TO ORANGE COUNTY IN THE SAME DAY** — Flight time for the Tucson to Orange County trip is approximately two hours. On this day a stopover in Phoenix on the way home will extend the flight to two and one-half hours. Travelers still make it to John Wayne Airport, Orange County, by 6:00 p.m.

On the flight to Tucson, Mr. Clark gives Greg the estimated departure time. He knows it is flexible and will depend on the length of the meeting. On this day the meeting extends into the flight home

and extra passengers are dropped off in Phoenix. In spite of the stopover, it is only 6:00 p.m. when Greg hears the familiar "4563 Mike, Cleared to Land," at John Wayne Airport, Orange County.

## Birth to Prudential's Flying

Tucson, Mr. Kemp was at the Prudential plant to help celebrate the Grand Opening of the new facility. He is not surprised to see his friend open a plant in Arizona.

"We've taken a trip together just about every year for 25 years," he notes. "He certainly knows the area."

The two men built a lasting friendship from their mutual interests of hunting and flying. Their trips took them to the La Grulla Gun Club in Mexico, to Portland for the salmon run, or to nearby Yuma for quail.

"Johnny learned to fly just as soon as he got back to Los Angeles from that first trip," Mr. Kemp recalls. "He bought a Cessna 170B and got an instructor at Fullerton Airport to teach him to fly. He went at it diligently, like he does everything. Didn't stop until he got his pilot's license and an instrument rating."

Immediately John Clark saw the application of general aviation to the efficient management of his growing company. He

predicted that the Southern California area was becoming too spread out to be served from a single location. Frequent flights over the state helped him select new plant sites.

The first branch was located in San Diego, an hour's flight from the Fullerton airport where John's plane was kept. Later sites were selected in Van Nuys, Riverside, Cerritos, Milpitas, Irvine, Carson and eventually Tucson.

As the company grew, the former recreation vehicle increasingly performed as a work vehicle. Just as he had been the first Prudential route salesman, John Clark became the first company pilot. He ferried managers and staff members between plants.

In 1978, only after he had logged thousands of flying hours and travel schedules of the management team made increasing demands on his own schedule, did he consent to look for a full-time company pilot. Still an active pilot, he



**BYRON KEMP** gave John D. Clark his first ride in a light aircraft. They departed from Tucson.

flies to many of his own appointments and still ferries an occasional passenger to one of the plants.

As his friend Byron Kemp would say, "He sure likes to fly."



## THE TUCSON TEAM

# While Striving for P They Guide Prudentia



PAUL KAUFMAN, Production Manager



BOB QUAIN, Auto Mechanic



ART GILLETTE, Supervisor



JUDY KRUEGER, Supervisor

Ralph Morris is twenty-five years old. He attends classes three nights a week at Pima College in Tucson. His goal is to join the engineering staff of Prudential Overall Supply, a chain of industrial laundries serving Arizona and California. As maintenance man in Prudential's Tucson plant, he is confident that he is well on the way toward achieving that goal.

A year ago Ralph Morris had never heard of Prudential Overall Supply. And although he already had more than twenty college credits in mechanical engineering, his plans for the future were unsure. These days, however, he has a strong sense of the future.

The young employee is one of 38 residents of Arizona who have joined the growing Prudential Overall Supply family at the company's newest plant in Tucson. Like the rest of the 711-member Prudential family, the Tucson personnel are individuals who will mesh their personal goals and ambitions into the pattern of the growing company.

As Prudential grows, the individuals who make up the company grow with it. In fact, it is "the individuals who want to improve their own lot in life who assure that Prudential will remain fiscally strong," says Don R. Clark, Prudential president. "It is only through individual accomplishment, which is a direct result of individual desire to achieve more, that the company continues to progress."

Although the individuals who will guide their own and Prudential's progress in Tucson come from diverse backgrounds, they have one thing in common: They know the territory.

Fourteen individuals joined Prudential as a result of the merger with Supreme Cleaners. Two joined Prudential after the acquisition of the industrial division of Oliver's.

From Supreme came: Paul Kaufman, production manager; Paul Rhinehart, salesman; Marilyn Bjornson, office manager; Judy Krueger, supply department supervisor; Art Gillette, washroom supervisor; Antonia Carranza, presser; Geraldine Lowery, presser; Ann Hughes, seamstress; Carletta Brent, sorter; Ramona Barker, supply clerk; Bernadine Gillette, seamstress; Guelda Lowery, distributor; Ruth North, supply clerk; and John Perkins route salesman.

