



Off-the-Cuff

A Publication of Prudential Overall Supply

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Cerritos Garment Manufacturing

From the Prudential mailbag

From Jackson Freeman, Plant Manager, Organic Milling Company comes this thank you note about Riverside CSR Dan Imel...

"We would like to extend our thanks and appreciation to your employees at Prudential Overall Supply for their honesty, and return of a watch that was left in a pair of pants last month. In this day and age of fast pace, it is comforting to know there are still those that feel the value of other's possessions. We are proud to say we do business with your company, and continue to give your staff our highest respect. Thank you again."

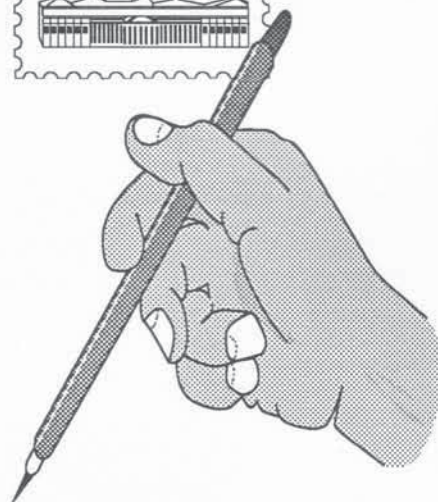
Phil Gurrera of the Los Angeles Clean Room was warmly mentioned in this letter from Marsha Youngblood of Advanced Cardiovascular Systems....

"This letter is in reference to our weekly service for cleanroom garments provided by your driver Phil Gurrera. I would like to advise you of how well he has been taking care of our needs. He is always willing to

help me with our requirements. There have been many times I have had to change quantities and/or expedite changes. I know there are many people in your company that help to provide your service to us. We appreciate everything you have done with special recognition to Phil Gurrera."

A visit to the Tucson Plant prompted this response from Armando Valencia of Pacific Fruit Express Company...

"I would like to extend my heartfelt appreciation to the management of Prudential Overall Supply for the courteous and professional treatment received as a guest of your establishment last Thursday, April 14, 1988. Many thanks to General Manager Dewey Bullard for making an exception and allowing us the privilege of reviewing your Quality Control Program. The 'Personal Best' motivational video was especially enlightening and entertaining. Special thanks to Ed Oechsner, Howard Merner and Jeff Zeidman, in particular, for taking the time from a



busy day to set up the presentation. Their hospitality and genuine attitude did not go unnoticed. Perhaps in the future, the Pacific Fruit Express Company can extend the same to your employees."

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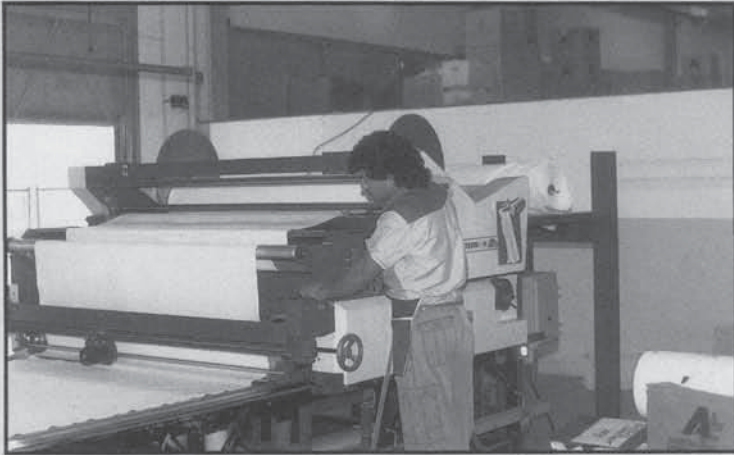
Dedicated to the improvement of employee morale and the broadening of customer relationships

