



# Amco News

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## RECOGNITION

Over the past several weeks, Sara Lee Sock Company has been cited for its support of local organizations.

Much of this support includes the efforts of employee volunteers. Congratulations and many thanks for helping make our community a better place to live.

The International Reading Association and the High Point Council have honored Sara Lee Sock Company "for exemplary service in the promotion of literacy."

The award was presented to the company in May by Dolores B. Malcolm, president of the association, and Mary B. Barham, president of the local council.

SLSC's work with Welborn Middle School in High Point accounted for the company's receiving the honor.

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Sara Lee Sock Company has been cited for dedicated service and contributions to the High Point branch of the NAACP.

The award was presented to the company in March.

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The United Way of Greater High Point has presented Sara Lee Sock Company with its 1995 Can-Do-Er Award "in grateful appreciation for helping the people of our community."

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The Southern Christian Leadership Conference has awarded a "Certificate of Appreciation" to Sara Lee Sock Company "for morally and financially supporting our national civil rights and humanitarian efforts."

The certificate was signed by Dr. Joseph E. Lowery, president of SCLC, which was founded by Dr. Martin Luther King Jr.

### Olympian Speaks to Sara Lee Sock Company Employees

## Working To Be The "Best In The World"

Former U.S. Olympic swimming standout Steve Lundquist gave a pep talk to employees at the Administrative Office and shared a word of appreciation for Sara Lee's support of the U.S. Olympic team during a visit to High Point April 10.

When you see our athletes on the awards stand during the Olympics in Atlanta — maybe with tears in their eyes and maybe with a tear in your eyes — you can know that you helped them get there," Lundquist said.

"Corporations like yours are responsible for providing much of the money it takes for our athletes to get to the Olympics. Your company was the second to sign up as a sponsor for the 1996 Games."

Opening ceremonies for the Olympic Games will be held July 19 and events continue for approximately two weeks. The Games



A High Point employee competes in the hula hoop event.

will be covered extensively by all news media, including live coverage of the Games by television.

Lundquist said that Sara Lee's participation in the Olympics will bring extensive exposure to the company's products. "The most recognizable symbol

in the world is the cross. Did you know that the Olympic rings are the second most recognized symbol?" he asked.

All members of the U.S. Olympic Team delegation will be wearing Champion brand apparel, and the 60,000 volunteers for the Games will be outfitted with Hanes products. As the Games' largest licensee, all T-shirts, shorts, sweats, tank tops, sweaters, polo shirts, socks and other cotton knit apparel sold for the Games will exclusively be Champion and Hanes products. Sara Lee anticipates more than \$200 million in sales from these Olympic products.

Lundquist told the Sara Lee Sock Company employees that when he was training for the Olympics people frequently asked him why he spent so many hours every day practicing

for an event that took only about a minute to complete. "I told them that I was working to be the best in the world," he said. He added that his goals were no different from the goals of SLSC employees. "When you make a product you want it to be the best in the world, also."

At the conclusion of the Olympic Festival Day at the Administrative Office, Lundquist presented awards to employees who won the mock Olympic competitions during the afternoon. The winners were: Larry Strader, basketball bloopers; Tom Sykes, goofy golf; Van Joyce, deadeye darts; Sherry Thomas, photo flashback; and Joyce Roberts and Linda Jones, hula hoops.

For more on the Summer Olympics, see Pages 6-7.



STEVE LUNDQUIST

## A New Name Under The Sara Lee Umbrella

The task of changing the corporate name from Adams-Millis to Sara Lee Sock Company, which was announced in April, will continue through 1996.

"We have completed the first stage of the name change," says Chief Executive Officer Rich Noll. "Our initial focus was to

ensure that all of our key constituencies were informed of the change and understood the potential that the new name offers."

The process of changing the name of the company touches a wide range of activities: payroll checks and signs on buildings as well as many less visible

uses of the name.

"We believe the new name will allow us to take advantage of our relationship with Sara Lee Corporation and also be better understood by new customers in new markets," Noll said. "As we work to expand our business in a global marketplace we feel

Sara Lee Sock Company clearly describes what we do and our relationship with other Sara Lee divisions."

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Help Wanted!  
Suggest A New Name  
for Amco News.  
See Page 5.