

# Complex used as commercial set

High on a hill overlooking the Wood River Manufacturing Complex, almost obscured by the foliage surrounding Kendall Hill Park, a film crew spent the majority of a recent afternoon setting up to film a commercial.

Late in the day, unbeknownst to most people working in the Complex below, Leslie Nielsen, veteran Hollywood actor and Shell's new TV spokesman, emerged from his trailer to do the first run-through of a new commercial in the "Come To Shell For Answers" program.

Standing in front of the camera, Nielsen's blue eyes watched intently as the director explained a step to be taken here, a move there. As the crew worked to get their own moves down, Nielsen tossed a jacket over a muscular shoulder and looked into the lens. In deep, fatherly tones, the 55-year-old actor explained to an imagined public that, yes, industry and the environment can coexist.

During the next 30 seconds Nielsen tells his audience about the SCOT (Shell Claus Offgas Treatment) unit at the Wood River Complex that now removes 99 percent of the sulfur that is released into the air. The sulfur plant previously removed 95 percent. This leaves more sulfur for products the public uses and cleaner air for everyone, he said.

The commercial, filmed here June 3, is part of a plan to broaden the "Come To Shell For Answers" campaign to deal with issues important to Shell and the public, explained Joe Jones, Corporate Advertising Manager. The Wood River commercial is one of two dealing with environmental issues that will be filmed with Nielsen. The second commercial was filmed at Shell's drilling site in Pigeon River, Michigan and dealt with environmental protection while drilling for oil and gas. Along with magazine ads that will deliver similar messages, the commercials will be used in a limited campaign in the Houston and Baton Rouge areas, said Jones.

Though conservation tips will still be offered in the "Come To Shell For Answers" program, new emphasis will be given to these broader issues, said Jones. "For instance, the first answer book we did this year dealt with the issue of domestic energy development," he said, adding that Shell has plans to do one or two more of these issue oriented answer books this year.

Shell will be carefully testing reactions in the Houston and Baton Rouge test markets, attempting to measure the public's attitudes and perceptions about Shell and environmental issues before and after the campaign runs.

"We want to see if we can effectively change people's opinions about Shell's role in the environment," said Jones. "Shell has to take the responsibility to inform the public of the company's commitment to protecting the environment in a responsible manner," he said. "If we don't tell them, no one will."

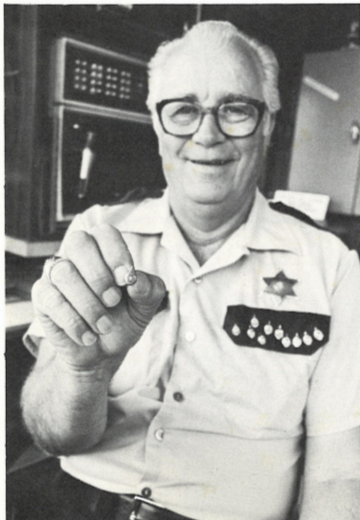
One of the first tasks after the decision was made to expand the "Come To Shell For Answers" program was finding someone believable and credible to deliver the message, said Jones. "We tested over 200 people for the spokesman job and Leslie (Nielsen) scored bigger than any of the others," he said. "We're very happy to have him working for us."

As for Nielsen, he feels "terrific" about being the Shell spokesman. "I really enjoy this form of communication."



Leslie Nielsen, veteran Hollywood actor and Shell's new TV spokesman, reads lines from a commercial filmed at Wood River while cameramen set up the shot.

## Red Cross taps generous vein of Shell donors



Two examples of Shell employee generosity: Quint Nungesser, front gate, displays his first Red Cross pin representing one gallon of blood donated. Ten more pins are displayed on his pocket. Lester Opel, retired from Quality Control, holds a five-gallon container to symbolize the amount of blood he has donated.

Quint Nungesser and Lester Opel will likely be two of the first people in line when the bloodmobile begins operation at Shell June 25. Nungesser, gate captain, has given a total of 11 gallons of blood to the Red Cross. Opel, retired from Quality Control in 1979, reached the five gallon donor mark at last year's Shell blood drive.

Nungesser, a Red Cross volunteer in the Madison County chapter, has donated blood 89 times. He first began giving blood after he took a Red Cross safety course as a Cub Scout leader.

Opel said his first blood donation was in 1959 when his first son was born. His wife had complications during delivery and needed blood transfusions.

