



Off-the-Cuff

A Publication of Prudential Overall Supply

Vol. 30 No. 2

P.O. Box 11210, Santa Ana, CA 92711

(714) 250-4855

Summer 1989



Don Clark
1923 - 1989

From the Prudential Mailbag

Two Prudential employees were recognized for outstanding service recently. They were recognized, not by Prudential, but by the customers they service. It isn't often a busy executive or manager will take the time to sit down and write some kind words about a supplier. That makes the following two letters all the more special:

From Bill Gumbiner of World Coffees Cards & Gifts in Encino, California comes this note directed to Moorpark Sales & Service Manager Jay Jarvis regarding Customer Sales Representative Mario Feldman...

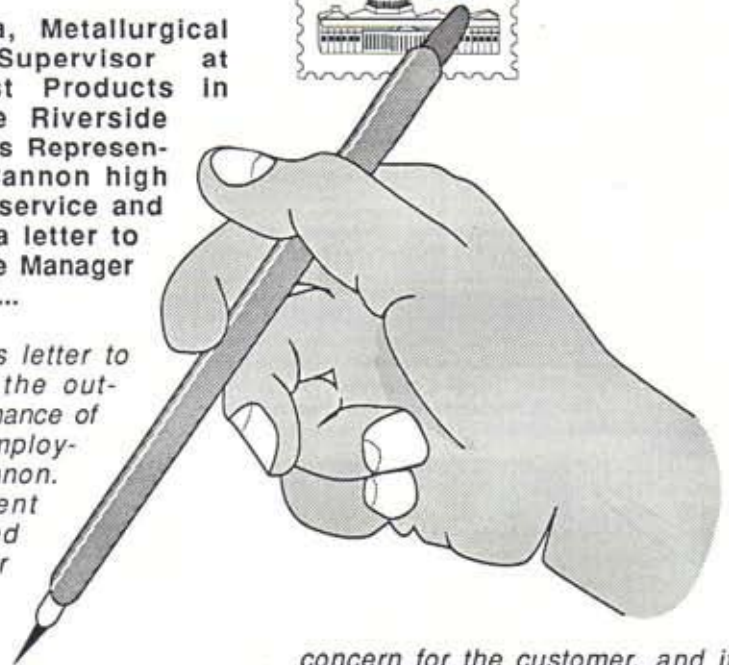
"The last time Mr. Mario Feldman came to service our store, I asked for his last name and for your name. We have enjoyed your service for many years. The people who represent Prudential have been courteous -- all. But I wanted to write this letter commending Mario particularly.

His courtesy has been outstanding. His willingness to make the extra effort, whether to get some answer or find me plastic mop covers or other courtesies is something you

just don't find with every one in the service industry...even though I have no complaints with any of the various services the store uses. They are good, but Mario's extra effort is worthy of mention."

Michael Skiba, Metallurgical Laboratory Supervisor at Teledyne Cast Products in Pomona, gave Riverside Customer Sales Representative Garth Cannon high marks for his service and dedication in a letter to Sales & Service Manager Dan Chamberlin...

"I'm writing this letter to inform you of the outstanding performance of one of your employees, Garth Cannon. My department recently needed four extra floor mats for use under various desks. Garth noticed that there was a computer terminal on one of the desks and placed a static dissipative mat under it. This attention to detail is typical of Garth's



concern for the customer, and it prevented a potentially costly loss of valuable data. Thanks for the great service."

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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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Santa Ana, CA 92711

In Memoriam of Don Clark



Does a Great Man Really Die?

*Does a great man really die?
I think not ...
His body may stop working,
His spirit may pass on,
Greeted at Heaven's Gate
By all past people who have ever known
The warmth and kindness, the strength and sincerity,
The selfless love of this great man, Don.*

*Does a great man really die?
Impossible ...
Though his physical presence may be gone,
He will live on forever
In the hearts and minds of people everywhere
Privileged to have known
This great man, Don.*

*Does a great man really die?
Never ...
For as long as we share
Those treasured memories held,
He will always be there.
A good husband and father,
Revered friend to the end,
He taught by example.
He showed us the way
To live and let live, to not go astray.
Endlessly giving, wanting nothing in return,
He had a good word for all,
This leader of men, Don.*

*Does a great man really die?
No ...
He will live for all time, in our memory,
This great man, Don.*

-Composed by Don Clark, grandson of Don, and read by him at the funeral.

Death of Prudential Chairman Don Clark

Don Clark, Chairman of the Board of Prudential Overall Supply since 1984, suffered a fatal heart attack while jogging near his Huntington Beach home on Sunday, August 6, 1989. He was 65.

His passing has left a void at Prudential, and has left employees, friends, and family shaken. He left behind a legacy of leadership, honor, and devotion to family.

Don joined Prudential in January 1960, after a successful career in professional football that culminated in his assignment as head football coach of his alma mater, the University of Southern California (see page 6). Still referred to by friends and associates as "the Coach," Don Clark served as Prudential's president from 1972 to 1984, when he was appointed Chairman of the Board.

He is survived by his wife, Dorothy, and eight children and ten grandchildren. He is the brother of Chairman Emeritus John D. Clark and the uncle of Dan Clark. Funeral services were held Saturday, August 12 at St. Simon and Jude Catholic Church in Huntington Beach. In honor of Mr. Clark, flags at all Prudential plants were flown at half mast the week after his death.

"We are all deeply saddened by his death. I will miss him," said Mr. John D. Clark. "He was not only my uncle and my boss, he was my friend. We all appreciate the immense contributions Don made in helping POS get to where it is today," added Dan Clark.

Over the years, Don helped build Prudential into one of the nation's leading uniform rental service companies. In the 60's, he led Prudential's involvement in the U.S. Space Program. He helped develop the first "dust-free, contamination-



In 1976, John D. Clark (left) presented his brother Don Clark with his "Ph.D. in Industrial Laundering."

free" garments worn by people working on the guidance systems of missiles. These special garments were instrumental in the success of America's first orbiting astronaut, John Glenn, in 1962. These new garments are what led to the development of the first Prudential Clean Room.

