

# 'We Rent Helicopters'

## Manufacturing Services Adopts Useful Slogan

As you enter the Adams-Millis Manufacturing Services Department on English Street in High Point, a sign at the entrance proclaims in big bold letters "We Rent Helicopters!"

At first glance, the sign may be misleading, especially for a company that is known for making socks. But anyone in the shop will let you know that renting helicopters and making socks certainly go hand-in-hand in this department.

In the past several months "renting helicopters" has become somewhat of a rallying cry for the Manufacturing Services Group.

"Everybody has rallied around it and strengthened the teamwork aspect of the organization," explained William Johnson, Manufacturing Services Group Director.

The slogan was picked up from a story Johnson heard on a tape done by a motivational speaker. He told the story of a Federal Express employee in Colorado who exercised a great deal of initiative and authority in an emergency situation.

### Drexel Employees Donate 49 Pints Of Blood In July

Employees at Drexel Knitting donated 49 pints of blood during a blood give-in July 16 at the plant. Among the contributors were 12 first-time donors.

James Mabe earned a two-gallon pin with his donation while Jerry Poteat and Johnny Kaynor each received their one-gallon pins.

Margie Newton, Sara Sherrill, Betty Grady, Jane Beach and Shirley Bumgarner served as volunteers for the visit. Marie Newton, Shirley Bumgarner, Charles McClung and James Mabe handled donor recruitment.

A major snow storm had hit the town where Federal Express had a large distribution center. The storm had knocked down a major telephone line that served the area, disabling the city including the Federal Express center which could not do any business without its telephone system.

When he learned where the telephone line was down, a Federal Express maintenance employee decided to drive to the site, which was atop a hill, and try to repair the line. However, his efforts to drive there fell short because the snow was too deep for him to continue to the top in his vehicle.

The Federal Express maintenance employee was undeterred, however. He turned his vehicle around and headed to the closest airport. When he got there, he rented a helicopter which carried him to the top of the hill where he was able to repair the downed telephone line putting the city and his company back in business.

In essence, he rented a helicopter and became a hero.



"The moral to the story as we see it is 'who will rent a helicopter?'" Johnson said. "With an attitude like that maintenance man had, anything can be accomplished. That's what we are saying when our employees say they are going to rent a helicopter."

Hardly any day passes that someone in the department doesn't have to "rent a helicopter," according to Ernest Kearns, Division Maintenance Manager.

"Our employees really like the idea of the helicopters," Kearns said. "Watching everyone take a leadership role really has been

an inspiration."

Johnson and Kearns praised former Vice President of Operations Dick Porter for leading the division into its current attitude.

"We work through our standard operating procedures, but we want each person to have input into the operation of the division," Johnson said. "What we have seen is an attitude among employees that 'We can handle any situation.' They've really bought into being part of the decision-making process."

Manufacturing Services serves all Adams-Millis plants and fa-

cilities with an endless number of tasks which keeps production running as smoothly as possible.

"We'll do whatever is necessary to support the manufacturing operations," Kearns said.

Since the department adopted the "We Rent Helicopters" slogan, each employee is vested with the responsibility of which task should be completed first.

"Nobody ever says 'That's not my job,'" Kearns added. "They look at each job and decide whether it is an emergency, urgent or routine and act accordingly. Anybody here can rent a helicopter."

## Joyce Named V-P Operations

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University where he majored in political science. Following graduation he worked for five years with Macfield Texturing in Reidsville, Madison and Greensboro.

He joined Adams-Millis 14 years ago as a staff industrial engineer and was later training manager, Plant Manager of Kernersville Knitting and Mount Airy Finishing and a group manager.

He is a member of the board of directors of the High Point United Way and a member of

Christ United Methodist Church in Greensboro where he lives with his wife, the former Jane Folger of Madison, and their three children -- Jane Marie, 11, Ken, 10, and Leigh, 3.

Joyce is a member of the Dyeing and Finishing Committee of the National Association of Hosiery Manufacturers. He enjoys golf and watching his children play soccer.

"I'm very excited about this new job," he said. "Adams-Millis is on the verge of change in technology and greater growth

in the hosiery industry. It is a pleasure to be in this situation now."

"Adams-Millis is fortunate to have such a group of dedicated employees," Joyce added. "They are our most important asset. I am lucky to have the support I have received from them."

Joyce said he plans to expand the teamwork concept which Porter emphasized during his time as Vice President of Operations.

"The program which Dick started has exhibited a marked

success. I think that continuing that program is essential in becoming the lowest cost producer in the industry and meeting our goals in the coming years."

"Van has a depth of experience that is needed to help Adams-Millis become the dominant socks company in the country," said Chief Executive Officer Rich Noll. "Van's visionary thinking and commitment to continuous improvement are key ingredients to guide us toward a successful future."

## Sara Lee Becomes An Olympics Partner

Sara Lee Corporation has become a Centennial Olympic Games Partner for the 1996 Summer Olympics to be held in Atlanta.

The agreement was signed by Sara Lee Chairman and Chief Executive Officer John Bryan, Sara Lee President Paul Fulton and Billy Payne, president/chief executive officer of the Atlanta Committee for the Olympic Games and co-chair of the Atlanta Centennial Olympic Properties, and Dr. Harvey Schiller, executive director of the U.S. Olympic Committee and co-chair of the Atlanta Centennial Olympic Properties.

Sara Lee is the first international consumer products com-

pany to become a Centennial Olympic Games Partner. The agreement also includes partnership in the 1994 Lillehammer Winter Olympic Games and the 1994 and 1996 U.S. Olympic teams. This is Sara Lee's first Olympic partnership.

Champion, Hanes and L'eggs will be the primary Sara Lee brands participating in the 1996 Centennial Olympic Games apparel partnership," Bryan said. "Our U.S. Olympic Games partnership is a natural extension of Sara Lee's business strategy. Supporting the world's premier sporting event is linked to our commitment to brand leadership."

Fulton added, "We believe that

the partnership opportunity offered by the 1996 Centennial Olympic Games strongly supports Sara Lee's extensive marketing campaigns for Champion, Hanes and L'eggs products. The potential impact has been heightened by changes made in the partnership program that will be introduced for the 1996 Centennial Olympic Games."

Fulton said more details of Sara Lee's partnership are being worked out and will be announced soon.

The Olympic partnership program has been extensively modified to maximize marketing exposure for 1996 partners.

"Recognizing the unique character, unprecedented mag-

nitude and unparalleled global appeal of the 100th anniversary of the Olympic Games, we have significantly restructured the partnership program," Payne explained. "We've created a joint marketing venture -- the Atlanta Centennial Olympic Properties -- resulting in distinct new benefits for participants.

According to Payne, the new program offers both heightened exclusivity and enhanced marketing rights.

The number of partners has been reduced dramatically. In addition, a menu of Olympic symbols and trademarks will be available for partners.

In addition to the Olympic partnership, Sara Lee sponsors

several other sporting events.

-- The annual Sara Lee Classic, a golf tournament sanctioned by the Ladies Professional Golf Association, draws leading professional and celebrity golfers to Nashville, Tenn., each year.

-- Sara Lee is the major corporate sponsor of the National Collegiate Athletic Association women's programs -- Sara Lee's three-years, \$6 million commitment is the largest contribution ever made to women's athletics.

-- Sara Lee is the sponsor of the annual Crosby Celebrity Golf Tournament which raises \$1.5 million for drug prevention programs annually.

-- Through its L'eggs hosiery brand, the company is also a major sponsor of the Ice Capades.