



Off-the-Cuff

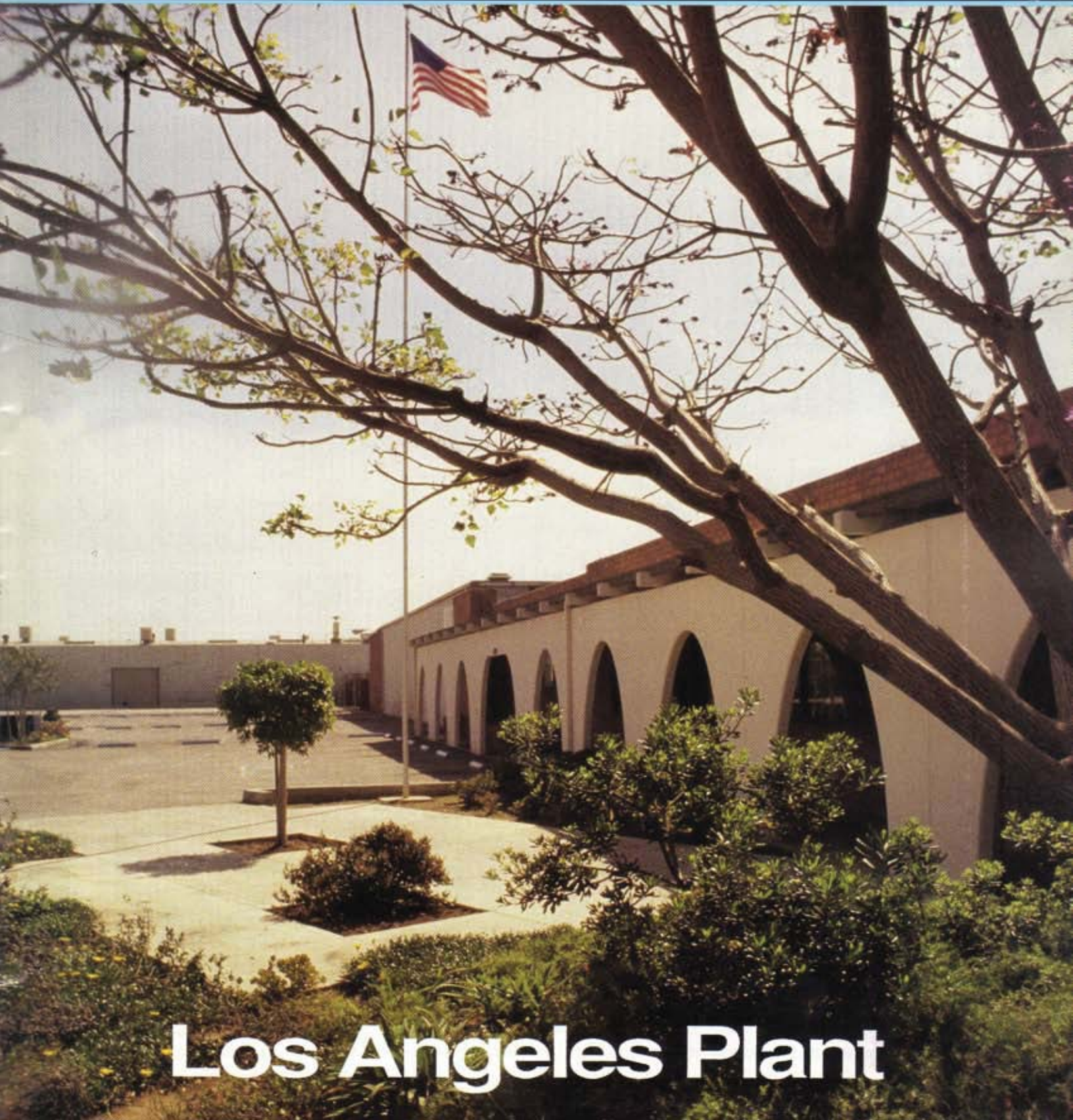
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Los Angeles Plant

POS employees get "rave reviews"

Two POS employees, Kurt Dohy (Cerritos Dust Control) and Jerry Coalter (Phoenix), recently received "rave reviews" by their customers. Here is what our clients had to say about these special men:

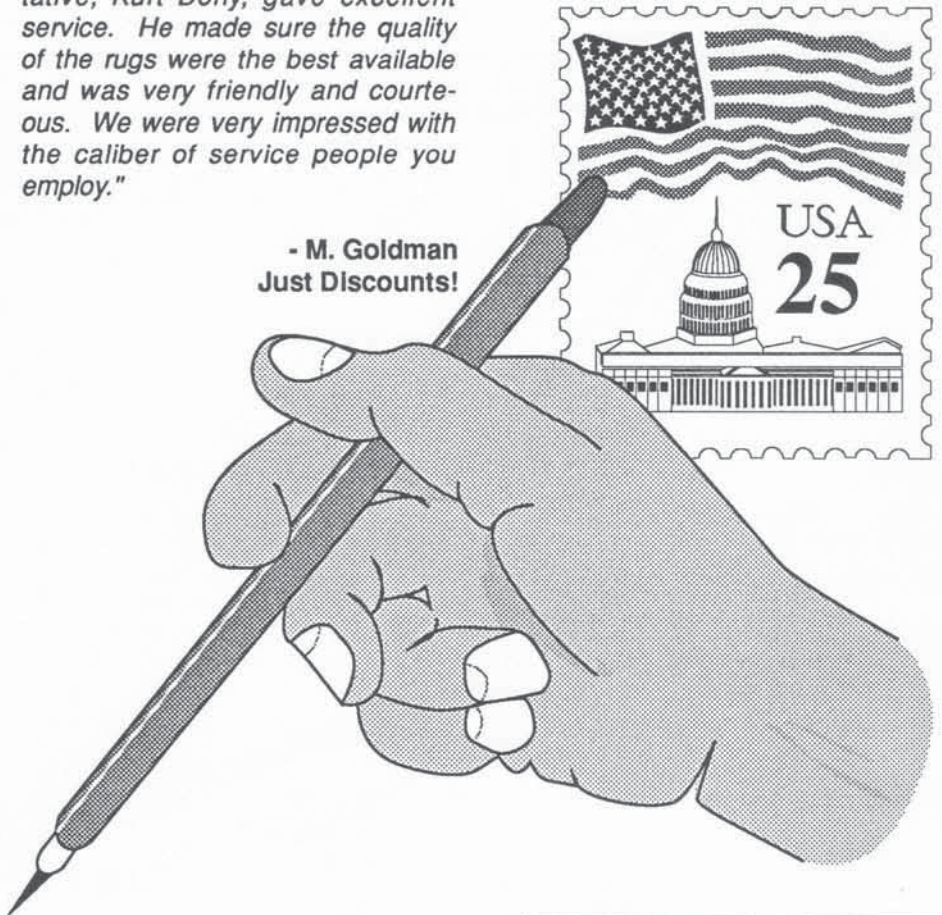
"I wanted to drop a note and compliment one of your employees - Jerry Coalter. I am impressed by his attitude on the job. He recently suggested a different style of rug for our entry as to enhance our tile displays and it really does look better than the standard red rug. Most people would just pick up and drop off the rugs. Who would expect more? He seems to have pride in his work."