Opel, who lives in South Roxana, has donated two more times since last year's blood drive for a total of 42 pints to the Red Cross.

Other Shell employees who have given more than their fair share include Lorman Maxwell and Wayne Fenton, operators at the gas plant, who have donated six gallons each. Don Hancock, maintenance foreman, and John Carlton, retired operator in cracking, have donated five gallons each.

Wood River employees who would like to follow in the footsteps of these donor pace setters will have the opportunity to do so June 25 from noon to 5 p.m., or June 26 from 7 a.m. to noon. The bloodmobile will be set up in the conference room at the south end of the cafeteria, with registration in the cafeteria lobby.

As a added incentive, each donor will be eligible to register for a drawing with the chance to win a case of FIRE & ICE motor oil. Twelve cases of oil will be given away.



# Shell shorts

## New Wood River Review editor takes command

**Sue Kettenbrink**, a senior at Southern Illinois University at Edwardsville, has replaced Charlie Skaer as editor of the *Wood River Review*.

Kettenbrink will be taking over the one year internship Skaer began last May. She will be working on the *Review* full-time in the summer and part-time through the coming school year.

Kettenbrink is completing a journalism major and a speech communications minor at SIUE. She has most recently been serving as assistant news editor for the campus paper, the *Alester*, and has also worked on two journalism department publications, *Focus* magazine and *J-Student* newspaper.

Editing employee publications is not new to Kettenbrink who spent the last three summers putting out publications for Six Flags employees. The first two years were spent at the St. Louis park and last summer at the Six Flags park in Houston, Texas.

"I'm very excited about working for Shell because everything here is so new to me," said Kettenbrink. "I'd like to encourage everyone to help me out by letting me know what you would like to see in the *Review*."

Kettenbrink was the recent winner of a scholarship given by the Journalism Foundation of St. Louis in conjunction with the International Association of Business Communicators, and a scholarship given by the PR&Ad Club of Alton.

## Former Review editor wins award

**Charlie Skaer** leaves his position as *Review* editor on a good note.

Skaer, graduating this spring from SIUE, was recently awarded the Elmer C. Broz award for achievement in journalism. The journalism and government major was chosen for the award because of his academic record, professional achievements and service to journalism, according to Mike Killenberg, associate professor of mass communications, who oversees the award fund.

## Holy mackerel — bass fishing tournament results

Twenty-four Shell employees participated in the first of four bass fishing tournaments to be held by the SRA this year. The kick-off tourney took place Saturday, April 25 at Gillespie Lake.

"We had a real nice day," commented tournament director **Orville Rahn**, "except the fish weren't biting."

Even though the fish took some coaxing, first place honors went to **Butch Cottingham**, truck driver. Rahn, Quality Assurance, came in second, with third place going to **O. C. Johnson**, Maintenance.

The second bass fishing contest is scheduled to be held June 13 at Otter Lake in Northern Illinois.

## Shell retiree celebrates golden wedding anniversary

**Oscar A. Kleinert**, retired from ER in 1961 with 34 years service, celebrated his fiftieth wedding anniversary with his wife, **Mayme** on June 14th. The couple planned to spend the golden day visiting their oldest son in California. Congratulations Mr. and Mrs. Kleinert!

## Remember —

Ten and Over BBQ

July 18 11 a.m. to 10 p.m.

American Legion Park, Edwardsville



## Volleying into first In remembrance

The Killerwatts, pictured above, beat out eight other teams to become the SRA Volleyball champions. Front row, Dave Crockett, instrumentman; Ron Dahien, machinist; Bob Travis, electrician; and Ken Grebel, pipefitter. Back row, Roy Haug, instrument supervisor; Ron Ragus, insulator; Martin Culp, instrumentman; Rich Heinz, instrumentman.



E.M. Ahrens



H.J. Barnhorn



A.G. Rahn



A.G. Uzzell

Edward Milton Ahrens, 70, died May 6. Mr. Ahrens was a supervisor in Treasury before retiring in 1971.

Harold Joseph Barnhorn, 71, died May 8. Mr. Barnhorn was an operator 1st in Gas/Thermal Cracking before retiring in 1971.

Conda H. Sharp, 81, died May 1. Mr. Sharp was a laborer in Eng. Field before retiring in 1960.

