

THE STORYBOARD by Warren Rives

A lot of you may not know what the purpose of the storyboard is or the reasoning behind it. The concept was the brainchild of Walt Disney. In his early days he had two illustrators drawing his cartoons while he was out selling his ideas. At night when the illustrators were gone, Disney would come back to the office to catch up and review the art work which was locked in the artists' desks. To allow him to critique the art work at night, Disney had them to post it on a board prior to going home and he would come in and make his notations.

Well, with the art work on the board this artist got to helping his associate and vice versa and the janitor would throw in his comments. From this humble beginning, Walt Disney developed the concept of the storyboard. When you have a problem, ask the people involved. Based on this, Disneyland, Disney World and all of the movies and cartoons were insured of success. It was total involvement and commitment.

We can have the same success. Our storyboard is in existence because Jeff and I believe that we and the supervisors don't know all the answers. We need your ideas, your creative talent and your involvement and commitment.

A place to gripe is not the intention. Gripes are problems that have specific solutions. They are problems that, if voiced in the proper channels (thru your supervisor or Randy), a solution or clarification of a misunderstanding can be worked out quickly.

The storyboard is intended to seek the solution to a specific problem that has no easy answer or maybe several answers, but none of them very good. Problems that affect the profitability of the company and/or policies of the company. Both affect you. We need to be able to utilize your talents and minds. The whole idea is to help the company which is the people who work here.

The idea is not to run the business by committee or to create our own union. Jeff and I will still have the final say. But you know we have never ignored sound advice and good ideas. Help us, please! Get involved! It's your company, too!

SPECIAL NOTICE

!!!!!!!!!!!!Thanksgiving Day Parade!!!!!!!!!!!!

FOR THE FIRST TIME, W & J RIVES WILL BE ENTER A FLOAT IN THE PARADE. THIS HAS BEEN HANDLED BY A COMMITTEE SELECTED BY THE SOCIAL COMMITTEE AND SIX OF OUR EMPLOYEES WILL BE RIDING ON THE FLOAT AND WEARING OUR JEANS. LET'S ALL TURN OUT FOR THE PARADE AND CHEER FOR
DEBBY TRIVETTE, KAREN HIATT, ANNA RUSSELL, LOU HINSON, SHIRLEY BETHEA,
AND LINDA BROWN.....Our special thanks to these employees for taking time and making the effort to represent W & J RIVES in this Thanksgiving Parade!