From Oliver's came Bill Greenberg, salesman; and John Casey, route salesman.

Ralph Morris answered an ad in the newspaper as did Bob Quain, a former Supreme (and Prudential) customer, who is now the truck mechanic.

Edwin "Sky" Richerson worked for Prudential in the Los Angeles area from 1960 until 1972 when he left to relocate in Las Vegas. In July he returned to Prudential as a Tucson district manager.

The merger and acquisition, the task of meshing the three companies into a single identity, presented some unique challenges to the Tucson team. The first was the assignment of incorporating Prudential's sophisticated billing system into the existing Supreme routes. Although the system would eventually do much of the hand labor formerly performed by individuals and would provide new controls for customers, the benefits were somewhere in the future as Tucson employees oper-



# Personal Growth, Company's Progress

ated with double paperwork until the transition was complete and all employees learned the new system.

As part of the transfer to Prudential systems, every garment was re-marked to coincide with the billing method and distribution procedure customary in Prudential plants. This, too, would eventually result in less work for individuals and more benefits to customers, but the re-marking was a massive job for Tucson personnel.

Following the changeover, the accounts from the Oliver's acquisition were integrated into the temporary quarters in Supreme's former locations and plans were made to move the entire operation into the new plant when it was completed.

Throughout the merger, the acquisition, the transfers, changes and relocation, the Tucson personnel found it necessary to interface with the Prudential staff. Each week the company planes brought the individuals with specialized skills (See story on Page 6) and those on special assignment to explain company procedures and give the necessary training.

"This is one of the toughest times in any merger," Don Clark points out. "The goal is to give enough support to make the new group part of the total team, but not to overshadow the identity of the facility or the individuals who operate it.

"The individuals in this plant have already faced some unique challenges," Mr. Clark notes. "In spite of the confusion of double paperwork, a massive re-marking project and the move to the new plant, they completed each assignment without interruption of customer service."

Like Ralph Morris, Mr. Clark feels each individual in the Tucson plant has a unique opportunity for personal growth in the future. "They are certainly ready," he concludes. "They have completed training in new systems and equipment; they work in a facility that was designed for future growth; they reside in a city whose economic climate holds great promise over the next decade. If each of them grows as an individual, Prudential's growth will be assured."



ED "SKY" RICHERSON, District Manager



PAUL RHINEHART, Salesman



BILL GREENBERG, Salesman



MARILYN BJORNSON, Office Manager



RALPH MORRIS, Maintenance Man





**Bill Crawford**  
General Office



**Sue Rodriguez**  
General Office



**JoAnne Kakimoto**  
General Office



**Dick Boudreau**  
Cerritos



**Ralph Ambrose**  
Cerritos



**Ron Susca**  
Cerritos



**Candy Yee**  
Cerritos

# Newsmakers

**Bill Crawford**, who has served as a route salesman in Cerritos and Irvine since November, 1976, has been transferred to the General Office as Control Analyst.

The control analyst is the individual who rotates among all Prudential plants riding with randomly selected route salesmen to monitor procedures and systems. He is assigned to **Don Lahn**, Secretary-Treasurer, who oversees design of paperwork procedures and writing computer programs to accommodate route paperwork.

Bill is the third individual to hold the control analyst position since it was inaugurated in 1973.

Born in Ontario, Canada, Bill attended Chaffee College in Alta Loma and worked as a personnel clerk at March Air Force Base for three years before joining Prudential. He and his wife, Nancy, and baby live in Alta Loma.

**Sue Rodriguez**, former Los Angeles Office Manager, recently returned to the General Office as Secretary to **Dan Clark**, Executive Vice-President - Operations, and **Gifford F. Tiffany**, Vice-President - Marketing.

Sue joined Prudential in March, 1977 as an accounts receivable clerk. In October, 1977 she transferred to Los Angeles as office manager trainee, and in January, 1978, was named office manager.

Sue attended Riverside Community College and Orange Coast College. She is the daughter of **Lynda Draeger**, Administrative Assistant. Sue, her husband,

Jorge, and her son, Colby, live in Santa Ana.

**JoAnne Kakimoto** became Prudential's Payroll Clerk on August 30. JoAnne previously worked for the World Hockey Association in Newport Beach as an accounting clerk.

The new payroll clerk attended San Jose College. She now lives in Laguna Hills with her husband, Gerald.

**Dick Boudreau**, Cerritos Dust Control District Manager, recently was the topic of an article and photograph in the local newspaper - the *Cerritos Sun*. Subject of the article was Dick's election to the Cerritos Chamber of Commerce Board of Directors.