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Editor

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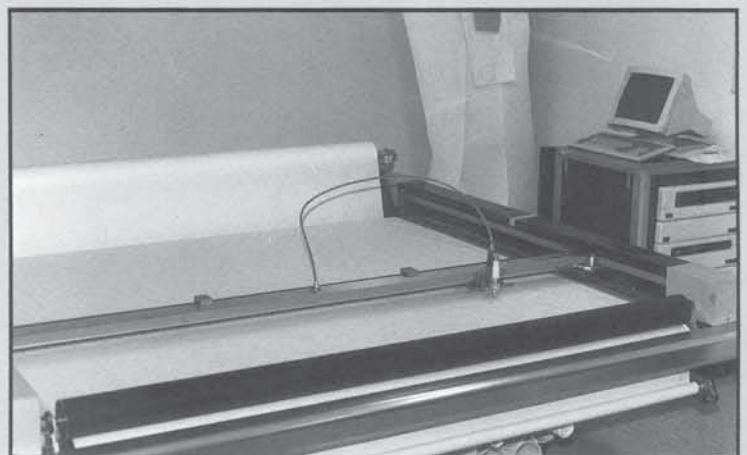
Cerritos Garment Manufacturing leads the way in...



uniform



production



technology...

Cerritos Garment Manufacturing makes

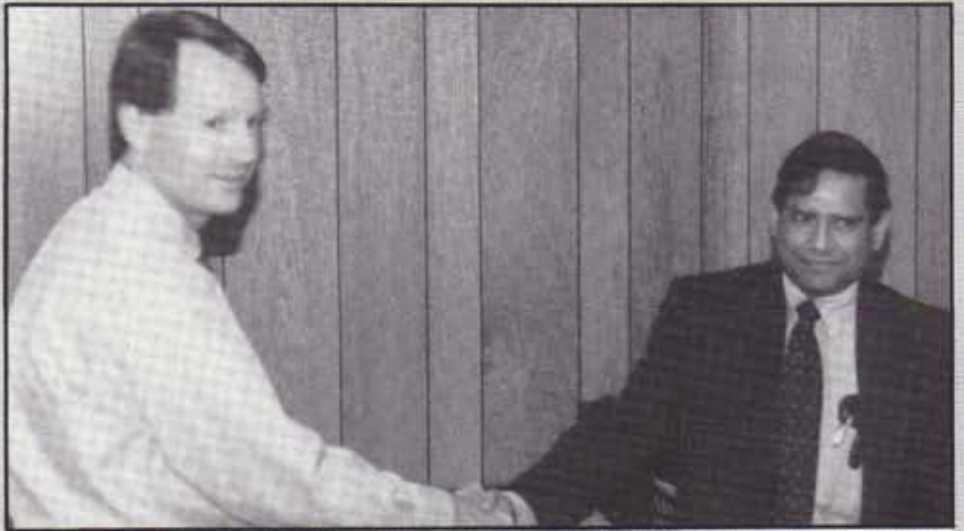


ots of people have dreams, but few people have the energy it takes to make their dreams come true," says John D. Clark,

Chairman Emeritus of Prudential and founder of the Cerritos Garment Manufacturing plant. "Garment Manufacturing started out as just an idea. Now, it is one of the Company's most promising assets."

With Mr. Clark at the helm, Cerritos Garment Manufacturing was launched in May of 1985. A 42,000 square foot building on Manning Way was leased, and the process of hiring employees and locating the proper equipment began. By late Fall of the same year, the plant was fully staffed and running. Now, Cerritos Garment Manufacturing produces over 10,000 shirts, pants, and uniforms each week.

"We really started from scratch," says President Dan Clark. "None of us had any experience on the manu-



Prudential President Dan Clark welcomes new General Manager Sunny Mukherjee on his first day on the job.

facturing side of the uniform rental business." John D. Clark agreed. "It was a real learning experience," says the elder Clark. "We must have changed pant patterns two or three times before we got it right. When one of our pieces of equipment broke down, no one knew how to fix it," he explained. "Luckily, we found a man from Georgia who had the

technical knowledge we needed. In fact, he's still working for us." That man is Mike Bullard, Head Mechanic at the Cerritos plant.

Working as a team, Mike and John D. Clark put together one of the most

"Garment Manufacturing started out as just an idea. Now, it is one of the Company's most promising assets."

modern, state-of-the-art garment manufacturing plants west of the Mississippi. "The equipment cost us a lot of money, but it has proven to be worthwhile in the long run," says Mr. John. Cerritos Garment Manufacturing now boasts 115 employees, including new General Manager Sunny Mukherjee. The plant also has its own in-house Lettering and Embroidery operation, which lets the rental plants personalize uniforms as requested by each customer.