Albert George Uzzell, 76, died May 4. Mr. Uzzell was a laboratory technician in Research Lab. before retiring in 1969.

## Anniversaries —



Don Belliss  
Lube  
30 years



Andy Dick  
Lube  
30 years



Les Flautt  
Maintenance  
25 years



Lyn Neese  
Lube  
40 years

## Retirements —



Ray Alexander  
Maintenance  
39 years



Howell Barnett  
LOP  
35 years



Roy Raymond  
Quality Assur.  
29 years

## Classifieds

**Bicycles.** Two 26-inch 3-speed bikes, one boy's and one girl's, good condition, call E.D. Hamilton at 618-259-2922.

**1975 Ford LTD.** \$1,000, call Mike Tracy at 618-887-4314 after 5:30 p.m.

**Motor Home and Car.** 1971 Eldorado mini-motor home, self-contained, 19-foot, air-conditioned, sleeps four; 1971 Dodge Coronet station wagon, automatic power steering and brakes, air-conditioned. Call 254-9831.

**Microcomputer.** Radio Shack TRS-80 microcomputer, 4-RAM level I BASIC, \$325, call Robin Robinson at 314-868-3729.

**Engineering Book.** Smoley's New Combined TABLES, contains logarithm, squares, sines, cosines, etc., \$10, call Andrew Corsere at 618-254-3638.

**Farm And House.** For sale by owner, 70 or 125 acre farm, 6 room modern home, good buildings, on state highway, beautiful setting, contract for deed, low interest. Call 618-753-3254.

**Car and Jeep.** 1975 Ford Mustang, 302-V-8, automatic, black, 41,xxx miles, \$2,500 firm; 1979 Jeep C-J5, 258 6-cyl., 17,xxx miles, \$5,650 firm, call Ken Gabel at 692-0006.

## Review requests school information

The *Review* would like to offer recognition to employees and pensioners, or their children, husbands or wives who have recently graduated from high school or college, or received a college scholarship.

Please send a head and shoulders photo of the graduate or scholarship winner with your form. Black and white photographs are preferred. No Polaroids please.

Deadline for receipt of information and photographs is Friday, July 10.

Student's name \_\_\_\_\_  
Employee's name \_\_\_\_\_  
Department/craft \_\_\_\_\_  
Year, if retired \_\_\_\_\_  
Relationship to graduate \_\_\_\_\_  
Graduating from \_\_\_\_\_  
Graduation date \_\_\_\_\_  
If college, degree and major \_\_\_\_\_  
If high school, college choice and major \_\_\_\_\_  
Scholarships awarded \_\_\_\_\_



Return to Sue Kettenbrink, Wood River Review, Shell Oil Co., P.O. Box 262, Wood River, Ill. 62095

## Complex wins safety award from NPRA

The safe operations of the Wood River Manufacturing Complex were recognized recently by the National Petroleum Refiners' Association (NPRA). Wood River received NPRA's Meritorious Safety Performance Award in recognition of WRMC's exceptional record of safe operations in 1980. The Meritorious award is presented to refineries and petrochemical plants that achieve a total recordable incidence rate of 2.0 or less during the calendar year.

Wood River's 1980 total incidence rate was 1.7. In other words, that equals a crew of 100 men and women working one year with less than two lost-time injuries in that crew.

This is the third year in a row that WRMC has been presented the Meritorious award.

At a special presentation ceremony held during NPRA's annual meeting, R.G. Dillard, Jr., general manager of Oil Logistics and Manufacturing, accepted the award on behalf of the Wood River Manufacturing Complex.

WRMC employees can view the award in the cafeteria.



R. G. Dillard, Jr. (right), general manager of Oil Logistics and Manufacturing, accepts the safety award from NPRA Board Chairman Robert Chitwood at the annual NPRA meeting.

## Saving gas can be fun

"It's easy to save gasoline if you keep track of the money you save and promise yourself that it's going for things you really enjoy."

That's the "Conservation Motivation Theory" as expounded in the latest "Come To Shell For Answers" booklet. Number 26 in the series, it is titled "The Conservation Bonus Book."

Author Ed Matthews, Shell Public Affairs Representative, points out that more people gladly would save gasoline but for the fact that you don't see the money you save on gasoline, and sooner or later it gets spent on something else.

That's where his Conservation Motivation Theory comes in. "Pick out something you like and 'pay' for it with gasoline," writes Matthews.