- Arizona Tile Co.

"We have had your service for approximately six months and have been very satisfied. You represen-

tative, Kurt Dohy, gave excellent service. He made sure the quality of the rugs were the best available and was very friendly and courteous. We were very impressed with the caliber of service people you employ."

- M. Goldman
Just Discounts!



Cover photo by Steve Burchesky

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OFF-THE-CUFF



A Quarterly Publication of
Prudential Overall Supply

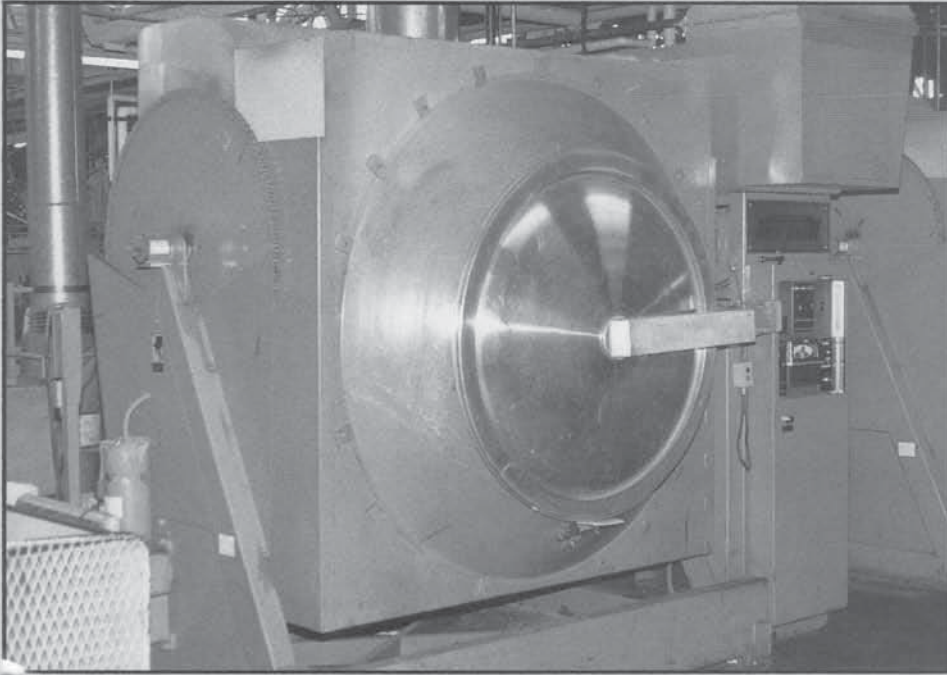
*Dedicated to the improvement
of employee morale and the
broadening of customer
relationships*

Mary Kirkpatrick/Marketing Plus
Editor

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correspondence to:

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Human Resources Dept.
P.O. Box 11210
Santa Ana, CA 92711

The old and the new combine to make the Los Angeles Plant...



shine above



the rest.

Prudential's oldest plant positions

W

ith nearly 1200 employees and 20 plants strategically located throughout California and Arizona, Prudential Overall Supply is

indeed a giant in the uniform supply industry. But this wasn't always the case.

In 1932, the year Prudential was "born," the United States was in the midst of troubled times. The Great Depression had left millions of Americans unemployed and thousands were homeless. Not the ideal time to throw security to the wind and start a business, you might think. For John D. Clark, however, it was the perfect opportunity to enter the forefront of a new industry. With money tight for most businesses, the financial advantage of renting uniforms became obvious. *Renting costs less than buying.*

The Los Angeles Garment plant was the first modern Prudential plant, and also served as its corporate headquarters. When John D. Clark first walked into the empty building that was to house the plant, he wondered out loud, "How will we ever fill it?" The plant contained 33,000 square feet of space; quite a bit of room for a company that only had a few routes. As it turned out, howev-



This machine uses a shaking motion to separate water from solid waste. The water is then recycled into the sewer system and the solid waste is put into special storage containers for proper disposal.



er, the choice of location proved to be a very good decision and the empty building soon became full.

Centrally located near major freeways, the Los Angeles Plant became so successful over the years that it produced several "off-spring." The Van Nuys, Riverside, Irvine, Cerritos, and Carson plants were all created to handle the overflow work from the Los Angeles plant. In 1968, Corporate Headquarters moved to Irvine.