Part of the move towards efficiency was the placement of facsimile (FAX) machines in each of Prudential's 20 plants. Orders can



Sam Estrada, who came to Cerritos from the L.A. plant, uses silkscreening to make emblems and patches. The finished pieces are sewn onto shirts. Some of Sam's handiwork can be seen on the wall behind him.

uniforms - and a whole lot more!



Vicente Rodriguez uses a Hem Front Machine to prepare the front of the garments.



Juana Montero sews waistbands on pants.



Jody Walker (sitting) and Cristina Rodriguez keep track of all orders.



Juan Vasquez uses digitizing tapes to make embroidery patterns.

be sent over the FAX to Cerritos and processed promptly. Although

"We've been fortunate to have such a good staff at the plant. If it wasn't for them, we wouldn't be where we are today."

Cerritos Garment Manufacturing currently only produces uniforms for the

other Prudential plants, new markets are being explored, and outside customers may eventually be pursued.

For now, though, John D. Clark believes the operation is moving along well. "They've done a good job as far as helping our customers and meeting their needs," he says. "We've been fortunate to have such a good staff at the plant. They are all very good at what they do, and very loyal to the Company," he

explained. "If it wasn't for them, we wouldn't be where we are today."

Fast facts about Cerritos

Opened: Fall, 1985

Size: App. 115 employees using 42,000 square feet.

Production: 10,000 pieces per week.

Making a uniform:



1. It all starts out as one big roll of fabric. Pedro Serrano, Shipping Supervisor, is shown here removing one such roll from the Prudential racks.



2. Rodolfo Gonzales spreads a roll of fabric on a table, in preparation for cutting. Rodolfo will spread many layers of the fabric before it is cut.



3&4. Sergio Ortega (left) uses an electric knife to cut uniform pants in the fabric Rodolfo has laid. At right, Ana Hilda Escobar uses a Pocket Setting Machine to sew the pocket onto the front of a shirt.



one step at a time



5&6. Elpidio Ruvalcaba (at left) inspects and trims pants with a Thread Trimmer. At right, Irma Zamudio has a very important job. She makes sure the Prudential Overall Supply label is sewn on every garment.



7-9. Nhi Trinh (far left photo) uses an embroidery machine to make patches and emblems requested by the customer. At center, Maria Santos Valdez inspects the finished uniforms for defects. Unsatisfactory pieces are sent to the appropriate department for repair. Luis Martinez (far right photo) folds finished pants, then ties them together for shipment.



10. And we're off! Prudential Driver Jose Plascencia makes sure all the uniforms arrive promptly and in good condition.

To find out more about the talented staff that makes this all happen, just turn the page!

Cerritos mangement works together



Sunny Mukherjee is the new General Manager at Cerritos Garment Manufacturing.



Juan Guerra (left) and Vicky Armendariz (right) look over shirts in need of repair.



One of Mike Bullard's favorite job duties is using the CAD system to design patterns.

Following in the footsteps of Mr. John D. Clark isn't always easy. But the employees and management at the Cerritos Garment Manufacturing plant are determined to do just that. They want their plant to become one of Prudential's most valuable assets. "We all work hard here, but its worth it," says Head Mechanic Mike Bullard.

That sentiment, combined with the talents of a well-qualified management staff, will no doubt lead Cerritos to the top one day. So lets meet this talented group.

Sunil "Sunny" Mukherjee, General Manager

Sunny just recently joined the Prudential team as the new General Manager. He comes to us with over 20 years of experience in the garment industry, most recently with another uniform manufacturer. Sunny is looking forward to the challenges he faces at Cerritos, and is eager to get to know his staff. "I enjoy meeting people and talking with them," he said. Sunny and wife, Blanca, have two young children. They plan to settle in the Cerritos area. In his spare time, Sonny likes to play chess, read, and play bridge.



A typical day at Cerrito

to meet plant and company objectives

Pedro Serrano Jr., Shipping Supervisor

Pedro came on board in December, 1985, as a Floor Supervisor and now serves as Shipping Supervisor and Management Trainee. Pedro's future plan is to receive his Bachelors Degree. Pedro and his wife, Lydia, have two children, with another one due any minute. The Serrano's make their home in Downey.

Born in Philadelphia, Pennsylvania, Pedro was raised in Puerto Rico, and came to California in 1982. In his spare time, Pedro enjoys listening to music and playing softball.