He presents a list of 10 gasoline-saving tips, along with the approximate number of gallons and amount of money each would save per month and per year. Then he lists examples of what you could buy with each of these savings.

For instance, group your trips by planning ahead and eliminate one two-mile errand per day, six days a week. That could save you 6.3 gallons per month, which amounts to about \$8.90 a month and \$107 a year.

About 40 million copies of this booklet will be distributed through national magazines and participating Shell dealers.

Copies of "The Conservation Bonus Book" are also available by writing to Shell Oil Company, P.O. Box 61609, Department PR, Houston, Texas 77208.

## SRA Golf Day turns out winners

<b>Low Gross</b>	<b>Score</b>	<b>Senior Citizens low gross</b>	<b>Score</b>
Joe Gregor (Quality Control ret-'79)	70	Bob Watson, Jr. (Cracking ret-'77)	77
Jack Cherry (Lube ret-'78)	71	Joe Lanzerotte (P & PE-'77)	79
Ron Adams (Eng. Services)	73	Bob Sims (LOP ret-'77)	81
		Charlie Stanley (Maintenance ret-'75)	81
<b>Closest to pin on hole 3</b>	<b>Measurement</b>	<b>Tee shots on hole 7</b>	
George Skinner (Maintenance ret-'79)	3 ft. 9 in.	Dennis Kimpton (Hydrop.)	
Frank Pinkas (Eng. Services)	5 ft. 8 in.	Roy Haug (Maintenance)	
Ray Haug (Maintenance)	6 ft. 4 in.	Jess Grover (Maintenance ret-'74)	
<b>Longest drive on hole 5</b>		Ray Beckham (Maintenance)	
Ray Waugh (Alkylation ret-'69)		Ray Waugh (Alky. ret-'69)	
Bill King (Maintenance)		Dick Rogers (Maintenance)	
Jack Cherry (Lube ret-'78)		Jack Cherry (Lube ret-'78)	
<b>Blind Bogey</b>	<b>Score</b>	Clay Romani (LOP)	
Debbie Domino (P & PE)	49	Bob Boettcher (Dispatching)	
Maurice Robinson (Maintenance ret-'77)	50	Merl Peradotti (Maintenance)	
Steve Eatmon (Maintenance)	53	Terry Brawley (Maintenance)	
		Less Schlemem (Utilities)	

NOTE: Joe Gregor, winner of low gross overall, is 65 years old.

Shell Answer Book 26  
**THE CONSERVATION BONUS BOOK**  
 How to spend part of your gasoline budget on things that are more fun.  
 by Ed Matthews, Shell Public Affairs Representative  
 Come to Shell for answers



## Memorial tree planted for Shell retiree

A Golden Rain tree was planted May 1 at Lewis and Clark School in Wood River in memory of Wood River retiree John McCleish who died Sept. 3, 1979. Present for the tree-planting ceremony were members of the school's eighth grade student council; Jack Barban, executive director of Pride, Inc. (a community project dedicated to area beautification); William Gregory, the school principal; and Mrs. Mary McCleish, the seventh and eighth grade general science teacher. Mrs. McCleish said the tree will serve as a living memorial for her husband, who helped the school's science club with their yearly tree plantings. The club plants from 500 to 1,000 seedlings per year on area farms and parks.

# Red Cross instructor sees training work to save son's life

The value of five years teaching Red Cross life-saving techniques came home, quite literally, for Don Klotz a few weeks ago. Coming home from work one afternoon, Klotz learned his wife had saved their seven-year-old from nearly choking to death using one of the techniques he had taught her.

Klotz's son Brad was at a family gathering the afternoon of May 23 when a piece of food got stuck in his throat. When blows to the back didn't help clear the boy's airway, Klotz's wife, Jean, put her husband's training into action.

"When it got to the life-threatening stage my wife looked at my daughter and said, 'We've got to try that Heimlich thing,'" related Klotz, a pipefitter in the engineering field. "She stepped around Brad and administered the maneuver. Nothing happened. She did it again and still nothing happened. The third time she gave it all she had and the piece of pork steak popped out of his throat and he resumed normal breathing."

Jean Klotz learned the maneuver in a demonstration her husband gave to a group she belongs to.

"At first you don't think you'll ever use it," said Mrs. Klotz. "You always think it's going to be someone else."