"His first task as a Chamber director," the article read, "is to chair the Industrial Directory Committee. The project should be completed sometime this Fall."

Now in his second stint with Prudential, Dick rejoined Cerritos Dust Control in March, 1977. The new Chamber director and his wife, Chris, live in Cerritos with their two daughters.

**Ralph Ambrose**, a 31-year-old camping enthusiast, joined Prudential on August 20 as a route salesman in the Dust Control Division at Cerritos.

Ralph and his wife, Gaylynn, live in Downey with their three children: Amber Jane, 6; Matthew Robert, 4; and Jennifer Lee, 7.

**Ron Susca** joined Prudential's Cerritos Dust Control Division on September 11

as a route sales trainee.

The 23-year-old Glendale resident is single and enjoys all sports.

**Candy Yee**, a Mt. San Antonio College data processing major, has joined the Cerritos Dust Control Division in the office.

Candy is single and lives in La Puente. She enjoys reading, fishing and going to the beach.

**Kenneth Kruizinga**, a Cerritos Dust Control Route Salesman since September 17, was transferred along with his entire route to Van Nuys Dust Control.

Ken is 23 and lives in West Los Angeles with his wife, Donna. He was born in Tulsa, Oklahoma, and enjoys scuba diving.

**Sandra Murrietta**, former clerk typist at the Los Angeles plant, has been named Office Manager at that plant.

Sandra has been with Prudential for one year. Her new responsibilities began September 24.

**Louis Vasquez**, the Maintenance Engineer who started in the Los Angeles plant and transferred to Van Nuys when it opened later, and then spent nine years on the engineering staff as traveling troubleshooter and installations specialist, has returned to Van Nuys as head of the maintenance department.

Louis started with Prudential in October, 1956. In September, 1969 he joined the corporate engineering staff for





Ken Krusinga  
Van Nuys Dust



Sandra Murrietta  
Los Angeles



Louis Vasquez  
Van Nuys



Tom Maher  
Van Nuys



Lon Kuehl  
Van Nuys



Lee Thompson  
Van Nuys



Dave Wasserman  
Van Nuys

an assignment that would make him a familiar figure in all Prudential plants. His return to a stationary assignment was effective September 4.

**Tom Maher**, Van Nuys Assistant to the District Manager, has been promoted to District Manager. Tom joined Prudential in August, 1973. After several months as route sales trainee and utility route salesman, he was assigned to Route 4.

In October, 1973 Tom was promoted Assistant to the District Manager. His new responsibilities as DM begin on November 1.

**Lon Kuehl**, an expert in Prudential's data processing systems and procedures, has returned to the company as Van Nuys Office Manager after a brief absence.

Lon served as Data Processing Operations Manager from March, 1970, until September, 1978. He began his new duties in Van Nuys on July 30. Lon and his wife, Shirley, live in Norwalk.

**Lee Thompson**, former general sales manager of Merlin Olsen Volkswagen in Gardena, has joined Prudential's Van Nuys plant as a Route Salesman.

Lee completed two years at Columbia College in South Carolina before a military assignment with the Armed Forces Radio and Television Service. He and his wife, Dolores, have two daughters and ve in Canoga Park.

**Dave Wasserman**, Van Nuys Route Salesman, has been promoted to Assistant to the District Manager.

Dave joined Prudential in July, 1977, as a route salesman in the Los Angeles plant. His promotion to ADM included a transfer to Van Nuys. The new ADM and his wife, Nancy, have one daughter and make their home in West Covina.

**A New Addition** to the family was

recently welcomed by **Dan Chamberlain**, Cerritos Dust Control Route Salesman, and his wife, Jerri.

The Chamberlains are the proud parents of a new baby boy named Jeremia David who weighed in at 10 pounds, 2 ounces.



## Big Thunder Strikes

There is a new adventure at Disneyland for Magic Kingdom Club members (which includes all Prudential employees). Opened in October, Big Thunder Mountain Railroad roars its way through Frontierland. Billed the wildest and fastest railroad anywhere in the West, the runaway mine train swerves, dips and twists its way into foreboding deep gorges and abandoned mine shafts of Big Thunder Mountain.

To help you visit Disneyland and Big Thunder Mountain, the Magic Kingdom Club offers special family vacation plans. These Club Vacation Plans are subject to space availability so we suggest you make your reservations early. Junior and child rates are available at substantial savings.