Macrina "Vicky" Armendariz, Shirt Supervisor

Vicky joined Prudential in January, 1986, as Shirt Supervisor. She was born in Mexico and came to the United States when she was 11 years old. She now resides in Norwalk with her four-year-old daughter, Jesslyn.

In her free time, Vicky enjoys riding her bicycle and painting. In fact, on weekends she can often be found selling some of her handiwork at local swap meets.

Juan Guerra, Pant Supervisor

Juan has been with Prudential for

nearly three years. Juan has two sons, ages seven and four, and lives with wife, Eimelda, in Los Angeles. Juan has lived in California for the last four years. In his spare time, Juan enjoys spending time with his family, listening to music, and playing soccer.

Mike Bullard, Head Mechanic

Mike describes himself as "a good ole boy from Georgia." Mike moved to California two years ago, when Prudential offered him the position of Head Mechanic. He proved to be instrumental in selecting and locating much of the equipment used today at the Cerritos plant.

Currently, one of his most interesting job duties includes using the Computer Aided Design (CAD) system to design garment patterns. Mike self-taught himself on the system and really enjoys it. He is married to Earline, and has a 13 year old son. Mike enjoys participating in outdoor activities, including fishing and camping in the desert.

Mike Roberts, Lettering Supervisor

And here is another Mike. Mike Roberts is the Lettering Supervisor at Cerritos Garment Manufacturing. He has been with Prudential since November, 1986. He is a former

"We all work hard here, but it's worth it."

resident of Hawaii, and currently lives in Hollywood.

One of Mike's favorite pastimes is playing the french horn, although he doesn't get to do it too much in consideration of his neighbors. Mike also enjoys going to concerts, operas, and plays.



Shipping Supervisor Pedro Serrano checks on a shipment.



s Garment Manufacturing



Pant Supervisor Juan Guerra proudly displays some of his departments' products.

New employee transfer policy implemented

With the steady growth Prudential has experienced over the years came a need for more Company policies. The newest written instruction is the Employee Transfer Policy.

The Policy lists the steps to be taken when an employee wants to be considered for a transfer to another job or location. This form is different from the Career Planning Form mentioned on page 11. Some of the information included in the Policy includes:

- A transfer is moving to an equal level job, on a lateral basis, with no significant increase or decrease in job responsibilities and/or pay oppor-



tunities.

- Employees must be in their present job for at least six months

before a Transfer Application can be filled out.

- An employee should not discuss a transfer with another supervisor or manager without first getting approval from his or her own immediate supervisor.

- Employees interested in applying for a transfer should request a Transfer Application Form from their immediate supervisor.

Total Service Concept - Section 5:

Eye-opener tag system

You probably know it well by now. In the last four issues of *Off-the-Cuff*, we have featured a section of Prudential's Total Service Concept. Total Service Concept is a system of insuring total commitment by every Prudential employee to quality products and excellent service. This is the fifth section of the system: eye-opener tags.

What do the tags look like?

The tags are rectangular in size, and are bright yellow in color. Text on the tags is in both english and spanish. A poster, with instructions on how and when to use the tags, is mounted on the walls above the supply of tags at each plant.

How does it work?

A supply of tags is provided at each delivery location. Customer employees fill out a tag when they have a service request for a particular garment. The tag is attached to a button on that garment, so that the tag stays with the garment throughout processing. It is then routed to the Mending Department, where the service request is accomplished.

What are the advantages?

The tags help alert Prudential employees to hard-to-find repairs, such as holes in pockets. This means garments can be delivered in good condition.

In Memoriam

Champaklal "Champ" Patel, a Maintenance Mechanic at the Prudential Irvine plant, passed away October 12, 1988. He joined the Company on April 7, 1986.

*His untimely death will leave a void in many of our hearts.
We shall truly miss him!*

The Irvine Plant

Career Planning Form helps employees achieve job goals

You say you want to move up but don't know how? Or maybe you want to eventually relocate to a different Prudential plant?

The Prudential Job Preference and Career Planning Form is here to help.

According to the Human Resources Department, the form is to be filled out by most employees once a year. The form allows employees a chance to inform Prudential Management of their job prefer-

ences, career goals, and training needs. They can also use the form to nominate themselves for other positions in the Company.

