

Customer contact makes department different



Kris Borgini, Customer Services, inputs lubricants orders into the computer system.

Most activity at the Complex is geared toward production of goods for sale, but Customer Services is the one area that deals directly with customers. It is that contact with the public that makes this department unique.

A recent consolidation of Lubricants Customer Services activities from Cleveland and Chicago to offices in the package lubricants warehouse at Wood River has magnified the customer contact role here. Customers are now calling directly into the Complex to place lubricants orders, instead of placing their orders in other cities and having them relayed to Wood River.

With the move, the Customer Services office here now handles lubricant ordering and shipping for a region that stretches from Montana to Pennsylvania, and from Canada to Arkansas. The new organization provides service to some 2,800 customers and will process approximately 40,000 rail and truck shipments annually.

"Improved communication is the number one advantage to the consolidation," said Mike Delaney, financial manager of Customer Services. "Lubricants activities are very customer intensive, and close communication is essential. With customers dealing directly with the Complex, we can be more responsive to their needs."

A decision was made last year to consolidate the Cleveland and Chicago Administrative Centers in Chicago; at that time lubricant activities from both offices were transferred to Wood River.

The activities centralized at Wood River include receiving and processing lubricants orders for the Mid-Continent region, preparing invoices for those orders, product accounting, and dispatching for secondary locations (locations in Detroit, Pittsburgh, Chicago and Toledo used as storage and distribution points for Shell lubricants).

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Knowing these characters can keep you safe

And win you a safety mug if you're stopped

A safety inspector may approach you one day soon and ask you to tell him about four characters who have been spreading the safety message around the Complex. If you've been paying attention to the bulletin boards, you'll be able to explain and win yourself a coffee mug in the process.

It's all part of a new safety program being kicked off this month. The program centers around four cartoon characters representing common safety hazards. Uncaptioned posters depicting one of the characters in a potentially harmful situation will be posted on bulletin boards periodically. Safety inspectors will pick employees at random to explain what is pictured in the current poster, and to explain what the safety message is that is being communicated. Anyone who can comply will receive one of the 900 insulated coffee mugs that will be given away. The plastic mugs feature the FIRE & ICE® logo and the words "Think Safety."

The idea to use safety hazard characters and a series of uncaptioned posters came from the Safety and Industrial Hygiene department from Doug Martin, a truck driver better known as 'Alabam,' and Richard Gerth, process manager, Alkylation. The two have

worked together to generate ideas for the program and get it started.

The four characters, introduced here and on bulletin board posters, represent fire and explosion, hydrogen sulfide (H₂S), steam and compressed gases, and housekeeping. "These are exposures that all of us work with," explained Gerth. "The thrust of the program is to reemphasize the common operating exposures all around us."

Each poster will feature one of the exposure characters in a situation where it could cause harm. For example, the housekeeping character might be pictured standing by as a piece of trash almost causes an employee to trip.

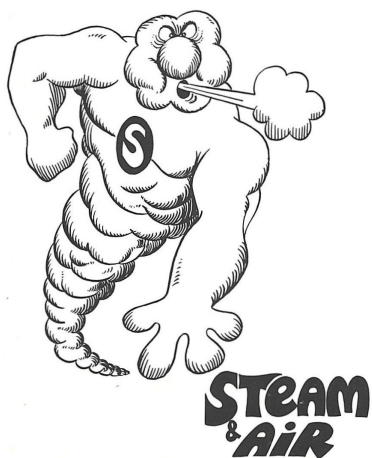
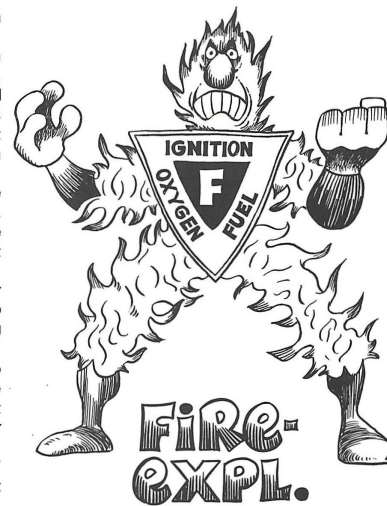
The safety inspector would then be looking for employees to explain what was pictured and to explain that the message was poor housekeeping can cause accidents.