For information or to make reservations, write the Magic Kingdom Club Travel Center, P. O. Box 4180, Anaheim, CA 92803, or call (714) 956-2600.





Steve Mandelstein  
Van Nuys



Barry Libitsky  
Van Nuys



Larry Henderson  
Van Nuys



Josefa Carrasco  
Van Nuys



Bruce Dale  
Milpitas



Gil Tavares  
Milpitas



John Ufano  
Los Angeles

# More Newsmakers

**Steve Mandelstein**, Van Nuys Utility Route Salesman for the past six months, has been assigned to Route 14 in the West San Fernando Valley.

Steve majored in business at Glendale College and later served as a restaurant manager before joining Prudential. He and his wife, Carole, and their two daughters make their home in Canoga Park.

**Barry Libitsky** marked two milestones in his life in August. He joined Prudential, Van Nuys, as a route salesman, and one week later was married.

A native Californian, Barry majored in accounting and psychology at East Los Angeles College. He and his bride, Brenda, live in North Hollywood.

**Larry Henderson** recently gave up his position as general manager of a competitor to become a Prudential route salesman in Van Nuys.

The new Prudential convert and his wife, Debbie, live in West Covina with their two children, Larry, Jr., and Laurie.

**Josefa Carrasco** joined the Van Nuys office team on September 24.

She is a graduate of Sylmar High School. She lives with her parents in Sylmar.

**Bruce Dale**, a former Brinks, Inc., route man, has joined the Milpitas sales and service team as a route salesman.

Bruce is an amateur radio operator. He and his wife, Claudia, live in Milpitas. Claudia's youngest sister, Katie, lives

with the Dales.

**Gil Tavares** recently joined the Milpitas sales and service team as a route salesman. He was assigned to Route 48.

Gil previously worked in the pharmaceutical industry and was in supervision for a large fast-food chain. He and his wife, Karen, own a large camper which they use frequently. Gil is also a mechanic's buff and spends much of his free time working on cars.

**Les Erks**, the Milpitas route salesman who was featured in the 1972 *OFF-THE-CUFF* article, "Day with a Route Salesman," has captured the 1979 Super Star Award in Milpitas.



Les was route salesman of the month in January, May and July to win the sales and service honor. He joined Prudential in March, 1969 and was assigned to Route 61. In August, 1978 he was transferred to Route 40.

The new Super Star and his wife, Opal, live in Hayward with their two children.

**John Ufano**, a man who held almost every job in the Van Nuys plant, has been transferred to the Los Angeles plant as a plant superintendent trainee.

John joined Prudential in June, 1967. He subsequently served as order clerk, relief man, and distribution/supply super-

visor before being assigned to the management trainee position on August 20.

John and his wife, Santos, live in San Fernando.

**WE GET LETTERS** from time to time that seem worth sharing. The following was received from a man in South Pasadena:

*To Whom It May Concern:*

*I want to commend the driver of your truck,*

*I was driving on the Santa Ana Freeway, southbound, with my cruising control set at 55 m.p.h. at approximately 3:25 p.m. on Tuesday, September 18, 1979.*

*Many cars were passing me, as well as trucks. I suddenly became aware that a truck was traveling alongside me for several miles. It never exceeded the speed limit of 55 m.p.h. regardless of the other cars and trucks passing both of us.*

*I was so pleased with what I saw your driver doing that I wanted to express my thanks.*

*It was a blue Step Van No. 161 with the name of your company, Prudential Overall Supply.*

*Sincerely,*

*William H. Glenn*

The route salesman in Step Van No. 161 was **Ralph Ambrose** of Cerritos. See picture on Page 10.



## SITE SUPER

# Brings 'Em Up According to Plan

It is 7:30 a.m. at the Carson, California building site. For forty-five minutes the crane crew has been restringing the cables that control the lifting tower and the hooks. Finally they are satisfied.

The crane eases onto the concrete slab that covers the largest portion of the graded building site. A disorganized series of metal pipes, rods and hooks protrudes from the slab. It is all that is visible of Prudential's Carson plant.

Ed Peterson, Site Superintendent, talks briefly with two of the men. Then the crane lowers the large hooks to the concrete slab. They are secured to metal rings protruding from the slab. Slowly the 18-ton rectangular panel of concrete rises and swings free from the floor. Each man knows his job. The panel is eased into position and leveled. The site superintendent lifts the air drill to secure the standing panel to the floor slab. The process is repeated again and again and again.