Don attributed Prudential's success in clean rooms to the ability to exchange ideas with others involved in the process. "There was a tremendous exchange of ideas. We worked with some very exciting peo-

ple, the best scientific minds in the country," said Don. "Technology cannot help but go forward as long as ideas are free."

Don served as President of the Institute of Industrial Launderers in 1975 and 1976, and was remembered by the group in a bulletin sent to all members and suppliers. His passing was the subject of numerous articles in Southern California newspapers.

He will be sadly missed by us all.

leaves employees and friends shaken



The John O. Clark family in 1928. Standing, left to right: Bernice, Catherine, Jay, Tripp, John D. Front Row: Garnette, Wilma (holding Don), Frank (in knickers), and John O.



Don, in center, was instrumental in the establishment of the Fremont Clean Room. This photo was taken in 1987.



Don Clark was appointed Chairman of the Board in August 1984.



From left, Don, Greg Shawber & Gifford Tiffany boarding the company plane.

25 year employee Cleo Barton remembers Mr. Don

Cleo Barton, Administrative Assistant to Don Clark, was honored by her boss for her 25 years of service. The event took place only weeks before Don's death. Cleo joined the company on February 12, 1964. In the photo below, Don and Cleo share a few laughs during a party to celebrate the anniversary. Don presented Cleo with her 25 year watch.

Cleo remembers her boss fondly. "He always had time or took time for everyone, even at his own expense," says Cleo. "Here at the office he could be running late for appointments and be walking out his back door and if he heard someone in my office ask for him, he would stop to see what they wanted because he could always spare "five minutes."

"For his birthday, I had planned to get him a license plate frame I had seen -- "Always late, but Worth the Wait" -- however, this time I was too late."



Thirty years after leaving football, many

It's been nearly thirty years since Don Clark left the game of football to join the family business. Yet, for many of his friends, associates, and former teammates, Don Clark will always be remembered as "the coach."

Clark acquired the nickname when he became head football coach at the University of Southern California in 1957. Although he left the position in 1959, the name has stuck ever since, and many of the employees and staff at Prudential also referred to Don Clark in the same way.

Don Clark's leadership abilities were evident throughout his life. He was student body president at LA's Washington High School. His college education was interrupted when he left to serve in World War II. Clark once reminisced about his experience during the War in Germany, where he was in a rifle platoon for seven months.

"The worst of it was in Hofen. That's where my Battalion was during the first part of the Battle of the Bulge. We were surrounded in that little town for 10 days and under constant shelling and mechanized attacks. My only battle wounds were in my mouth. A shell went off close to me and knocked six fillings out of my teeth," he recounted.

Clark also fought in the Battle of the Bulge, during which he helped save a wounded soldier he found lying on the ground. That soldier, Bob Smith, later became a sports information director at USC. Clark also received an award from General George Patton for his performance in the European Theater Relays track and field meet, where Clark competed in the shot put.

After the War, Don returned to USC to play football and continue his education. He played for USC as a

guard until 1947, and was named captain of the team. After graduating with honors in engineering, Don played for the San Francisco 49ers for two years. He left the 49ers to accept an assistant coaching position at the Naval Academy in 1950. He joined USC as a line coach in 1951, and became head coach in 1957, when Jess Hill retired.

While coach at USC, Clark made a lasting impression on many of those who worked with him and played for him. Many of those people have now become famous in their own right.

One of Clark's assistants was Al Davis, now owner of the Raiders.

Don personally convinced Oregon assistant John McKay into joining the Trojans staff in 1959. John replaced Don as head coach in 1959, and remained in that position for 16 years. Marv Goux, who also was a member of Clark's staff at USC, is now the defensive line coach for the Rams. All of these men say Don Clark left a lasting impression on them.

"In Don Clark, you had as fine a friend as a human being could have," said Marv Goux. "He taught me techniques of the game that I still teach."

John McKay was also saddened by the news of Clark's death. "Without

Friends remember Don

Several friends, associates, and co-workers of Don Clark took a few moments to share some of their fondest memories of Don Clark.

"When Don took over as head coach of USC, they had just been suspended for recruiting violations, and to supplement his own and his players incomes, he found them jobs in the movie industry. Don himself appeared in many movies as an extra, including Ben Hur. On one occasion, the movie studio called Don to ask him for two of his players to audition for a speaking part that paid a great deal more money. Don sent three of his players, and one passed all the screen tests, but he had a speech impediment and was rejected. Don suggested that USC send him for speech therapy to boost his confidence. That player is Frank Gifford, now the commentator on Monday Night Football."

In an article that appeared in the *Orange County Register*, writer John Hall recollected a meeting he had with Don, when they shared a table at the Balboa Bay Club.

"Don said 'People are always asking me why I quit as coach, and, well, I really did have some reasons...eight good reasons' he said. I leaned forward, expecting the inside (story) at last. 'My EIGHT kids' Don said. No intrigue. No big deal. Never a regret."

"Donald B., Dana, Derek, Darryl, Debby, Diana, Denise and Dorothy R. Eight good reasons for the best of lifetimes. Beautiful because Don was beautiful. We won't forget."

Note: Much of the information contained in these articles was obtained from newspaper articles appearing in the *Orange County Register*, *Los Angeles Times*, and *Los Angeles Herald*. Prudential appreciates all assistance these sources provided in writing this story.

people remember Don Clark as "the Coach"



Many people remember having received awards from Don Clark, far left. On the far right is Don's brother Frank Clark.

him, I wouldn't have done anything on this game," said McKay. "He's the last guy in the world you'd expect to die."

"He not only was a close friend and a sounding board for me through the years, he was just super to me and my family," remembers Al Davis. "He was a vital part of my professional life and a great friend. I'm just devastated."

Both McKay and Davis served as pallbearers at Don's funeral, and Marv Goux delivered a eulogy.

Other Clark prodigy's included Willie Wood, who was a quarterback under Don. Wood went on to play

as a defensive back with the Green Bay Packers, and was recently inducted into the National Football League Hall of Fame. According to one source, Clark had over 20 men from his teams go on to play professional football, and two of them became Hall of Famers.