After being completed by employees, the Form is reviewed by the immediate supervisor, and then by each level of management above the supervisor. After being reviewed by Management, up to and including the President, the form is kept in the personnel file of the employee.

Comments and job preferences listed on these forms are very carefully reviewed by Management.

Prudential firmly believes in promoting from within when possible, so this is a great chance for employees to make their supervisors aware of their goals. If you have not received a Career Planning Form, you can request one from your immediate supervisor.



Spotlight on Bill Koehler

Phoenix's Super, Super Star



Congratulations go out to Bill Koehler. He was Phoenix's Super Star *two years in a row!* In 1987, Bill was named Customer Sales Representative of the Month for six months, making it a total of ten times in two years.

A Super Star is a Prudential employee whose new accounts and services earns him/her the title of CSR of the Month three times in one calendar year.

Born in Ohio, Bill now resides in Phoenix with his wife Sheila and two children. Bill enjoys hunting, fishing, horseback riding, and cattle roping. When not participating in any of these activities, Bill says he also enjoys working for Prudential. "The people are great and Mr. Petty is a very good General Manager. When you have a good crew behind you, it is easy to be a Super Star," Bill pointed out. "Our people help you and stand by you."

Bill's achievement is a reflection of his own belief in doing the best you can. "If it doesn't work out, at least you know you tried," he says. Since he has now accomplished his goal of being Super Star two years in a row, he is setting his sights on bigger and better things. As Bill puts it, "I want Dan Clark's job."

What's News...

From one Dublin to another

Peter Travis wears many hats, both on and off the job. In addition to being General Manager of the Fremont Clean Room, Peter is an international friend. He is a member of the Dublin (CA) Knights of Columbus. Recently, he presented members of the Dublin (Ireland) Knights of Columbus with a banner (see photo at right). The banner was made by employees of the Prudential Cerritos Garment Manufacturing Plant. Nice job guys!

Prudential goes international

After Peter gave the above mentioned banner to his fellow Knights, he flew to England. While he was there, he visited the International Laundry and Dry Cleaning Exhibition



This banner was made by employees of Cerritos Garment Manufacturing

at Birmingham. As Peter reviewed the exhibits, he was delighted to see a locker with the Prudential Overall Supply logo on it (see photo at left-bottom). The logo was on one of the main features of the exhibition stand.

Just goes to show....you never know where you'll find the Prudential logo.

Lots of news from Tucson

Tucson held its second annual picnic on April 30. The picnic consisted of a lot of good food and games for both adults and children (see photo next page). The culmination of the day was a Bingo game, with donated prizes from our customer's and vendor's.

Tucson karate champ

Tucson employee Al Mendoza really knows where to get his kicks. Mendoza's Karate School, known as "Casa Mendoza," just had 15 of his 23 students rated in a national magazine as the top tournament competitors in the state of Arizona. Al is rated #1 in the Arizona black belt Power Division.

The three divisions are Form, Fighting, and Power.

Al's lessons are free. So, unlike the old cliché "You get what you pay for," here you learn what others have to

pay for.

Softball fever

The Prudential Tucson Ragmen Slopitch Softball Team finished last season as first-round runners up and received a plaque, which is hung in the front office. Prudential team players include: Howard Merner, Glen Humes, Bill Reaver, Mitch Cummins, Bill Bettcher, Chuck Wilson, John Payne, and Leonard Torres.

Moorpark plant awards scholarship

The Moorpark plant recently awarded a \$1,000 Prudential School Scholarship to Pamela Beaver. Pam placed second in her graduating class from Moorpark Memorial High School. Pam plans to pursue a degree in English.

News from Riverside

The Riverside Plant held their annual picnic on October 1 at Lake Perris. A very large turnout kept the management busy serving ribs, hamburgers, and hot dogs.

The highlight of the day was a volleyball game, which pitted the CSR's versus Management in which the CSR's just barely squeaked out an overtime victory. Some Riverside Managers have been seen jogging



Locker with POS logo

from around Prudential



The Tucson plant picnic on April 30th featured a kiddy sack race.

preparing for an upcoming rematch game.

Riverside's top achievers

Hats off to the top achievers in Riverside's Greyhound Race Sales Contest. First place went to Richard Slates, who wrote new Dust Control sales totaling \$392. Second place went to Garment CSR Tom Stillwagon, with \$226. Third place was awarded to Dust Control CSR Jay Hart, who earned \$222. Jay accomplished this while running an overnight route and nursing a broken arm in a cast!!