General Manager Tom Watts, with Plant Superintendent Bernice Clark Shoberg, is the driving force behind the current situation at the Los Angeles plant. Together, Tom and Bernice are working to see that the Los Angeles plant regains its place as an essential link in the Prudential success story.

"Our goal is to get back the volume of business we had before the Visalia plant was created. They took over all of our business in that region, and now we want to go out and create that same amount again."

Another essential link in the chain of success is the involvement and dedication of the entire crew of 90 employees. It has been the employees who have helped shape the Los Angeles plant into what it is today.

"Employees are our most important asset. We couldn't get anywhere without their enthusiasm and loyalty," says Tom. "Some of our employees have been here for 20 years or more. It takes real dedication to hang in there for the long haul."

To help achieve their goals, Prudential is refurbishing parts of the plant to make it more efficient. Some of the original paint still found on the walls is being removed and a fresh coat is being applied. Although it is an older plant, it doesn't have to look like one, says Tom.

itself for the 21st century



The Los Angeles management team is actively pursuing new accounts, and making sure they do everything they can to keep their current customers happy. They realize such a commitment is needed to see the Los Angeles plant through another 37 years. "We're looking forward to what the future will bring to our plant. We think the coming years will be exciting and profitable for all of us," says Tom.

"I'm happy that our family has kept Prudential Overall Supply and we've all gotten along well and had fun working together," says Bernice. The Los Angeles plant is a symbol of the unity and dedication that keeps Prudential a leader in the uniform rental industry.

Meet some long-time employees

The Prudential success story couldn't have been written without the commitment of its employees. A select group of Los Angeles plant employees have been with the Company for twenty years or more. They are left to right:

Maria Gaeta - Mar 21, 1969

Loretta Weaver - July 1, 1957

Maria Cruz - April 8, 1968

Felipa Muniz - Jan 25, 1968

Antonio Guerrero - Feb 8, 1965

Bernice Clark Shoberg - 1939

Esther Suarez - Jan 2, 1968

William Walters - June 8, 1964

Josefina Sanchez - July 15, 1969

Angelina Pereyra - Nov 14, 1966

Guadalupe Perez - July 16, 1962



Management dedication means a



Tom Watts, General Manager

Tom came on board Prudential in September, 1975, as a CSR at Cerritos Dust Control. Tom became general manager of the Riverside plant in April of 1984, and was assigned to the Los Angeles plant as general manager in February, 1988. Tom has found his new post to be very challenging. "This plant is the oldest Prudential plant, and it's more established. For us, the challenge is to continue to improve our service and image to the community, and to actively bring in new accounts."

Tom and his wife Marcy have two children and reside in Corona. In his spare time, Tom enjoys boating, motorcycles, and fishing.



From left: Pat Hernandez, Bob Severance, Bernice Clark Shoberg, and Loretta Weaver

Dan Maurer, Route Manager

Dan joined the company in June, 1983 as a CSR, and was promoted to his current position of Route Manager in 1985. In his free time, Dan enjoys fishing and watching the Dodgers win. Dan and his wife, Trish, have two daughters.

Guy Walker, Route Manager

Guy has been with Prudential since February, 1987, and is the newest member of the Los Angeles plant management team. Guy is due to be married in April.

Bert Jackson, Route Manager

Bert came on board in June, 1983, and was promoted to Route Manager in November, 1985. An active church member, Bert also likes to spend lots of time with his wife and daughter.

Bob Melotte, Sales & Service Manager

Bob has an unusual story to tell about the time he applied for a job at

Prudential. "I went in and the clerk told me to fill out an application. After I did that, she said they would review it and be in touch. So I left and was almost in my car when she came out and said, 'Are you really from Algoma?' As it turned out, she was also from my little hometown in Wisconsin, population 500." That coincidence helped break the ice, and soon Bob was working as a Prudential Route Manager. He was promoted to his current position in 1987.

Larry Davidson, Sales & Service Manager

Larry is originally from Niagara Falls, New York, and now lives in the city of Brea. He joined Prudential as a Customer Sales Representative in December 1980, and was later promoted to Route Manager. In May of 1988, he was promoted to Sales & Service Manager.

In his spare time, Larry enjoys ocean

fishing and camping with his wife, Linda and their three children.

Bill Walters, Sales & Service Manager

Bill Walters has been with Prudential since June 8, 1964. In his spare time, Bill enjoys boating and is very active in the Lions Club. He resides in Montebello with his wife Isabell.

Loretta Weaver, Supervisor

Out of all 1200 Prudential employees, Loretta has been with the company the longest (except for Chairman Emeritus John D. Clark). She came on board in July of 1957, *almost 31 years ago!* Loretta has served in a variety of capacities during her employment with Prudential, and now serves as Supervisor. When asked to describe her opinion of the changes she has seen in Prudential over the years, she replied "It's amazing. Everything changes for the better."

bright future for POS L.A. plant

Bob Severance, Head Maintenance Mechanic

Bob hails from the great state of Wyoming. He came to California years ago, and now makes Downey his home. Bob joined Prudential in June, 1986. He is married to Pam, and has two sons.

Pat Hernandez, Supply Supervisor

Pat rejoined Prudential in November, 1979 and had five years with the company in the 60's. Pat is a native Californian, and now resides in Whittier. She is married to Ned, and has three children and two grandchildren.

Hilda Carrillo, Office Manager

Hilda joined the Company in September, 1985, as Office Clerk. She was promoted to Office Manager in March, 1987. Coincidentally, the day *Off-The-Cuff* was visiting, Hilda was celebrating her 25th birthday.