Clark's love for football began while he was growing up on a farm in Iowa. He once recalled listening on the radio to a USC game in the Rose Bowl while he was milking cows. When he was 15, his family moved to California, and Don Clark began to make his mark.

He married Dorothy in 1943 and together they had eight children.



Don presented this gift to his hosts during a recent visit to Japan.



Don holding a Gold Star Award.

Don Clark's love for family continued throughout his lifetime and made a deep impression on all those who knew him. He will be missed.

Memorial Scholarship Fund Established

A Don Clark memorial scholarship fund has been established. Contributions can be made to:

**Don Clark Memorial
Scholarship Fund**
U.S.C. Athletic Department
Heritage Hall, 203-A
Los Angeles, CA 90089-0602

*Contributions may also be
made in memory of Don Clark
to:*

St. Vincent De Paul Food
Distribution Center
c/o St. Simon and Jude Catholic
Church
20444 Magnolia Avenue
Huntington Beach, CA 92646

“ He not only was a close friend and a sounding board for me through the years, he was just super to me and my family. ”

Riverside celebrates 30th Birthday



Once upon a time, a long, LONG time ago (about 30 years), there was a small country town called Riverside. This town was a good distance from the "city", a place where farming was still the primary occupation.

One spring day in 1956, a man named Paul Wallace was heading out to Riverside to pioneer Prudential's services in the Riverside area from the Los Angeles plant. Four years later, during the summer of 1959, the Riverside plant was "born." Clive Ruka was appointed branch manager of the new plant, which was located in a rented office and warehouse on Kansas Avenue.

Since its humble beginnings 30

years ago, the Riverside plant has seen many changes. Riverside is now a "big city" and farmland is becoming more scarce as businesses and families embrace the area. The plant itself is now in the middle of a thriving industrial area, where once it was surrounded by empty fields.

From the metropolitan Pomona area to the desolate high desert of Barstow (and even into Arizona) and on to the lush, low desert of Palm Springs, the terrain is as diverse as the plant's clients. Schools, large industrial plants and manufacturers, service stations, and resorts all utilize the Riverside plants garment and dust control service.

The Riverside plant has benefited from these changes and grown enormously in its 30 years. This

growth, as well as projections of future growth, is what led to a recent expansion and "face lift" for the plant.

The expansion transformed the facility from a 30,000 square foot facility to a modern plant with nearly 69,000 square feet of room. It essentially doubled in size. The Riverside plant is now the largest in the Prudential family.

New additions to the plant include computerized state-of-the-art washer extractors and dry cleaning units, as well as a new two tier supply room. A new outside break area was also added along with a new lunch room, complete with vending machines. The front offices and inner offices also underwent extensive remodeling and expansion. An additional four offices and



The new Riverside plant in all its colorful glory.

by expanding plant facilities



Spencer Mammoth Dry Cleaning machines were added to the plant.



A new employee lunch room was part of the expansion. The room includes vending machines, a stove and sink.



Ground breaking ceremonies for the original Riverside plant were held December 9, 1965. Holding the shovel is Clive Ruka, the first General Manager of Riverside. Don Clark is to his right.



The extra space and new equipment helps improve efficiency and morale.

lunch/check in area were also added to house Riverside's ever growing Dust Control Division.

"I am really excited about the new look of the plant and all our our new technology and equipment. It all helps us to better compete in the marketplace," says General Manager Marc O'Leary. "The facility is very impressive and I'm really proud of everybody."

As well he should be. Over the years, the Riverside plant has become a major contributor to Prudential's success. The plant now employs 113 people. Last year, the plant had over \$5 million in sales.

The Riverside plant is eagerly looking toward the future. Many companies are re-locating to the area because of lower land costs and real estate prices, as well as an available

work force.

Regardless of what the future brings, the Prudential Overall Supply Riverside plant is poised and ready to take advantage of any and all available opportunities. With Marc O'Leary and his capable staff at the helm, no doubt they will succeed.

Neither rain, nor dirt, nor a falling roof keeps

A plant expansion is never as easy as it sounds. Just ask the Riverside management team. It was this group of dedicated individuals, along with the dozens of other Riverside employees, who really made the expansion the success that it is.

"I'm really proud of how everyone handled the expansion. It was very hard on all of us. For about four months, we worked out of trailers in the parking lot. Other times, we had construction people working around us, under us, and above our heads. Sometimes even the tar would come dripping down on our heads," says General Manager Marc O'Leary. "To come through a situation like that is a tribute to teamwork and dedication."

Marc O'Leary, General Manager

If there is one person who is obviously very proud of the success of the Riverside plant, it is Marc. "We cover all of San Bernardino and Riverside counties and even part of Arizona. We just keep on growing and expanding," says Marc. "I see a lot of growth in the future too. As our customers grow, so will we. This expansion has really improved efficiency and helped us be more competitive."



Marc is a California "native," having been born and raised here. He joined Prudential in 1977 and worked his way up the ranks to his current position as General Manager. Marc lives in North Rialto with wife, Sonia, and his two children. In his free time, Marc likes to go camping and fishing, and also enjoys sports.



Riverside employees are proud and eager to "show off" the new plant.

Nita Dennis, Office Manager

"I really enjoy the people I work with," say Nita Dennis. "Everyone works together well."

Nita has been with Prudential for 17 years, and at Riverside that entire time. In fact, although she was born in Oklahoma, Nita has lived in Riverside almost her whole life. She created her own version of the "Brady Bunch" when she married Robert. Each has three children from prior marriages. In addition, the couple has five grandchildren. In her spare time, Nita likes to sew and crochet.

Jay Boyer, Sales & Service Manager

Jay was recently promoted to his current position, after working his way up from Customer Sales Representative. He joined Prudential in February 1984. He has lived in San Bernardino all his life, and attended Cal State San Bernardino. Jay has been married

to Margie for six years and they have a daughter, Shalynn. When he has time, Jay loves to go to movies, and also likes to ride bicycles and play basketball.