Watch out Mrs. Fields...

When Tom Watts said there was going to be a surprise at the upcoming 7 Habits Kickoff meeting, he meant it. Tom, General Manager of the Los Angeles plant, announced the meeting, and then told everyone to expect a surprise.

What did it turn out to be? Three bags of homemade cookies, made personally by Tom Watts himself. Once employees recovered from the shock, they enjoyed every last morsel. Watch out Mrs. Fields!

Also from Tucson...

Two Tucson employees, Rick Turner and Debi Wright-Turner, were actively involved in establishing a softball team of handicapped adults. Currently, there are 50 handicapped

adults on the team.

The team, called the Tucson Tornados Softball Team, was such a success that it has now been expanded and called the Tucson Tornados Athletic Club. To date, the Club encompasses basketball and volleyball, as well as softball. Keep up the good work Rick and Debi!

Cerritos Dust Control came through in time of crisis...

April 28, 1988, started out as just another day for the staff at the Cerritos Dust Control plant. That

changed, however, when nearby construction work accidentally knocked out their electricity. Within minutes, employees and management devised a plan of action to get them through the crisis. The staff worked twice as hard to process and deliver customer orders. And it worked!

Cerritos Dust Control management is proud to say that all of the day's work was completed and delivered. Prudential always comes through for our customers. We call it Total Service Concept!



The hard work and team effort . . .



...was rewarded with a friendly smile and handshake from a grateful Cerritos Dust Control Customer Sales Representative.

Management

Tim Merris promoted to General Manager of Irvine

Tim is another long-time member of the Prudential family, having joined



Tim Merris, Irvine General Manager

the company as a Customer Sales Representative in October, 1979. Before he came on board, Tim worked for a title insurance company. Tim, a native Californian, resides in the El Toro area with his wife, Dawn. He is the proud papa of three children. In his spare time, Tim enjoys reading, and scuba diving at Catalina Island. He also plays third base on the Prudential Irvine Softball Team.

Clint Walker promoted to Sales Manager at Chula Vista and Escondido

After nearly two years with the Company, Clint has been promoted from Corporate Sales Representative to Sales Manager. Clint spent his childhood in Pennsylvania and attended Springfield College in Massachusetts, where he majored in biology and psychology. After graduation, he spent six years working as a social worker in the inner city of Springfield.

Clint moved to California in 1980, but currently resides in Mexico with his new bride, Maria. "I really like Mexico. I went there to learn about my wife's culture. It is very different," he said. "Family means a lot there, which I think is great." Clint says he commutes every day to work, which takes him about 45 minutes. "We will probably move back to California in about six months," he said. The couple is expecting their first child in December.

In his spare time, Clint enjoys fishing, camping, swimming and traveling.

Bob Leach appointed General Manager of Chula Vista

Bob has been a member of the Prudential family for a total of 11 years. He is a graduate of Western State University College of Law. In assuming his role of new General Manager, Bob explains that he believes in taking care of his employees. "I believe in treating people like assets, because that's what they are," he said.

Although born in New Jersey, Bob was raised in California, and now lives in Poway with his wife, Christine. Bob enjoys all water-related activities, including boating, water-skiing, and fishing. Last year, he rented a houseboat and spent a week cruising on Lake Powell. "That was a lot of fun.....everyone should try it at least once," he pointed out.

Ed Eddleman promoted to Sales Manager at Van Nuys

When Ed joined Prudential in 1978, he knew it was going to be a lasting relationship. "My old company has tried to recruit me back but I've found my home here," he said. "With my new promotion, I'm facing even more exciting challenges." Ed said.

Prior to joining the Company, Ed was a sales representative for an industrial laundry. He attended school at the Pasadena Playhouse College of Theater Arts, where he studied to be an actor. He performed in hundreds of plays before starting his sales career. "Selling is acting in a way," says Ed. "It was really a natural progression from acting into sales."

In his spare time, Ed enjoys spending time with his daughter Janelle, playing golf, going to see plays (of course), and taking walks along the Santa Monica coast, near his home.



Ed Eddleman, Van Nuys

changes in the news

William Stoner comes aboard as Financial Analyst

Another new face at the corporate office is Bill Stoner.