Bernice Clark Shoberg, Plant Superintendent

Bernice has been with Prudential since 1939, give or take a few years. She is John D. Clark's sister, and has proven to be instrumental in the building of Prudential Overall Supply. Like John, Bernice originally hails from Iowa, and moved to California in 1939. As a youngster in Iowa, she played first string on the girls basketball team. Now, at age 69, Bernice enjoys more sedate activities, such as volleyball, dancing, and shooting pool (she even has her own pool table).

"I have really enjoyed working with three generations of Prudential

employees," says Bernice. "It keeps me young."

Christine Dethlefsen, Corporate Sales Representative

Christine is a January, 1989 addition to the sales team.

Bill Roth, Sales Manager

Bill started in Riverside in November, 1987 and was promoted to Sales Manager in November, 1988.

Clyde Helbling, Corporate Sales Representative

Clyde joined Prudential in February, 1988 and ranked #3 in the company in 1988. Clyde is off to a great start in 1989.



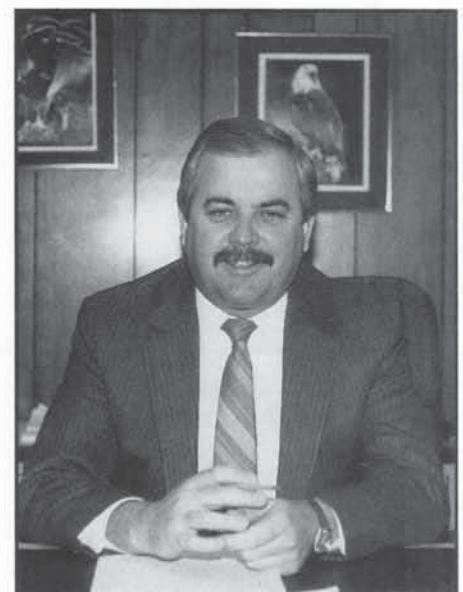
From left, Clyde Helbling, Bill Roth, Chris Dethlefsen.



Hilda Carrillo



TOP PHOTO: Bob Melotte, Larry Davidson, Bill Walters.
 BOTTOM PHOTO: Bert Jackson, Guy Walker, Dan Maurer.



Tom Watts

Sterling Transit can move

If you live in California, or anywhere in the west for that matter, you've probably seen their trucks. Los Angeles-based Sterling Transit has over 700 trucks and pieces of equipment, and has nine trucking terminals in the state of California.

"Overnight . . . every night" is the Sterling motto. Sterling is used by over 2400 businesses and corporations to move and transport manufactured goods and produce. The company was founded in 1933 by a man named Orin Thorkildsen, and is now run by owner and long-time employee Jerry Lundberg.

"We cover all the major market points in California, as well as the smaller communities," said Jerry. "During the last 55 years, we have built a reputation of not being the biggest, but being the best in the California market place."



How has Jerry been able to build this reputation, and still reach \$18 million a year in business? "Our people are what makes us what we are," says Jerry. "We have a real family-type atmosphere. In fact, we have whole families working here. Several of our drivers wives work in the office."

Sterling employs nearly 300 people, yet Jerry strives to maintain an "open door" policy. He believes the closeness of his workers makes for a tight-knit group that works together to create a successful company.

Jerry is particularly proud of the many employees who volunteer for charity work. Sterling Transit is active in an association called "Food Partnership." This association uses companies like Sterling to transport goods and food to needy families. Over the last few years, Sterling has itself moved 12 million pounds of food and delivered to needy areas. One example of "Food Partnership" in action takes place with the cooperation of Del Monte Foods. If the company has a product line that is not selling well or has been over-produced, Del Monte donates these items to the needy. Sterling Transit supply trucks to move the donated goods to the needy areas. Drivers



Sterling President Jerry Lundberg points out a commemorative plaque, display on the front of the Company's headquarters in memory of Sterling founder Orin Thorkildsen.

donate their time in delivering the food.

Sterling's affiliation with Prudential Overall Supply has been going on for years. "We are very happy with Prudential's service," says Jerry. "The company we used before we hired Prudential was awful. We're real glad we switched. It has worked out very well," he said.

In his spare time, Jerry takes pride in maintaining a small fleet of antique Sterling Transit trucks. This fleet includes a 1914 Seldon and a rare 1905 Real. These trucks were used in the early days of Sterling, and are occasionally shown at auto fairs.

The future of Sterling Transit looks bright, according to Jerry. "Sterling has always prided itself in handling the small customers as well as the large and being able to do it at a profit, and we still provide service second to none," he says. "That is what makes us great."

just about anything...anywhere

Yesterday...



...Today



Sterling Transit owns more than 700 trucks and pieces of equipment

Fast facts about Sterling Transit

Founded: 1933

Owner: Jerry Lundberg

Employees: 300

Business: Used by corporations and businesses to transport goods and products from one area to another. Operates mostly within California.

Annual sales: \$18 million.

Awards, Awards: Prudential's own



You've heard of the Grammy Awards, the Oscars, and the Academy Awards. Now, its time for the 1988 Prudential Overall Supply Annual Achievement Awards. Winners were judged upon the following items:

- New customer sales and customer retention.
- Route sales development, team effort, leadership and accomplishment of goals.
- Dedication to personal development and community interests.

To win, each candidate must have been in the same position for one full year.

Wholesale Customer Sales Representative Award

Bruce Crusenberry, Irvine

Bruce joined the company in December, 1980. Bruce performs his job functions in a very professional manner. He did not lose a single piece of business in 1988. He kept credits at a minimum and provides "Total Service Concept" each and every day at all accounts.

Gold Star Award - Corporate Sales Representative

Marilyn Schiavone, LA Clean Room

Marilyn has been with Prudential for nearly four years. She was born in Pennsylvania, and moved to California in the 1970's. Marilyn and husband, Joe, have two children and reside in Huntington Beach. She averaged over \$130 per week in new sales last year.