Dan Vergara, Plant Superintendent

Dan comes from the country of Argentina and moved to the United States in June, 1968 with his wife and young son. He joined Prudential in April 1980. Dan enjoys camping and fishing with his family. Dan even owns a boat and every once in a while, can be seen water-skiing out on the lake.

Vicki Herdden Rodarte, Supply Room Supervisor

Vicki is a new comer to Prudential, having joined the company eight months ago. She lives in Fontana with husband, Armando, and their two-year-old daughter. She attended Bassett High School in L. Puente. Weekends are spent swimming and camping with the family,

the Riverside team from getting the job done



Left to right, standing: Dan Vergara, Marc O'Leary, Dan Chamberlain, Lee Haines, Phil Lindley, Jay Boyer. Sitting, left to right: Jay Hart, Darrell Kaufman, Jeff Black.



Left to right: Nita Dennis, Office Manager, and members of the clerical staff, Karen Kopicka, Tilly Phelan, and Marie Bucy.

says Vicki. In fact, she recently returned from a camping trip on the beach in Mexico.

Dan Chamberlain, Sales & Service Manager

Dan joined POS over 12 years ago, and has been Sales & Service Manager for the last four years. He has lived in California all his life, and currently resides in Chino Hills. He has been married to Jerri for 14 years and has three children. Dan is also a Little League baseball coach, which he really enjoys.

Bob Huntington, Corporate Sales Representative

Bob has been at POS since December 1987 and lives in Moreno Valley. He has three children, ranging in age from 6 to 18, and is married to Cheryl. In his free time, Bob likes to spend time with his family.

Ron Buckley, Corporate Sales Representative

"I think the expansion has done a lot of good. It's really changed the complexion of the plant," says Ron.

Ron recently changed positions from

Route Manager to Corporate Sales Representative. He has been at POS for 11 years. He was born in Kansas, but moved to California as a youngster. Ron and wife, Mary, have been married for 38 years. They live in Riverside.

Jay Hart, Route Manager

Jay was an Assistant Manager at a savings & loan before joining Prudential one year ago as Route Manager. Jay and wife, Cathy, have two daughters, Shannon and Jaimie. He graduated from Orange High School in 1978. In his free time, Jay likes to golf.

Phil Lindley, Sales & Service Manager

Phil has been with Prudential for over 10 years. He and his wife, Linda, will celebrate their silver wedding anniversary in September. In his spare time, Phil serves in the Air Force Reserve.

Darrell Kaufman, Route Manager

Darrell started with POS in November 1987 as a CSR and was promoted in June 1988. He is married and lives in Moreno Valley.

Jeff Black, Route Manager

Jeff was recently promoted to his current position as Route Manager from the Management Potential Training Program (MPTP). He and his wife live in Chino.

Dick Sompayrac, Sales Manager

Dick is responsible for the sales activities of the Riverside and Irvine Corporate Sales Representatives. He joined Prudential in 1984, and lives with his wife in Riverside.

Steve Yeager, Corporate Sales Representative

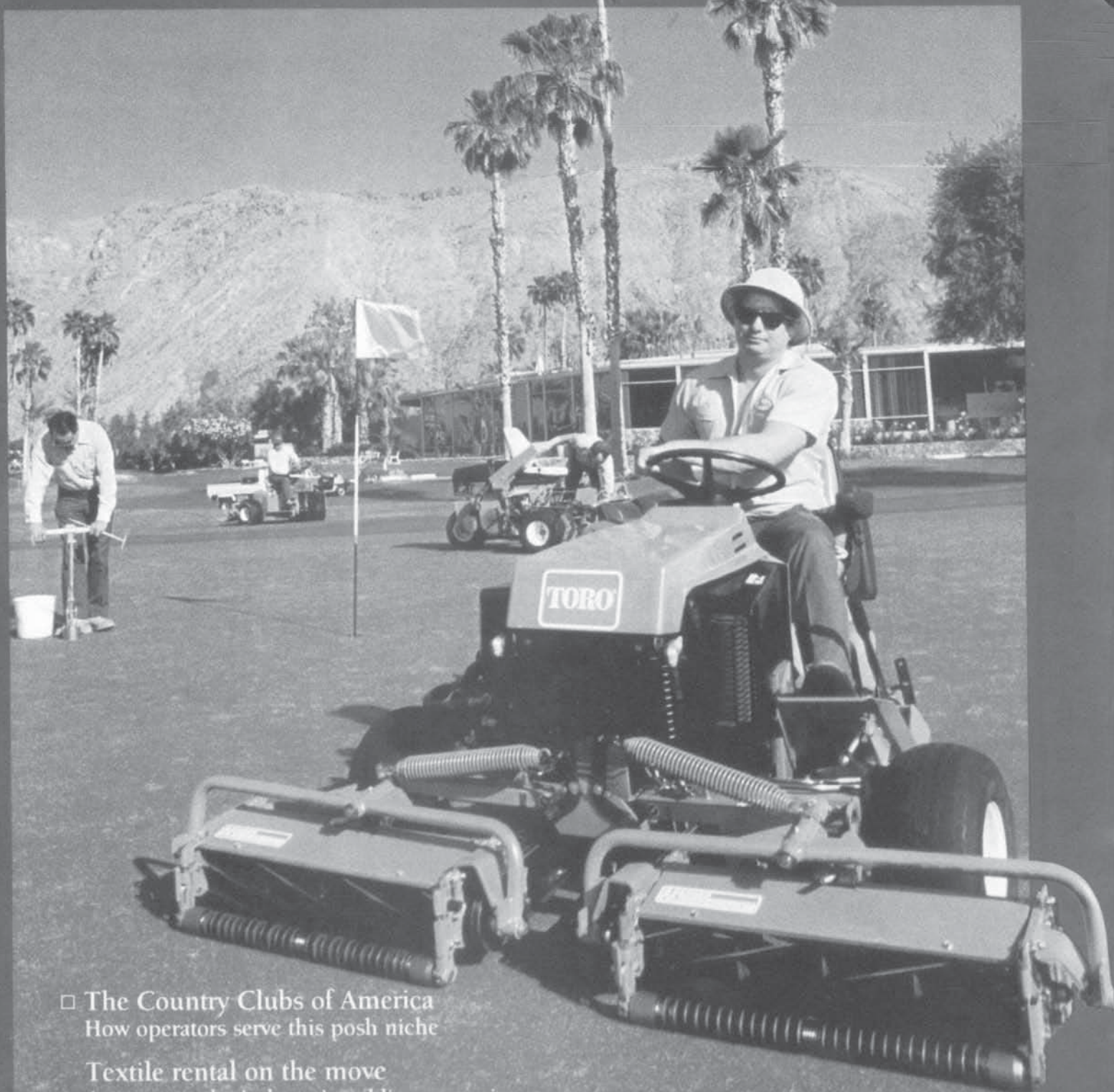
Steve joined Prudential in February of this year. He and his wife live in Moreno Valley.