After her experience, Mrs. Klotz recommends that everyone have the training. "I don't know what we would have done if someone hadn't known it. He was turning blue."

Klotz has been instructing groups in CPR and first aid for five years. The program includes mouth-to-mouth resuscitation and one-rescuer cardiopulmonary resuscitation, along with the choking procedures. Through he's been telling others how to use the techniques, Klotz has never had the opportunity to use them himself. At times he had even wondered whether his teaching had any real value.

"A lot of times people sit in class and

they start fidgeting and their minds wander — three hours is a long time to concentrate on something," said the instructor. "At times like that you start to wonder if you're really doing any good."

The incident with his son gives Klotz a graphic illustration that his activities are worthwhile. "My son's life was saved," he said. "If someone hadn't known what to do we wouldn't have him with us anymore."

Emergency medicine has been "sort of a hobby" to Klotz, his interest sparked when he witnessed a friend's rather serious motorcycle accident. "I felt so helpless," said Klotz. "All I could do was hold his hand."

Soon after, Klotz saw an Emergency Medical Treatment (EMT) course being offered at Lewis and Clark Community College and decided to enroll. He was told, however, that he could only take the class if he had a "reason" — working on an ambulance or in a job situation that might require emergency treatment for example. After talking directly to the instructor, Klotz was able to talk his way into being admitted.

Klotz has gone on in his EMT training to become nationally and state registered. In order to be registered he had to pass a battery of practical examinations in all phases of EMT. His registration means he could work on an ambulance if he wanted.

His first regular CPR course was part of his EMT training. His CPR instructor's course was taken at Shell as part of a program set up by the Safety and Industrial Hygiene Office through the Red Cross. Five years ago he began teaching the CPR and first aid program to outside groups like the Boy Scouts, Jaycees and other civic organizations. He has since returned to the Shell program as an instructor for several sessions.

Klotz has taught as many as one or two classes a month, though at other



**Don Klotz, pipefitter in the engineering field and a Red Cross life-saving instructor, saw his teaching put into use when wife Jean was able to save their son Brad from nearly choking to death.**

times he may not teach for months. The classes are set up and coordinated through the Red Cross and Shell.

For the past three years, the Safety and Industrial Hygiene Office has set up a "Race For Life" training program twice a year, once in the spring and again in the fall. Up to ten employees can attend each weekly three-hour session for the 16 weeks of the program.

About 250 employees go through the program each year, according to Jim Grizzle, Safety and Industrial Hygiene. The participants are referred by their departments and are released from their regular work schedules to attend the morning session.

Being able to pass on his CPR training to his wife and seeing it put to work makes Klotz happy, but he wants to give credit where credit is really due. "I feel good about giving my wife the training, but she's the real hero. Someone has to keep a cool head in an emergency. Someone has to take charge."

Klotz downplayed his own role in the incident, saying, "I know several people right here in the refinery who have had similar experiences."

But telling Klotz's story is important because it makes the value of life-saving training very clear.

"There's a message here for everyone," said Klotz.

## Red Cross First Aid for Choking

### TAKE ACTION: FOR CONSCIOUS VICTIM

*If victim can cough, speak, breathe  
Do not interfere*

*If victim cannot cough, speak, breathe  
Have someone call for help. Take action.*

*Continue artificial ventilation  
or CPR, as indicated.*

Everyone should learn how to perform these first aid steps for choking and how to give mouth-to-mouth and cardiopulmonary resuscitation. Call your local Red Cross chapter for information on these and other first aid techniques.

Caution: Abdominal thrusts may cause injury. Do not practice on people.



4 QUICK BACK BLOWS



4 MANUAL THRUSTS

Repeat steps until effective or until victim becomes unconscious.

### TAKE ACTION: FOR UNCONSCIOUS VICTIM



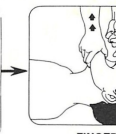
TRY TO VENTILATE



4 BACK BLOWS



4 MANUAL THRUSTS



FINGER PROBE

Repeat steps until effective.



**Wood River  
Review**



Vol. 44, No. 6 Wood River Manufacturing Complex June, 1981

Published monthly for the employees and pensioners of Shell Oil Company in Wood River, Illinois  
Sue Kettenbrink, editor — (618) 254-7371, ext. 2168

Shell Oil Company  
P.O. Box 262  
Wood River, Illinois 62095

Bulk Rate  
U.S. Postage  
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