Gold Star Award - Corporate Sales Representative

Roger Rague, Phoenix

Roger is a winner of the Gold Star Award and averaged over \$130 per

week in new sales last year. He joined Prudential in April, 1979. Roger says he enjoys his position at Prudential, and especially likes the opportunity to meet people. In his spare time, Roger enjoys playing golf, camping, and fishing.

John D. Clark Award - KEX

Bill Koehler, Phoenix

Bill has been employed by Prudential Overall Supply since August, 1986. In each of his first two full calendar years, 1987 and 1988, Bill was a Super Star and for 1988, he averaged nearly \$22 per week in new sales. Also, Bill earned 18 gold stars in the recently concluded Personal Best Campaign and finished in the top group in each of the sales contests that were held in Phoenix last year.

Bill's attitude toward customer service satisfaction is a true reflection of his commitment to the ideals

expressed in Total Service Concept. His customers receive total service and he has received their support and confidence the hard way -- he earned it.

Sales & Service Manager Award

Howard Merner, Tucson

Howard joined Prudential in September, 1987. Howard enjoys the comradery and team work associated with his job. In his free time, Howard enjoys golf, softball, and traveling.

Sales & Service Manager Award

Mike Dorsi, Cerritos

Mike will soon celebrate his eight-year anniversary with the Company. Mike, who is a Sales & Service Manager, thoroughly enjoys the sales part of his job. Off the job, Mike likes to bowl, play golf, and play and coach softball. Mike and his wife, Sue, have three children.

President's Award - Customer Sales Representative

Tom Stillwagon, Riverside

Tom has been a Prudential employee since July, 1980, and has achieved many honors through his hard work. Last year, Tom averaged over \$7,000 per week in revenues, and \$17 a week in new sales.

Plant Superintendent Award

Dan Vergara, Riverside

Dan has been with the Company for ten years. Dan and wife, Elba, have two children. Dan says he enjoys the challenge of his job, and the great group of individuals he works with.

1988 Jacket Contest Winners

Top Plants

Van Nuys	Sold 751
Irvine	Sold 733
Riverside	Sold 553

Top CSR's

Ron Palumbo (Phoenix)	Sold 175
Don Silva (Van Nuys)	Sold 171
Dale Vincent (Irvine)	Sold 163

The total number of jackets sold company wide was 4,617.
Congratulations everyone!



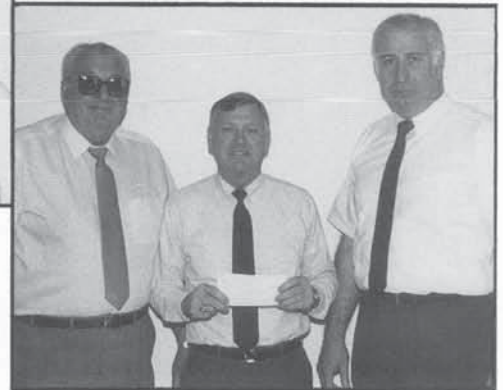
"1988 Stars" are recognized for excellence



Tim Merris, Bruce Crusenberry, and Dan Clark



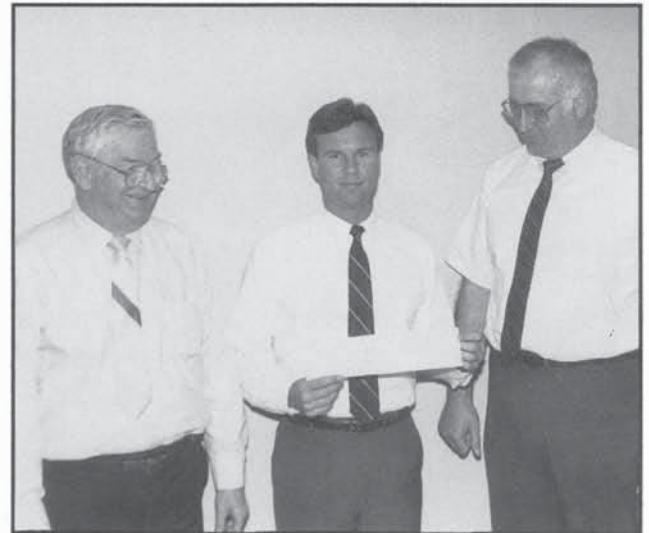
Don Clark, Marilyn Schiavone, Jim Cranston



Chuck Wright, Roger Rague, Bob Benedetti



Bob Benedetti, Bill Koehler, Don Clark



Dewey Bullard, Howard Merner, Bob Benedetti



Dan Clark, Mike Dorsi, Dave Pickens

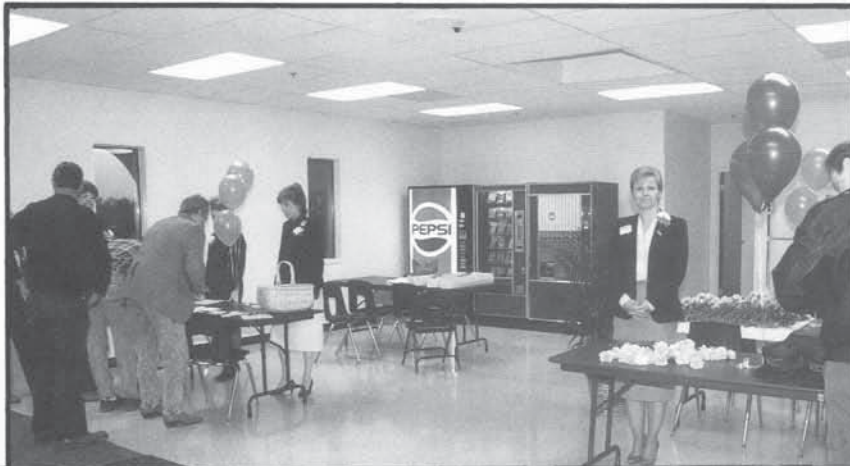


Dan Clark, Tom Stillwagon, Marc O'Leary



Dan Clark, Dan Vergara, Marc O'Leary

Fresno Plant holds it's



first Open House January 26



These guys give their "Personal Best"

Prudential Overall Supply 1988 "Personal Best" award winners were announced recently. They are:

Top Customer Sales Reps.