Martin explained that the program is designed to spark a conversation about safety between the safety inspector and employee, rather than just requiring the employee to repeat a memorized line or two.

"The thing is that there is no one correct answer," he explained. "The only wrong answers are 'I don't know' or 'I didn't see it.'"

Initial ideas for the posters have come from Gerth and Martin, but they are asking for help from other Complex employees to suggest poster ideas of their own.

The program will run for several months, with a new poster going up every week or so. There will be no set number of employees stopped to explain each poster.





Shell shorts

SRA dance springing up soon

The SRA Spring Dance will be springing up April 16 at the Beltline Center Beltline 40 and Keebler, in Collinsville, from 8:30 p.m. to 12:00 a.m.

Music will be provided by Morgantown, the country rock band that was such a hit at the fall dance. Tickets can be purchased at the door, \$6 a couple for SRA members and \$8 a couple for guests. Ticket price includes free set ups and popcorn; beer will be available for \$1 a pitcher.

Bass tournament kicks off season

The first of four SRA bass tournaments to be held this season will be held April 17 at Lake of Egypt in Southern Illinois.

For entry rules and more information, call Orville Rahn at ext. 2431. Maps of the lake and fishing guides are available at the Main and South gates.

Lab dinner honors recent retirees

The annual Lab Retirement Dinner and Party will be held at the Wood River Moose Hall the evening of Wednesday, April 28.

The celebration is for all lab personnel, lab retirees, or anyone who has worked in Quality Assurance in the past. This year's dinner will honor seven retirees: Mike Bekeske, Joe Dana, Tony Perfetti, Eldon Pitman, Austin Rahn, Danny Wilson and Emmett Winkle.

A cash bar will open at 5:30 p.m., with a smorgasbord dinner served at 6:30. After dinner there will be a "Roast and Toast" session.

Tickets are \$5.50 and reservations can be mailed to Virgil Bunge at the Quality Assurance office.

Make a note. . .

Ten and Over BBQ coming June 12

Classifieds

Camper. 1978 Invader Regency, 24 foot, sleeps 7, fully self-contained. Call R.L. Hartsock after 7 p.m., 466-6518.

Range. Four-burner Magic Chef gas stove, full size, storage compartment, good condition, \$75. Call Red Doherty, 465-1250.

Motor. 1972 Mercury 3.9 out-board, extra prop, new three gallon tank and hose, excellent condition, \$75. Call W.H. White, 656-2346.

Car. 1979 Cougar XR7, loaded, power windows, power seats, AM/FM/8-track, power moon

roof with tinted glass, velour interior. Call Angie Rowling, ext. 2682.

Stereo. Pioneer PL255 direct drive turntable, Audio Technica Pro-12 cartridge with three mounts, like new, \$185. Instrument amp, 200 watt, with two 15 inch, heavy duty speakers, mounted, custom built cabinet, \$485. Call Larry Ondrey, ext. 2698 or (217) 324-2551.

Free. Classified ads in this section are printed free of charge for all Shell employees and pensioners. Mail your ad to Sue Kettenbrink, Main Office room 215, or call ext. 2168.

WOODY & CLYDE



In remembrance



J. M. Davis

O. S. Johnson

W. G. Korte

T. C. Krepel

R. J. Paulicka

A. J. Pfafflin

John M. Davis, 86, died Jan. 21. Mr. Davis was a boiler-maker foreman in Engineering Field before his retirement in 1955.

Otis S. Johnson, 81, died Feb. 5. Mr. Johnson was a boilermaker helper in Engineering Field before his retirement in 1961.

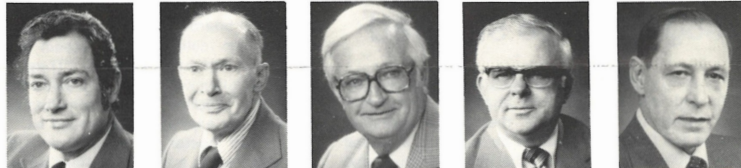
William G. Korte, 65, died Feb. 8. Mr. Korte was a machine shop stockman in Engineering Field before his retirement in 1978.