Textile Rental

□ May 1989

Management information
linen and uniform rental ex

REPRINT



- The Country Clubs of America
How operators serve this posh niche

Textile rental on the move
A report on the industry's public companies

Highlights of TRSA's Convention, and
a review of Clean '89

Country Clubs of America need uniforms too!

*Prudential Coverall Supply offers
club employees top-drawer service.*

By Charlotte Caffrey

“You never know when a TV camera will focus on the green,” says Marc O’Leary, general manager of Prudential Overall Supply of Riverside, Calif. That’s why he wants to be sure the uniforms his company rents to the Canyon Country Club in fashionable and celebrity-crowded Palm Springs are always crisp. “I guess country clubs are more concerned with image than most customers. We have to be concerned with their image as well.

“It’s part of the atmosphere. People want to be seen as professional and portray the club as professional. We maintain all our uniforms that way,” he says, “but maybe even more so for them.”

Prudential’s service to Canyon Country Club is extensive.

For the club house it supplies hand towels, continuous roll towels, shop towels, and bar mops. Its service for personnel includes coveralls for maintenance people working on golf carts, regular shirts and pants for greenskeepers, and executive wear for supervisors.

Personalized to the wearer, each garment is coded by man and delivery day. Names and emblems are matched to the uniforms and are either embroidered or silk-screened.

O’Leary describes the cleaning process at Prudential proudly as “a bit old-fashioned. We still dry-clean our pants,” he says, “because we believe its the best value for your dollar, and every garment is

pressed. We still put a crease in the pants, and that’s unheard of for an industrial launderer to do.”

Heavily stained shirts are also drycleaned, followed by water wash to remove perspiration.

According to O’Leary, more and more women’s uniforms are being processed. “We measure the men and provide samples for women to try on. Their pants are made differently but the uniforms are matched to the men’s. We have executive wear for women too.”

Inspection is intensive, performed by routemen—Prudential prefers to call them customer sales reps (CSRs).

“They’re educated to inspect the garments as

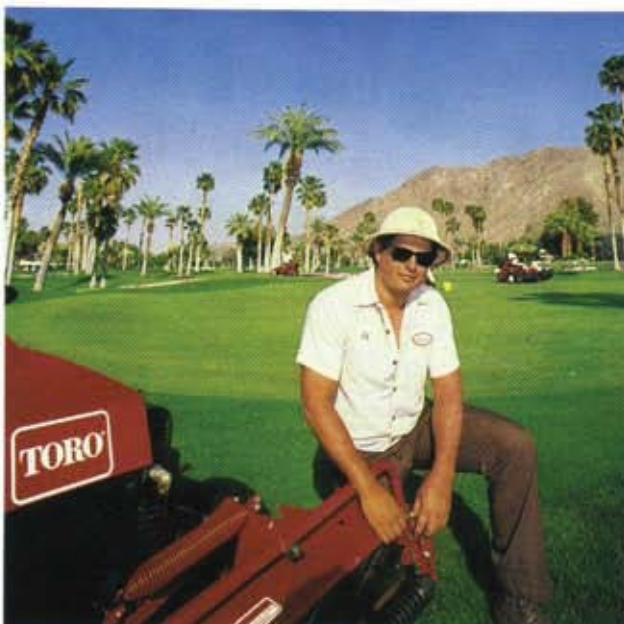
they pick them up to load (on their trucks).

“We count all clothes out. The CSR makes sure while the garment is in his hands that everything is OK. For instance, he checks for wear. We replace a uniform automatically; we don’t go by its age. Some people are just harder on clothes than others.

“At the same time, he looks for repairs needed such as buttons missing, tears, rips, and the condition of the lettering on an emblem. If it becomes faded we replace it. We constantly upgrade the garments to maintain the account.”

Such concern pays off.

Dick Ameny, manager of Canyon Country Club gives Prudential a rave review. He says, “Our uniform rental company has worked out fantastic. They are excellent.” □



Shown: Groundskeeper Steve Loya grooms Canyon Country Club greens.

Exec. VP Gifford Tiffany retires after



Gifford Tiffany, known to most Prudential Overall Supply employees and friends as "Tiff," has retired after 20 years of service.

Prior to coming on board, Tiff spent time as a route salesman for a towel service in St. Louis, Missouri. He later switched companies, and worked his way up to vice president.

Tiff joined Prudential in October, 1969, as General Manager of the Los Angeles plant. He was promoted to Vice President of Marketing in 1978, and Vice President-Regional Manager in 1981. In 1987, he became Executive Vice President-Marketing. Tiff retired on March 31, 1989.

In a General Managers' Meeting, Chairman Emeritus John D. Clark bade farewell to Tiff by recalling the impact he made on the Company.