Bill Harris, Carson

Bill came on board as a CSR in December, 1985 and was promoted to Route Manager on October 31, 1988. Bill enjoys bowling and playing golf.

Henry Robles, Cerritos

Henry gave his Personal Best in the company wide contest. He accumulated 22 gold stars out of a possible 48, for a tie as Personal Best Champ. He achieved this with \$860 in new sales and 10 qualified leads.

Henry started his career at Prudential on November 16, 1981. Henry and Julie, his wife of ten years, have just purchased a home in Pomona, where they live with their three children, Roxanne, Henry Jr.,

and Malorie. Henry spends his free time playing softball and coaching his daughters Bobby Sox team. He also enjoys working around the house.

Gary Gerber, Cerritos

Gary did an outstanding job in Personal Best. He accumulated 22 gold stars out of a possible 48, and tied for the company lead. He achieved this with \$600 in new sales and 11 qualified leads.

Gary joined Prudential on September 28, 1987. He has a home in Orange, where he spends most of his single life. On weekends, Gary spends a lot of his free time camping and fishing. He is also a very avid bowler, and has trophies to prove it.

Top Corporate Sales Reps.

Roger Rague, Phoenix

Roger never missed a week during

the entire contest. You can read more about Roger on page 10, where he is listed as a winner of the Gold Star Award.

Rick Turner, Tucson

Rick joined the company in August, 1984, and currently serves as a Corporate Sales Representative. Rick's wife, Debi, is also an employee of Prudential. In his spare time, Rick enjoys working on remodeling his home, and also serves on the Board of Directors of Tuscon Tornados Athletic Club, a handicapped sports club.

Bob Huntington, Riverside

Bob has been with Prudential since December 7, 1987. "I really enjoy the diversity of all the customers we have," says Bob. During his free time, Bob likes to spend time with his family, which includes his wife Cheryl, and three children.

Three plants recognized for outstanding achievement

Three plants received "Outstanding Achievement Awards" for 1988. The Outstanding Achievement Award is based upon each plant's growth and profit against its plan. The three plants are: **Fremont Clean Room** (this is the third year in a row they have won this award); **LA Clean Room**; and **Cerritos Dust Control**.



Not once, not twice, but three times now the Fremont plant has won the "Outstanding Achievement Award." General Manager Peter Travis attributes the plant's success to commitment with involvement. "Everyone really hustles around here," he said. "We all work together as a team with our clients in mind."



Cerritos management proudly accepts their award.



LA Clean Room personnel display their shiny, new plaque.

POS Super Stars strive to shine above the rest

Prudential Super Stars are those employees who have been named CSR of the month at their plant for three months in a year. The Super Stars of 1988 are:

Paul Caudillo, Moorpark

Paul joined Prudential on March 28, 1988 and was assigned to his current route on May 16 of that same year. He was CSR Of The Month for June, July and August. Paul lives in Van Nuys with his wife, Denise, and their three children.



Ryan Dvorak, Moorpark

Ryan joined Prudential on December 8, 1986, and was assigned to his current route after his training period. Ryan has been one of the top CSR's at Moorpark for two years and was CSR Of The Month a total of four times in 1988.



Bill Koehler, Phoenix

Bill Koehler made it two in a row in 1988, after being a Super Star for Phoenix the previous year.



Bill and his family reside in Phoenix. When you ask Bill his hobby, he is quick to tell you -- selling Prudential Overall Supply. A look at his record the past two years is evidence of his devotion to his hobby. Bill received

the 1988 John D. Clark Award on page 10.

Jerry Shelton, Fresno

Jerry was a Super Star again in 1988 for the second year in a row. Jerry was a CSR Of The Month five times in 1988. Jerry joined Prudential Overall Supply in February 1986 as a warehouseman. Jerry was promoted to Route Manager in August, 1988.



Mike Munger, Fresno

Mike was a Super Star in 1988 for the very first time. Mike was CSR Of The Month three times in 1988. Mike has been with POS since September, 1986.



Tom Madison, Cerritos Dust Control

Tom started his career with Prudential on October 28, 1985. In 1988, Tom earned Super Star by being CSR Of The Month four different times in competition with 29 other CSR's.



Tom lives in Anaheim with his young son, Tom Jr. On weekends, he lends a hand in the family's silk screening business and also helps coach his younger sisters Bobby Sox Softball team. He enjoys photography but admits he is only a novice.

Bo Savich, Van Nuys

William "Bo" Savich earned Super Star status at the Van Nuys plant for 1988. He was CSR Of The Month a total of four months in this past year, and this marks the third consecutive year that Bo has qualified for the Super Star Award.



Tom Nixon, Burbank

Tom was CSR Of The Month four times in 1988. He has been with Prudential since 1983 and works at the Burbank branch. During his free time, Tom likes to ski, surf, and work as a leader with the Boy Scouts.



John King, Burbank

John was hired in February of 1988, and was CSR Of The Month three times that year. He and his wife, Eileen, live in Northridge and are expecting a baby in March. In his free time, John likes to work with computers.



POS Sexual Harassment policy seeks to prevent problems

It is the policy of Prudential Overall Supply that all employees have a right to a working environment free of discrimination and that sexual harassment of any employee, male or female, is prohibited. Any employee who is found to have violated this policy is subject to discharge or other disciplinary action.