Bill, who is a Financial Analyst, has an extensive background in accounting and investing. He is a graduate of the University of Southern California, and is currently pursuing his MBA through evening classes at Chapman College.

Bill and his wife Pat have one daughter, Megan, and are expecting a second child in April of next year. When Bill gets some free time, he usually spends it near the ocean, which happens to be where he lives.

"I like living in Laguna Beach. I enjoy all water sports, like swimming and body surfing."

Lee Terry joins Prudential as Staff Engineer

Lee fills a newly created Staff Engineer position at Prudential. In

this capacity, Lee will assist in the preparation of environmental documentation and be actively involved in hazardous waste concerns as they apply to each plant.

Before joining Prudential, Lee was employed by the Orange County Sanitation District. "I am looking forward to getting an overall view of how environmental issues and hazardous waste affects businesses and the public. Before, I've always worked on the other side of the fence," says Lee.

To further help him in his new role, Lee is planning on pursuing a Bachelors Degree in Environmental Engineering at the University of California-Irvine. Lee likes to spend his free time with his two daughters,

Jill and Carissa, and also enjoys outdoor activities. He currently lives in Huntington Beach.

Ron Kalert, assigned as General Manager of Carson

Ron joined Prudential a little over ten years ago, in May of 1978, as a Dust



Lee Terry, Staff Engineer

Control Customer Sales Representative. Ron believes he made a wise move. "It's a great company. There are few of them like it," he said. "I plan to retire here."

Ron is a graduate of Long Beach State, with a Bachelors Degree in Accounting. His son, Christopher, will be following in his father's footsteps by attending Long Beach also.

Ron has been married for 20 years to Jane, and has two boys. In his spare time, Ron likes to ride his bicycle, and also enjoys reading.



Ron Kalert, Carson General Manager



Bill Stoner, Financial Analyst

Do you have the gift of health?

Y

ou might think you're healthy, but don't be so sure. Do you smoke? Are you overweight? How is your diet? Do you exercise regularly and get plenty of sleep? Are you under a lot of stress?

Prudential wants to see all of its employees lead healthy lives. Taking that first step can be the most difficult part. The best way to make a big change in your lifestyle is to break it down into a number of small changes. Let the number "one" be your watchword. One change at a time. Pick one lifestyle area to work on each month. Then choose one

small change you can make to get closer to your goal. Change habits slowly, and they'll last a lifetime!

Stay young at heart

Your heart is the one muscle you can't live without! With a little care, its life (and yours) can be long. Major heart risk factors can be controlled. Don't smoke. Keep a check on your blood pressure. Keep your cholesterol count low. And exercise! Three 30-minute sessions of aerobic exercise each week can make a BIG difference! Make it a habit to care for your heart. It is important for kids, adults, seniors -- anyone who wants to be a "kid at heart."

Why weight?

It's not fun to be overweight. Yet "dieting" wears us out -- we know it doesn't work. Start practicing the good-sense eating habits prescribed by the U.S. Department of Agriculture's Dietary Goals. Eat a variety of foods every day, cut down on fat, saturated fat, and cholesterol, and reduce your sugar intake. Soon, you'll be in great shape.

Booze blues

Alcohol is a drug. There is no getting around it. Although some of us deny it, too much alcohol can cause serious problems. Fatal automobile accidents, spouse and child abuse and suicide are just some of the deadly results of this brand of substance abuse. Alcoholics Anonymous has valuable information for anyone who is concerned about alcohol. Contact them as soon as you finish reading this tip if you or someone you love needs help.

The old smoke screen

Sometimes we pretend that it's too late to quit smoking, the damage is already done. Not true! It is never too late to quit, and the decision will most likely prolong your life. This year the Great American SmokeOut is on November 16th. Join thousands of others who want to make this important life change. No ifs, ands, or "butts" about it.

One step at a time

By all means, join the fitness revolution! But be sure you give your body a chance to work up to speed. If you're over 30 or haven't been involved in physical exercise recently, the best way to begin a fitness program is by scheduling a visit with your doctor. And remember that *walking* is the very best way to start exercising, not just mile by mile, but up stairs instead of using the elevator and to the store instead of driving. You'll go a long way -- one step at a time!

For more information on your health, contact your family physician. *Prudential Overall Supply wishes all employees a happy and healthy life ahead.*