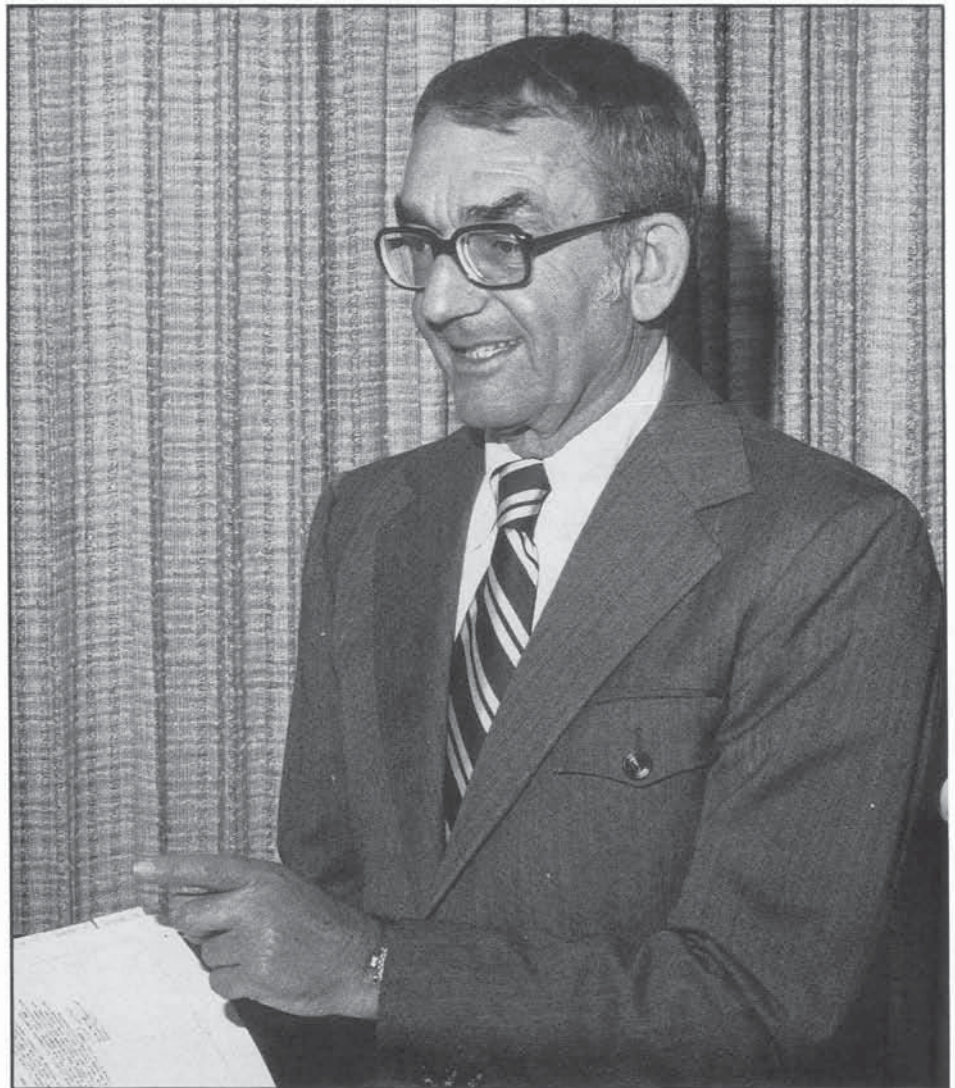
"Twenty years ago, I heard about a guy back East who wanted to live in California. I tell Tiff he was from Hillbilly, Kentucky, that he was a diamond in the rough, and that he still has a couple of rough edges to polish."

"We put him on board and eventually made him Executive Vice President of Marketing,

Tiff then took the podium and recalled the early days himself.

"In 1969, Pauline and I flew out to meet with John Clark. He wanted to meet for breakfast. Said there was a dune buggy in the lobby of the hotel. I looked for 45 minutes and couldn't find it. Went back to the room and he called me. There were two lobbies in the hotel! I was so embarrassed, but he made me feel so comfortable.

I'm hard headed. Clyde, Frank and



Howard used to make bets on how long I was going to last with John D. Clark.

This Company is unique. I've told people who joined Prudential that the Company takes care of the employees and that each employee should take care of the Company as well. John sold me on the Profit Sharing. The good news is that with my savings and my profit sharing, I have over \$200,000, just like he said it would be.

When I came here, our sales were at \$7 million a year. We just missed \$50 million in 1988. In my heart and in my gut I know that some of the things I brought have

helped Prudential.

It's been great for me to work here. John D. Clark said to come to California and work for us. You'll never be sorry. I haven't been sorry. It's been fine to work with the Clarks: John, Don, Dan and Bernice. I haven't said enough good things about them.

It's been a good 20 years. I made the right move coming to Prudential.

Tiff and his wife, Pauline, have moved back to St. Louis, where they are originally from. Prudential thanks Tiff for his many contributions to our success.

20 years with Prudential Overall Supply



In Memoriam

As this issue of *Off-the-Cuff* was going to press, we learned of Tiff's passing on August 28, 1989.

Condolences may be sent to:

Mrs. Gifford Tiffany
Box 55A, Rt #1
Robertsville, MO 63072

What's News

A Perfect Score!

Don Treolo, Customer Sales Representative at the Fremont plant, recently managed an outstanding feat. Don participates in a local bowling league along with some other Prudential employees. In one of this recent league games, Don bowled a perfect game with a "300" score.



His reward: Don received a free year of bowling, a cash prize, and a diamond ring to commemorate the event. Congratulations Don!

Office Manager Seminar Held

The Office Manager Seminar was held at the Corporate office on July 27, 1989.

The theme of the seminar was "Teamwork in 1989." The seminar's goal was to foster better understanding within Prudential's office personnel through TEAMWORK and COMMUNICATION.

Coordinators of the seminar were Bill Stoner, Financial Analyst; Rob Balaam, Controller; and Carol Long, Administrative Assistant. A special thanks to all the people who contributed their time and effort to make the day such a success!

Take me out to the ballgame

The Van Nuys Service Department enjoyed a Dodger Baseball game in July, complete with hot dogs and drinks. This was a reward for successfully exceeding a \$1,000 Sales Goal, by more than \$300.

A good time was had by all in attendance. Now, everyone is awaiting the next contest . . . *A day at the*

horse races!

P.S. The Dodgers beat the Pirates 1-0.

Congratulations everyone! Keep up the good work.



The Van Nuys Service Dept. poses in front of Dodger stadium

Jenny Armenta retires after 25 years of service

Jenny Armenta, Plant Supervisor at the Los Angeles plant, has retired after 25 years with Prudential. Jenny joined the Company in May 1964 and retired in January of this year.