Thomas C. Krepel, 64, died Feb. 6. Mr. Krepel was a pipefitter in Engineering Field before his retirement in 1973.

Rudolph J. Paulicka, 66, died Jan. 24. Mr. Paulicka was an operator helper in Dispatching before his retirement in 1974.

Arnold J. Pfafflin, 80, died Jan. 30. Mr. Pfafflin worked in Stores before his retirement in 1956.

Anniversaries



Robert Lewis
Lube-LF&E
25 years

Raymond Boyer
Distilling
40 years

Howie Irish
Customer Services
35 years

Andy Aarns
LOP-Gas
25 years

Dale Long
Compounding
25 years



Ed Miller
Maintenance
25 years

Norm Mozley
Eng Services
35 years

Bill Oettle
Maintenance
30 years

Burt Schneider
Utilities
40 years

Jim Stone
P & PE
25 years

Retirements



Andy Anderson
Safety
30 years

Harlan Boedeker
Maintenance
30 years

Clarence Butler
Maintenance
32 years

Frank Carroll
Maintenance
39 years

Guy Crider
Maintenance
39 years

Joseph Dana
Quality Assur
31 years

Willmer Eyers
LOP-Dispatching
38 years

Ray Hanahan
P & PE
33 years



William Johnson
Compounding
35 years

Norman Lewis
Maintenance
27 years

Quintin Nungesser
Safety
31 years

Oliver Rutz
Compounding
38 years

Amos Ruyle
Maintenance
34 years

Herman Smith
Maintenance
41 years

Walter Weiss
Compounding
34 years

Harold Wilson
Hydro-AE
37 years

Serving customers makes area unique

(continued from page 1)

In addition to shipping all 265 lubricant products, the new organization controls the shipping for the 100 other products shipped from Wood River, an activity that used to be handled by Oil Accounting. This consolidation provides a single focal point for Customer Services activities within Wood River.

The new Customer Services organization went on stream in November, although the entire move took several months. Delaney reported that the new system has been received well by customers and employees in the department, although there are still a few bugs in the system. "The first month or so it was survival," he said. "Now we're in the fine tuning stage."

With the consolidation and expansion of duties came a reorganization of the department and a shifting of reporting lines. There are now two groups within Customer Services—Operations Support and Sales Support. Operations Support is headed by Russ Edwards, financial supervisor Operations Support, and includes rail and truck shipping and lubricants operations support. Jerry Augustine is financial supervisor Sales Support-Lubricants, heading the area responsible for order processing functions. Customer Services now reports to Ron Leftwich, controller, while continuing to provide administrative support to Andy Dick, superintendent operations-Lubricants.

The lubricants operations support activities are a carry-over from what was Customer Services-Lubricants before the consolidation. This area provides support to Compounding, where the products are actually blended and packaged. The support activities include; 1) ordering and inventory control of additives used in blending; 2) scheduling shipments of bulk (non-packaged) lubricants by rail and truck; 3) scheduling package lubricant shipments; 4) coordinating contract packaging, Shell products packaged by companies in St. Louis; 5) space management of the warehouse; 6) generating blend tickets, the "recipe" for lubricants; 7) controlling reconditioned drums (containers cleaned for reuse) and 8) managing the use of the many computer systems used in each area of responsibility.

In addition to these carry-over activities, Operations Support also handles transportation for all other products, an area moved over from Oil Accounting with the consolidation. This includes order handling and tank car and tank truck shipping for the Complex.

With an estimated 40,000 rail and truck shipments coming through Customer Services each year, everyone in Operations Support have their work cut out for them.

The Customer Services Sales Support group receives orders and puts them into the computer

Accent

systems, thus creating the demands that Operations Support and Compounding meet.

"Our responsibility is to receive customer orders, invoice them for product shipped and handle any problems that may develop during the process," said Augustine. "This effort requires that we match the needs of our customers with our capabilities, which we do by talking to many Shell marketing, distribution and Head Office people outside the Complex, as well as to people within."

