

FOCUS:

Our Competitive Advantage

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In the business seminar now in progress we discuss our technology versus that of our competition. As best we can judge from published literature and patent information, our technology—our equipment and our process—is about the same as that of our competitors. We are better in some areas, they are better in others; on balance everyone produces competitive products for about the same cost.

We recognize that competition is only going to get tougher, and while our technology is getting better, that is not enough. We are going to have to change ourselves and accept change all around us if we are going to be highly successful.

I like the line from the old "Pogo" comic strip: "We is met the enemy and he is us." I agree with it. The only thing between us and success is—us!

So if what is needed to be more successful is to change, to be more productive, more efficient, more clever with the technology we have, we can do that. If my part is that I need to change, I'll be glad to do it.

This is our competitive edge—us, and our ability to change and do things better. One, two and three years from now, we will be going stronger than ever because we didn't get discouraged. We changed. And we became more successful than ever.

Have An Ice Day

Sometimes, Getting There Is No Fun At All

Friday the 13th lived up to its reputation in January. The Thursday night weather forecast had been typical for a winter's day: cold, but not threatening. But morning's light disclosed a world coated with some of the slickest ice in memory.

It was a bad day: a man and wife were coming to work, following all the rules. They left home early to allow extra driving time. Their speed was reasonable, seat belts and shoulder harnesses fastened. When the oncoming vehicle went out of control, the man drove defensively; their car was

off the road, almost stopped, at impact.

Both were hospitalized for cracked or broken bones, with potentially serious complications.

More bad luck: It didn't look like the sort of car that's usually abandoned on the road, but there it was, partially blocking a lane. It was eerily alive: With engine running quietly, radio playing and heater purring cozily, the modern day ghost ship sat with all doors locked, its crew vanished without a clue.

When his car slid, the driver had gotten out to see if it had hit the guardrail—and under certain conditions, this car locks its doors automatically.

So, after a last look at his keys dangling in the switch, the owner went for help—with possible second thoughts about modern conveniences. (Fortunately, a plant patrolman found a way to push a power window button—no locksmith required.)

Meanwhile, a more obvious catastrophe stalked the lady in high heels: wobbling dangerously, she managed to stay erect on the glazed parking lot, but walking was out of the question! Too late, she looks for her companions in flat soled shoes—they've gone ahead, their attention fixed on keeping their own footing.

"Don't leave me!", she cries, and the others come back—with caution bordering on reluctance. The threesome makes it up the walk without falling, although the short trip must have seemed miles.

But there is often good, even in bad days: one driver had brought the car pool safely over a dozen miles or more of mountain road. Then, in the sharp right turn from Cascade Road, she lost all forward momentum. As she inched up the first steep hill, she realized that the curves ahead would be more than she could handle.

"We were sliding so badly that I was probably lucky to get off the road and onto the shoulder," she reports.

"So we came the rest of the way in a 4-wheel drive pickup that stopped—and two of the men got in back so the women could sit up front! They were so nice!

"Maybe it's silly, but that really made me feel good; it was—chivalrous, I guess. There really are gentlemen, even now."

Even on Friday, the 13th, a really bad day.

More And Better

A Decade of Growth For Credit Union

1984 marks the tenth anniversary for the plant Credit Union, with each year better than the one before. This year's annual meeting may have been a record setter in its own right: although the January 17 gathering drew more members than ever, it may have been the shortest meeting yet.

Who can argue with success?

Every aspect of performance was good in 1983: Shares (deposits) were up 47%, as were Net Dollars Loaned. Loans were up 63%. Income From Loans grew 51% over 1982, and Dividends paid to members showed a handsome 74% gain. Total assets

grew 38%, with that number climbing over \$2,025,000 by the end of December.

The membership responded by reelecting the incumbent Board of Directors: Ron Haskett, President; Kirk Hooper, Vice President; Margaret Garren, Treasurer, and Ruth Wilson, Secretary. Board members Don Surrette, Carl Phillips, Joyce Fulcher and Walt Hart will continue their service, to be joined by new member Vicky Pittillo, elected on recommendation of the Nominating Committee.

Major Door Prizes went to Lois Balentine, who won the home computer;

Margaret Garren, a portable stereo; and Ted Hamilton, the telephone/clock/radio combination.

Other names were drawn for ten dollar cash prizes: Helen McMahan, Janet Murr, Pete Heatherly, Lee Porter, Jack Hall, Margie Cheek, James Huggins, Harold Rahn, Randy Potts and new CU employee, Jan Ducote.

The Staff and Board of Directors thanked the membership for a successful year in 1983, and stated confidence that 1984 can be even better.

Members of the credit Union have enjoyed an expanding number of convenient financial services: an additional business hour was added February 1, and office hours are being extended to 6 p.m. on Thursday and Friday in February and March, as an experiment in providing better service for shift people. Beginning in the second quarter, dividends will be compounded monthly rather than quarterly, and free life insurance coverage for members has been doubled, to a maximum of \$4,000.

"Share Drafting" — the Credit Union equivalent of a checking account — is in the works for the future.

"We're getting close," says CU manager Linda Gillespie. "We've had several meetings already, and hope to be able to offer Share Drafts in the next few months."

Over 1200 plant employees are members of the Credit Union, with family memberships bringing the total to almost 1500.

We Could Bee Wrong . . .

In the Safety Corner section of Fotofax, December '83, we published the plant's safety record (through November 30). Several readers have brought an error to our attention.

As his last official duty as symbol for the plant safety program, the "Safety Bee" wants to set the record straight.

Thanks to all the readers who called the error to our attention! Here is the correct information:

	1983	1982
Lost workday cases	1	0
Restricted work cases	2	0
Medical treatment cases	13	29
First aid cases	181	254
Off-the-job injuries	17	15