Jenny was the "star" in the Prudential Overall Supply Plant Tour video tape made in August 1988. The 18-minute tape is now seen as

part of the orientation program of all new POS employees.

Although Jenny no longer works at Prudential, her legacy will live on in the video.

Best wishes Jenny!



Celebrating a 25th Anniversary

Bill Walters, Sales & Service Manager at the Los Angeles plant, received his 25 year watch recently. Presenting the award was Prudential Overall Supply President Dan Clark. Bill joined the Company on June 8, 1964. Congratulations Bill!



Bill Walters, left, receives his watch from Dan Clark

More News

Al Mendoza, the Karate King

Al Mendoza, Corporate Sales Rep, won the Black Belt Grand Champion Trophy at the recent SW Open Karate and Kung Fu Championship. The event took place on April 15, which also happened to be Al's birthday. What a great present, huh? In order to receive this outstanding award, contestants must first fight and win in the lightweight division. The next competition is for the heavyweight champion. The winner of this competition becomes the Grand Champion.

Our congratulations to Al!

Tucson Picnic

On April 1st (this is no joke) the Tucson plant held its 3rd Annual Picnic. It was a nice April Fools Day and a good time was had by all. The Sales & Service Department had fantastic participation in events like the pie eating contest, the snack race and a tug of war. Other games included the egg toss, apple on a string and kiddie games.

Employees Recognized

Rick Turner and Al Mendoza received Certificates of Achievement for the ILL Personal Best Program in



recognition of their Top Stars for February.

Pelayo receives award

Ricardo R. Pelayo, Maintenance Supervisor at Milpitas, received the Certificate Of Merit for Outstanding



Achievement in Industrial Wastewater Control. It was presented to Ricardo by the California Water Pollution Control Association. Congratulations Ricardo!

Name the Tunnel

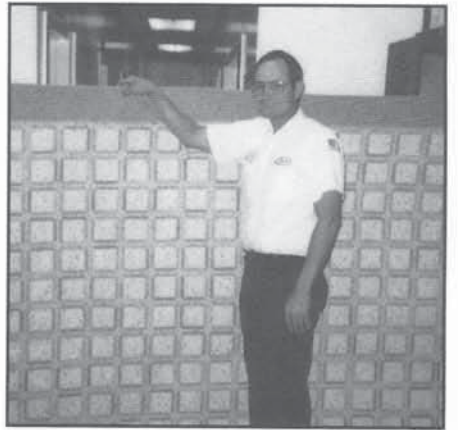
The Tucson plant recently purchased and installed a new steam tunnel. To celebrate, they held a "Name The Tunnel;" contest, with all the production departments participating. The winning department received a special breakfast, complete with linen tablecloths and napkins.



And the winner was.....The Towel Cage employees, who won with the name: E-Vapo!

Contest Winner

Tucson held a contest, in which Customer Sales Rep. names were placed into a hat for each \$3 of sales during the Tucson Wildcat Contest. On June 7, the winning name was drawn: Gary Nerud, CSR. Here, Gary poses with his new extra large mat.



Sandoval Becomes U.S. Citizen

Jorge Sandoval, Maintenance Helper at the Los Angeles Clean Room, became a U.S. citizen on April 28, 1989.

Jorge studied only four months in preparation of the exam. He has been in the United States since 1974. Jorge received his Certificate of Naturalization as proof of his achievement. Congratulations Jorge!

Employees who would like assistance in becoming naturalized citizens should contact the Human Resources Department.

Management changes

Chuck Wright appointed Corporate Staff Support

Chuck Wright has been given duties in addition to his Sales Manager's assignment function for Arizona. Chuck will function as Corporate Staff Support to all plants, helping General managers train and monitor Sales Managers and Corporate Sales Representatives.

Ed Spiegel becomes General Manager at Milpitas

Ed joined Prudential in December of 1988 as a General Manager Trainee, was General Manager at Fresno, and appointed Milpitas General Manager in September 1989. He and his wife, Teresa, have a seven year old daughter. Ed enjoys weight training and playing racquetball.

Dan Maurer is promoted to Sales & Service Manager at Los Angeles plant

Dan joined the Company in June, 1983 as a CSR, and was promoted to Route Manager in 1985. In June, 1989, he was promoted to Sales & Service Manager. Dan and his wife, Trish, have two daughters. In his free time, Dan enjoys fishing and watching the Dodgers.

Josie Montiel rejoins Irvine plant

Josefina Montiel rejoined Prudential in July as Supply Supervisor. She and

husband, Jaime, have six children. The family enjoys going camping together. Josie also likes to read, go for walks, and work on computers.

Allen Hall promoted to Irvine Sales & Service Manager

Allen rejoined Prudential in January 1988, and was promoted in February to Sales & Service Manager. He, wife Rose, and their 3 children live in Mission Viejo. Allen enjoys golf, fishing, waterskiing, and hunting.

Doug Tanner becomes Route Manager at Irvine

Doug joined Prudential in August of 1984 and was promoted in March 1989. Doug is active in his church, and enjoys camping and softball. He and wife, Janet, have two sons and one daughter.

Randy Polen promoted to General Manager at Van Nuys

Randy Polen was promoted to General Manager at the Van Nuys plant. Randy has been an Operations Analyst since November 1988 and prior to that time was a Sales & Service Manager at Van Nuys. He joined Prudential in November 1986.

Chuck Freese becomes Personal Computer Specialist

Chuck Freese has been promoted to

the newly created position of Personal Computer Specialist at the Corporate Office. Chuck has been with Prudential since September 1980 as a Night Computer Operator. The purpose of this new position is to give additional support at the plant level for personal computer usage.

Jorge Sotolongo changes job duties

Jorge Sotolongo, who previously supported the plant personal computers, will be devoting the principal amount of his time to program development in order to move forward with pending projects. Jorge joined Prudential in November 1978.

Richard Palmersheim becomes Plant Superintendent at Moorpark

Richard Palmersheim is the Plant Superintendent at the Moorpark plant. Richard has been with the Moorpark plant since it opened in December 1985, most recently as Head Maintenance Mechanic.