Orders are received through the mail or over the phone by four order processors. Two of the assistants take orders for bulk lubricants and the other two for package lubricants.

Orders come into Customer Services from four types of customers: Shell dealers, Shell jobbers, commercial consumers and private label customers. Shell dealers from ten sales districts within the Mid-Continent region order lubricants for their service stations or stores from Wood River. Jobbers are wholesalers who purchase products for resale to consumers whose needs do not justify ordering the minimum quantity of a full truckload. Commercial consumers are large industries, like steel mills, auto companies and manufacturers of farm equipment. Private label customers are those who contract with Shell to blend and package the products under the customers label and specifications.

After the orders are written, they are passed along to be put into the STADAC computer system. The information put into the computer at this point will generate bills of lading (documents used to authorize movement of products); information on demand, which tells Compounding what to blend and package,

and customer invoices.

Although all orders for the Mid-Continent are now placed at Wood River, not all orders are shipped from here. In addition to orders shipped from Wood River, some shipments are made from locations that are closer to the destination of the order. Sales Support dispatches shipments from these secondary locations and makes sure inventories are replenished.

It is interesting to note that approximately 40 percent of the Shell lubricants sold in the United States are manufactured at Wood River.

Processing orders from 2,800 customers in 20 states and making sure they all get billed correctly keeps everyone in Sales Support challenged.

The consolidation has meant some changes for the people working in Customer Services, but everyone seems to agree they were changes for the better.

"We used to have to tell the customer on the phone, 'We'll have to call Chicago and call you back,'" said Mary Brand, office assistant. "Now we just walk through the door and ask directly."

Judy Blackburn who is in charge of ordering additives for blending, found the consolidation has helped her. "We find out a lot faster than before what orders will be coming up," she said.

"It's better having everything under one roof. I think the customers like it better, too," said George Halaney, senior office assistant in charge of dispatching from secondary locations. Halaney was pleased about the move on a personal level, also; it allowed him to move back to Wood River from Chicago, where he was transferred four years ago.

"It's been an adjustment all around," said Russ Edwards. "Sometimes we don't like changes just because they are changes, but I think this change is making everybody's work more productive."



Left; Russ Edwards discusses a shipping order with Bill Connell. Above; Judy Blackburn gets the word on lubricants orders from Pete Disher, liaison between Compounding and Customer Services.

Family Day to be held May 15

Tickets for the Shell Recreation Association's Six Flags Family Day, to be held Saturday, May 15, are now available by mail.

SRA members can enjoy a full day of family fun at reduced prices. The park will be open from 10 a.m. to 10 p.m. on May 15, but tickets are good for the entire 1982 season. Children two and under are admitted free.

Tickets can only be purchased by mail. This year there will be two ticket prices: \$7 each for SRA members, spouses and children living at home; \$9 each for guests. The regular 1982 Six Flags admission price is \$11.50 plus tax.

To order tickets, mail the form at right, along with payment and self-addressed stamped envelope, to the address shown. Checks or money orders should be made out to the Shell Recreation Association. Please, no cash!

No ticket orders will be accepted after May 1.

SRA Six Flags ticket order form

Name: _____ Company number: _____

Number of tickets	Price	Total
_____	x \$7.00 = \$_____	
_____	x \$9.00 = \$_____	
	Total cost = \$_____	

All ticket sales final. SRA is not responsible for tickets lost by postal service. Make check or money order payable to Shell Recreation Association. Return this form with self-addressed stamped envelope to:

Shell Recreation Association
P.O. Box 1108
Alton, IL 62002

* Show first name and relationship for each \$7 ticket

For SRA use only _____

Date tickets mailed: _____ By: _____

Verified by: _____

Junior business advisors

Like most companies, ARCH sells stock, produces products and sells them at a profit. Financial books are kept, board meetings are held and the company's workers are paid a wage.

Unlike most companies, however, the president of ARCH is a high school student. So is the vice president of production, the vice president in charge of financial matters and every other worker in the company.