What is sexual harassment?

Unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature constitute sexual harassment when:

- Submission to such conduct is made either explicitly or implicitly as a term or condition of an individual's employment,
- Submission to or rejection of such conduct by an individual is used as the basis for employment decisions affecting such individual, or
- Such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile, or offensive working environment.

Examples of sexual harassment might be:

- sexual innuendo
- suggestive comments
- humor or jokes about sex
- leering
- sexual gestures
- pinching
- brushing the body

Three questions can be used in determining if a remark or action would be inappropriate to another person or persons.

- Would the person make the same statement or take the same action if

it were to be published on the front page of the newspaper?

- Would the person make the same statement or take the same action if the mates or other family members of both persons were there?

• Most important, was it needed? Was it necessary? Did the person need to make a comment, tell a joke, use a non-verbal gesture, touch someone, display a picture, etc.

- Usually, a statement or action will be later judged NOT on how it was intended, but on how it was received by the other person(s).

The totality of the evidence for each incident must be examined to determine whether the conduct is actually sexual harassment. Submission to a specific form of sexual conduct may be an unlawful employment practice in one case, but in another case, similar submission may be part of a voluntary personal, social relationship without a discriminatory employment effect based on all of the facts.

Supervisory employees who represent Prudential in their relationship with other employees should especially be aware of their responsibility to achieve and maintain high standards of integrity and conduct in such relationships.

Every Prudential employee has the right to raise the issue of sexual harassment in the working environment. The cooperation of every employee is requested in assuring that possible instances of violation of this policy are called to the attention of those in the Company who should be informed.

Every such instance called to the attention of the Company will be thoroughly and expeditiously investigated by the Company; and the

Company will take immediate and corrective action where appropriate.

Given the nature of this type of discrimination, the Company recognizes that false accusations of sexual harassment can have serious effects on innocent women and men. We trust that all employees of the Company will continue to act responsibly to establish and maintain a pleasant working environment free of discrimination.

Supervisory employees are required to notify the Vice President of Human Resources whenever the issue of sexual harassment has been raised by an employee or a non-employee.

All disclosures or revelations made by employees to the Company and all investigative materials generated by employees are to be considered as confidential material within the Company. Every effort should be made by supervisory employees to protect the reputation of individual employees in the same manner that we value our reputation as a Company.

Any employee may contact (on a confidential basis if so desired) their supervisor, another supervisory employee at the location, the General Manager, the Administrative Manager, or the VP of Human Resources, with any questions or comments regarding the policy on sexual harassment. A training program for supervisory employees on preventing sexual harassment in the working environment is available upon request from Human Resources. A copy of the complete policy is available upon request from the Human Resources Department.

What's news around Prudential

Social Security offers help with retirement planning

The Social Security Administration has begun a new program designed to help Americans with their retirement planning.

Workers can request a detailed statement from the Social Security Administration, which lists the amounts paid in and the amount of benefits one can expect to receive when retiring. The form also lists how much a worker and family would get each month in disability or survivor's benefits.

These statements are available to anyone under 65, who has paid Social Security taxes, and is not yet drawing benefits. The statement is free.

The form you need to fill out in order to obtain the statement is called the "Request For Personal Earnings and Benefit Estimate Statement." It is Form SSA-7004-PC-OP2. You can obtain one of these forms from your plant Office Manager, the Corporate Human Resources Department, or by calling 1-800-937-2000. It takes approximately two to three weeks for the SSA to process your request.

These Benefits Statements can prove to be valuable tools in verifying what has been paid into your Social Security account and can help in your retirement planning.

SOCIAL SECURITY ADMINISTRATION

Request for Earnings and Benefit Estimate Statement

Social Security is a program that touches the lives of nearly all Americans. Although many people think of it as only a retirement program, it is actually a package of protection that provides for you and your family when you retire, become severely disabled, or die. Social Security is a base you can build on, now and in the future, with savings, other insurance, and investments.

To help you plan for your own financial future, I am pleased to offer you a free statement which shows your Social Security earnings history, tells you how much you have paid in Social Security taxes, estimates your future Social Security benefits, and provides some general information about how the program works.

To receive your statement, please fill out the form on the reverse, and mail it to us. You should receive your statement in 6 weeks or less.

Dorcias R. Hardy
DORCAS R. HARDY
Commissioner of Social Security

Larry Hauser receives 25-year watch

Larry Hauser, Controlled Environment Manager at the Fremont plant, was recently awarded his 25-year watch.

Larry joined Prudential on January 17, 1964. He has been married to Carol for 27 years, and has a 24-year-old daughter named Rhonda. Although born and raised in Los Angeles, Larry now lives in Pleasanton.

"I really have enjoyed my years at Prudential," says Larry. "It's a lot of fun meeting people . . . there is something different every day."

In his spare time, Larry likes to go fishing, and also participates in hunting once a year.

Congratulations and best wishes Larry!



Peter Travis, left, presents the watch to Larry Hauser

What's news around Prudential

...from Tucson

Congratulations to **Yollizma Mendoza** for completing her English As A Second Language course, earning her three credit hours on college level.

Yoli invited her supervisor, Bernie Gillette, to help her celebrate at a special awards dinner held December 15, 1988 (see photo below).



Rick and Debi Turner have been selected to sit on the Board of Directors for the Tucson Tornados Athletic Club (TTAC), a non-profit organization providing athletic events for the handicapped.

Monday, January 30, 1988 was the official kickoff of the **Tucson Dart Throw Contest**. All Tucson personnel participated in the rally. On the



previous Friday, Tucson Production employees showed their support by creating a banner (see photo) with good lucks, well wishes and challenges for the CSRs on this contest.