Tony Martinez promoted to Moorpark Route Manager

Ton Martinez has been promoted to Route Manager at the Moorpark plant. Tony started with Prudential Overall Supply in June 1984 as a CSR. Tony, his wife Joan, and their four children live in Simi Valley.

Prudential Overall Supply executive changes

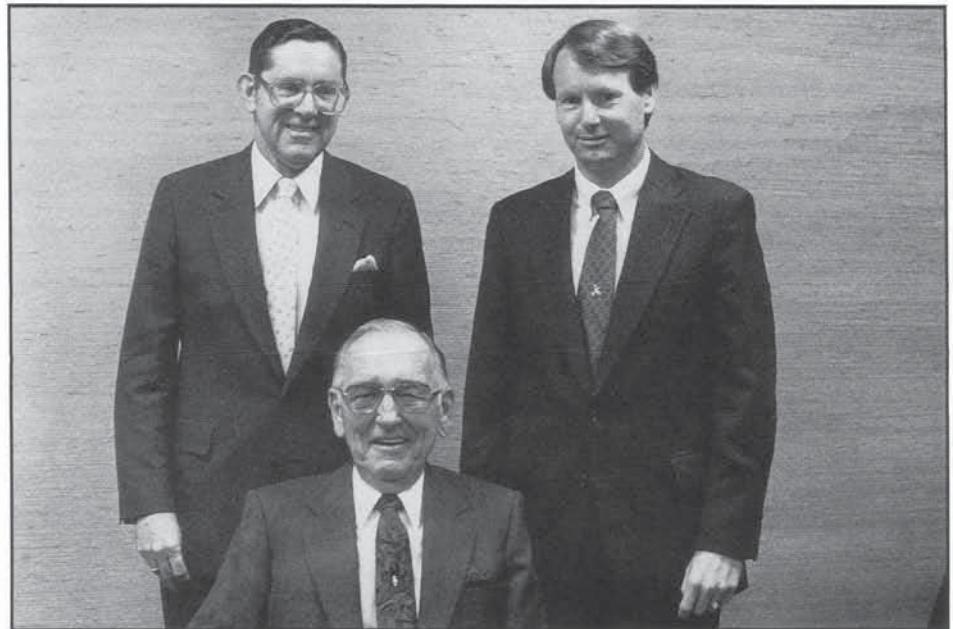
John D. Clark, Chairman Emeritus of Prudential Overall Supply, announced two executive level changes.

In a recent memo sent to all General Managers and Administrative Staff, Mr. Clark dealt with the subject of the new structure:

"Time is beginning to play its part in relieving the sadness and grief we all felt in the death of my brother, Don. We will miss him.

It is now time that we set aside our personal grief and dedicate ourselves to going ahead with Prudential.

In planning for the future administration of our company, effective August 15, 1989, we will work under the organization chart below. We all know all of the people in this chart and respect their abilities to



From left to right, Don Lahn, John D. Clark and Dan Clark.

administer."

With the change, Dan Clark becomes Chairman of the Board. Don Lahn, who has served as

Prudential's Secretary-Treasurer, is the new President of the Company.

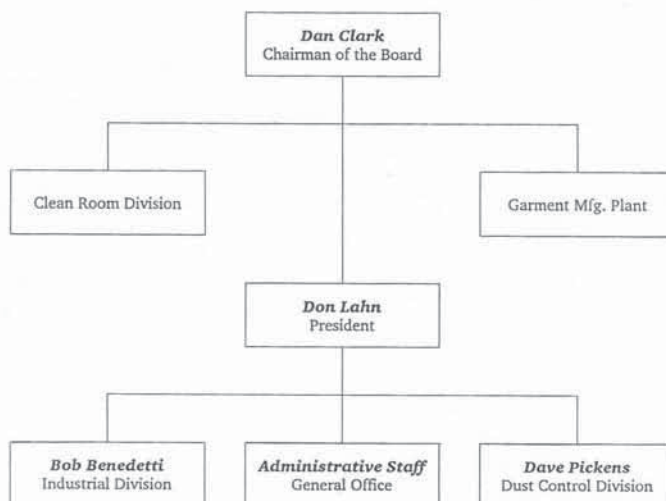
Dan Clark has spent his entire career with Prudential. He joined the firm during summer vacations in high school and college. After graduating from the University of Southern California in 1968, he joined POS full-time and served as CSR, general manager, and executive vice-president of operations before becoming President in 1984.

Dan and his wife Laurel have three children. The family resides in Irvine.

Don Lahn joined Prudential as Secretary-Treasurer in August, 1967. Lahn becomes the fourth President of the Company since it was founded in April, 1932, and the first outside the Clark family.

He is a 1954 graduate of the University of Denver, and resides with his wife, Wanda, in La Habra. They have two married daughters. Lahn has been a Certified Public Accountant for over 33 years.

**Prudential Overall Supply
ORGANIZATION CHART
August 15, 1989**



Section 8: Processing

Processing is a vital part of Prudential's overall service plan. Processing consists of cleaning, finishing, inspecting, mending, replacement and distribution of garments. All processing is performed by skilled Prudential employees. Prudential's processing methods have contributed significantly to the success of the Company. The Processing method can be summarized as follows:

- Garments are water washed or drycleaned, depending on what the various customers' needs are and what is best for the particular fabric and stain.
- Prudential presses all pants and shirts.
- Each garment is inspected before moving on to the next step.
- Garments that need repairs are sent directly to a mending station.
- All garments are distributed by quantities listed for each person from the garment control list compiled by a POS Customer Sales Representative and are checked to make sure that repairs were completed.
- All garments are returned to the customer on hangers for better appearance.

Many of the above methods are unique to Prudential and set us above our competition. For the customer, our Processing method has enormous benefits, including:

- Drycleaned garments stay brighter and finish better.
- Pressed garments look better.
- Garments needing repairs are repaired on time.

The final result: minimal shortages, better appearance, and employee satisfaction. Processing is one of many services that helps set Prudential Overall Supply apart from the competition and helps give us a "winning edge."