The crane crew is painstakingly slow his day. Ed Peterson would like to see the work move more quickly. He has been at this building site since April, going home to Salinas only on weekends. Already the scheduled completion date has passed. It will be November before the hot roofers finish their work so that interior plumbers and electricians can complete the building for occupancy.

The job of lifting the wall panels will take two working days. A different crew will arrive to weld and grout the panel joints, and another to pour the perimeter concrete that holds the building together. Already eight different work crews, each trained in one specialty of the building trades, have completed one portion of the construction. In all, 27 different subcontractors will show up at the Sandhill Avenue site.

One individual remains on the site to direct the work of each crew. For the site superintendent the building site becomes home. He spends his nights in a small camper converted from a step van. By early morning the work crews arrive and he is up and out, carrying the familiar building plans that become increasingly wrinkled as the building takes shape.

For the past fifteen years Ed Peterson has been site superintendent for Central Coast Construction Co., affiliate of Cline, Zerkle, Agee and Swedin, the firm that designs and constructs Prudential buildings. To date, the two companies have completed six plants, four building additions and the General Office for Prudential. In all but two projects, Ed Peterson was site superintendent.

He came to both Central Coast Construction and the familiar Prudential buildings from a twenty-year career of home construction. In 1963, he was awarded a contract to build an addition on the Rancho Santa Fe house of John D. Clark, Prudential Board Chairman. The two men became friendly and Mr. Peterson mentioned that he had built an industrial laundry building in Morro Bay the previous year.

A short time later Ed Peterson was visited at the Rancho Santa Fe site by John Cline, President of Central Coast Construction. He was offered the position of site superintendent for Central Coast.

It can be a lonely job. The site superintendent arrives at the building site be-

**TOP** — Ed Peterson, site superintendent, talks briefly with crew before crane lifts walls of Prudential's Carson plant.

**BOTTOM** — The first panel rises. Crew checks the level. The process is repeated until the final panel is eased into place. Through it all the site superintendent checks the ubiquitous plans.



fore surveying begins and remains until interior painting is completed. In Prudential's Carson plant that will be 8 months.

Though he would like to see the job completed more quickly, the site superintendent concentrates on the task underway. As the first corner panel eases into place, he speaks, "Corner outside, rod outside."

He said outside. Still the crew began to slide the rod under the already secured rod of the standing panel then close the panel up inside. Plans in hand, Ed Peterson caught the panel before it stopped, motioning with a slight movement of his right hand for the crane operator to ease the 18-ton slab back then into place.

He steps back, striking a familiar pose, holding the folded prints that enable him to bring it all together according to plan.







**JOB HAS ITS BENEFITS** — When asked to pose for a photo for the company paper with Prudential's only female route salesperson, Wes Fraser of Fraser Chevron and Oso Automotive in Laguna Niguel gives the familiar "Alllllll Riiiiiiight!!"

## It's No Dream; But It's Not Bad

Susie Chapman is tall and energetic, enthusiastic and outgoing. She smiles most of the time. At the Irvine plant where she served as service clerk for the past five years, no one doubted she had the physical stamina to be a route salesperson. But no one considered that she seriously wanted to be one.

All that changed in August when Susie passed the route sales portion of the personnel tests and was assigned to the south Orange County route serving San Juan Capistrano, San Clemente and Mission Viejo.

The company's only female route salesperson had an advantage over many of the new male recruits to Prudential's sales and service department — specifically those who are new to the garment and dust control rental industry. As service clerk she processed the route paperwork for all the Irvine routes each day and talked by phone with many of her present customers. The result was a good working knowledge of Prudential's systems and the route salesman's function. She personally never doubted that she could do the job.

"A couple of years ago, Mr. Zastrow asked each of us to make up a dream sheet indicating what we would most like to do," she recalls. "It started me think-

ing about opportunities within the company. There were several things that were interesting to me, but the route sales job offered the best opportunity as far as earning power. And, let's face it, earning power is pretty important."

Initial reaction to a woman on the route ranged from the good-natured joshing from customers accompanied by the familiar "Alllllll Riiiiiiight!" to the mixed reactions of close friends. "At first they're just curious," she notes. "Then they're a little shocked that I drive a truck. But after a few questions about the pay possibilities, they begin to take it seriously."

There is no doubt that Susie takes the role seriously. Shortly after she completed training, a company-wide price increase went into effect. One of her first duties was to explain the new prices to her customers. Within two weeks she had implemented the price increase and secured new agreements from all the required accounts. During that same period she had written up one new towel account, one new garment customer and one order for a large sale.