Tucson and Phoenix Sales and Service personnel met in Casa Grande at the Francisco Grande Resort recently. The occasion was the annual **Product Knowledge Meeting**. The agenda included a two hour presentation with the KEX representatives. Dewey Bullard spoke on "Conservation of Accounts;" and Chuck Wright's topic was "Sales by Team."



Dick Boudreau, a KEX rep, leads the Product Knowledge Meeting in Casa Grande. Dick spoke on wiping towels, mops, mats and other dust control items.

...from Cerritos

David Niles was promoted to Plant Superintendent at the Cerritos plant on September 19, 1988. David joined the Company June 22, 1987.

Congratulations David!

...from Phoenix

On February 28, **Ken Kallevig** was named General Manager of the Phoenix plant. He joined Prudential in April of 1988 as a General Manager trainee.

Ken and his wife Michelle have two children. "I'm looking forward to getting my family out to Phoenix. My family is still living in Brea, where I am from," says Ken.

Congratulations Ken!



Meet the Accounts Receivable Department

What keeps a company going and growing? Money! In that sense, the POS Accounts Receivable Department is charged with one of the most important responsibilities possible: maintaining cash flow.

"We have a very important role in the company," says Patrick Neely, Accounts Receivable Manager. "It's important that we properly apply each remittance we receive."

The Accounts Receivable Department consists of eight employees, including Patrick. The Department has many responsibilities:

- opening and distributing mail,
- applying customer remittances to accounts,
- making bank deposits, and
- handling collections of delinquent accounts.

Let's meet this busy group:

Patrick Neely, Accounts Receivable Manager
Patrick has been with Prudential for



nearly three years. Prior to joining the Company, he worked for a collections attorney as office administrator. Patrick and his wife, Wendy, have three sons, one of whom plays on the Los Angeles Lakers professional soccer team. Patrick is origi-

nally from the state of Indiana, and now resides in Anaheim.

Dianne Caskey, A/R Supervisor
Diane joined the Company in February of last year, and has over ten years of experience in accounting. In her free time, Diane enjoys camping and spending time with her young son.



Kathy Ivester, Collection Supervisor



Kathy has been with Prudential for nearly a year. Originally from Florida, Kathy now lives in Garden Grove with husband, Craig, and her two sons.

Doris Hui, A/R Clerk
Doris joined Prudential nearly one year ago. Doris moved to the United States from Vietnam in 1978 and settled in Connecticut. A few years ago, she settled in California and now lives in Newport Beach with her husband, Alfred. In her spare time, Doris likes to go to the beach and also enjoys shopping.



Martha Ford, A/R Clerk
Martha arrived in the United States from Honduras a few years ago, and really enjoys California. In her free time, Martha likes to play tennis and go bowling. Martha lives with her



husband, Darrel, in Tustin. Martha has been with Prudential Overall Supply since July of 1987. Prior to that, she worked as a temporary employee, and performed accounting work.

Kris Nash, A/R Clerk

Kris joined POS in July, 1987. For Kris, it was her first job after high school and junior college. Kris likes to spend her free time at the beach.



Sonja Edelman, A/R Clerk

Sonja came on board just a few months ago, in December of last year. In addition to being new on the job, Sonja is also newly married. She and husband, Bob, tied the knot seven months ago.



Khanh Huynh, A/R Clerk

Khanh has been on the job for ten months, and says she enjoys it. Prior to joining Prudential, Khanh attended a business school. Khanh is also originally from Vietnam, and now lives in Santa Ana. In her spare time, Khanh enjoys watching television and also likes to read.



Multi-Plant Account Seminars

Of Prudential's 10,000 customers, 90 of them are Multi-Plant Accounts. This is an account that is controlled by a General Manager or Sales & Service Manager at one of the POS plants and the account is serviced by more than one plant. The controlling plant is determined by the geographical location of the customer's purchasing department or the location of authorizing personnel, which is usually the company's headquarters.



Dick Beecher reviews proper procedures during a Multi-Plant Account Seminar.

An example of a Multi-Plant Account is Southern California Gas Co (SCGC). Since this client's headquarters are in Los Angeles, the L.A. plant is the controlling plant. Southern California Gas is serviced by nine other plants.

Since pricing for a Multi-Plant Account must be consistent at each plant that services it, plant personnel must be aware of the procedures and paperwork involved in handling a Multi-Plant account. Dick Beecher, who is the POS Multi-Plant Account Administrator, launched a series of Multi-Plant Account Seminars last Fall. He put together a presentation and took it to ten plants. The Seminar covered everything plant personnel need to be aware of in

dealing with a Multi-Plant account.

"The Multi-Plant Seminars were successful, although we still face the problem of continually educating new staff members," said Dick. To combat this problem, Dick put together a Controlling Plant Report,

which he sent to each General Manager. The Report gives general guidelines, prices, and lists the status of all the Multi-Plant Accounts. Says Dick, "This report helps our plants understand the importance of following procedures."

Total Service Concept

Part 7: Lettering

Service is what distinguishes a great company from a good company. As part of Prudential's Total Service Concept, we can provide name plaques and company logos on customer garments, for a minimal charge. If a customer has a special company design that they want made into a logo for uniforms, Prudential can get a sample and obtain a price quote for the design work. Lettering is attached to the customers garment at no charge.

Prudential believes that names and logos on employee uniforms helps create a better image for the customer, promotes security and enhances communication. Such lettering is also an excellent form of recognition.

Lettering is manufactured in both embroidered and silk screen with merrowed borders. All are available in a variety of colors. Sample illustrations are in the Prudential Overall Supply Sales Presentation book. Prudential encourages all of its employees to offer the Lettering Service to our customers and potential customers. It is one of many services that helps set Prudential Overall Supply apart from the competition and helps give us a "winning edge."