Is the job everything she dreamed of on her dream sheet? "It's no dream," she laughs. "It's hard work, much harder work than I realized. In fact, the one thing I

hadn't thought about was the amount physical energy the job demands. At the end of the first few days I was pretty bushed."

Would she recommend the job of route salesperson to other females? "Absolutely, but with one stipulation," she explains. "Women don't normally work as hard or get as dirty as this job demands. I'd tell any woman who wants the job, 'It's hard work, but the benefits are worth it.' I'd never go back."

*EDITOR'S NOTE: During World War II, Prudential, like the service stations, shipyards and aircraft factories it served, hired women to do men's work. Prudential had some women sales people during the 1940's, but it was considered a temporary measure; and as they left at the war's end, they were replaced with men.*



**BUT IT'S STILL HARD WORK** — "I'd tell other women the work is hard, but the benefits are worth it."



## OFF-THE-CUFF

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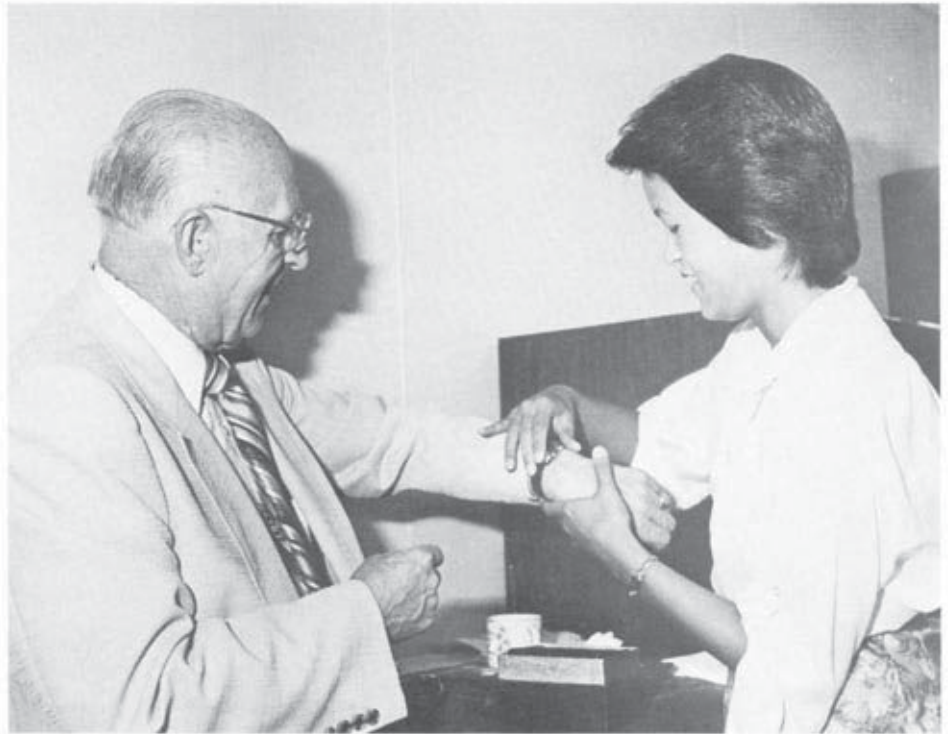
*Dedicated to the improvement  
of employee morale  
and the broadening  
of customer relationships*

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## Helping Hand

Even though he did not need a helping hand or a gold watch, Howard Andrewson, Cerritos General Manager, was happy to accept both in August.

Candy Yee, Cerritos Secretary, helps Howard adjust the gold watch with which he was presented by Dan Clark, Executive Vice-President — Operations, to mark his 25th anniversary with the company.

Recognized nationally for his contribution to the development of dust control products and marketing techniques, Howard has been a Prudential general manager since June, 1956.



## Retirement

Hazel Skinner, Riverside Presser, was honored by fellow workers with a party marking her retirement on July 20. Here she accepts a gift from the company presented by Dan Clark, Executive Vice-President — Operations, who was on hand for the celebration.

A widow who lives in Arlington, Hazel has worked in the Riverside plant since June, 1968.

## On The Cover



Prudential's Tucson, Arizona plant was completed in June. The largest and newest Prudential plant is a combination garment/dust control plant serving Arizona. Prudential entered the Arizona market after merging with Supreme Cleaners and later acquiring the industrial division of Oliver's. Combined with the new customers secured by Prudential route salesmen since the 1978 merger and acquisition, the new plant now operates seven routes.

(Photo by Manley Commercial Photography, Inc., Tucson)