ARCH stands for Achievers Research Conglomerate and Holdings and is a company run by the Junior Achievement program. ARCH is one of several companies advised by Shell employees who donate their time to the JA program to teach students about business first hand.

Fifteen Shell employees are involved in the program this year, advising five companies like ARCH in Wood River and Edwardsville. These local programs are part of a national program that operates in every state.

The advisors work with the teens for two hours one night a week at the JA center in Wood River and the Edwardsville High School shop room, where the Edwardsville program meets. The advisors guide the companies, relating JA experiences to their own experiences in the business world.

Students involved in JA learn about the fundamentals of business by forming miniature corporations. With the help of advisors, adult business men and women like the Shell employees working with the program, the young people sell stock to raise capital needed to go into business. They select and manufacture a product or perform a service, and elect officers to a management team. Products or services are sold to the general public, and wages or salaries are paid to all members.

The Wood River JA center was bursting with sound on a recent Tuesday evening as several dozen teens went in several dozen different directions.

"We need tacks." "Call K-Mart, dummy." "I need money." "Where are the books?" "Do I get invited to the banquet?" "We can't do anything until we get tacks!"



Front and center are Jim Evans, Quality Assurance, and Delaney, Customer Services; Larry Barringer, EOS; Bill Carr, Utilities, coordinators of the JA program at Wood River and Edwardsville respectively. Behind each are the advisors they worked with. Back row: Chuck Walls, QA; Steve Hochberg, ER; Tom Rizzo, EOS; Mike Pruitt, EOS. Not pictured, Hector Sotelo, Purchasing.

"Is it always like this?" a visitor asked Tom Rizzo, Engineering Operations Support, a Shell advisor standing in the midst of the confusion. "Oh, no. Usually it's much worse," he said with a wide grin.

IN COMMUNITY SERVICE

"We really are supposed to keep our hands out of their business," said Larry Barringer, Engineering Operations Support, and advisor at the Edwardsville center. "That's sometimes the most frustrating part."

"It's their company; we just advise them," explained Hector Sotelo, Purchasing, and advisor at the Wood River center. Gesturing to the work bay around him, where company members are busy assembling wooden piggy banks, Sotelo said, "I could be in here all the time, but the idea is to let them do it on their own."

Bill Carr, Utilities is the coordinator

of the Shell program in Edwardsville, and Jim Evans, Quality Assurance, is the coordinator in Wood River. The two are responsible for the overall program at their centers and also serve as a link to the regional JA office in St. Louis.

"The program is set up already," explained Carr. "We follow the plan and keep in close contact with the regional office."

The Junior Achievement program is totally supported by the business community through contributions and participation of volunteer advisors.

The most common reason advisors give for their involvement in JA is the one given by Steve Hochberg, Employee Relations, and advisor in Wood River. "I think it is a good opportunity to help high schoolers learn about business, and I enjoy working with the kids," he said, looking up from the financial records he was going over with the company president.

"Everyone should do it at least once—even if you don't have any business experience," said Rizzo. With a graduate degree in business, the

Shell engineer was eager to pass on some of his business knowledge to the kids who were interested. "You can see a few of them really starting to think like the customer would think," he pointed out.

The program offers a chance for advisors to learn also, as Gina Pruitt, Engineering Operations Support, found out. "I guess I consider it my company, too. We're all in it together trying to make it work. I'm learning a lot about business myself."

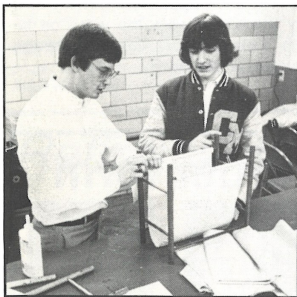
Roy St. Pierre, superintendent facilities support, is involved with JA in a different capacity; he sits on the JA Board as a representative from Shell.

St. Pierre reports there are also two Shell employees involved with JA's Project Business, a program where business people from participating companies work with teachers in local schools one class period a week to supplement existing Social Studies, Economics or Civics curriculum. Dave Bourbon and Doug Litwiller, both from Engineering Operations Support, work with teachers at the Wood River High School, providing a link between the classroom and the business world.

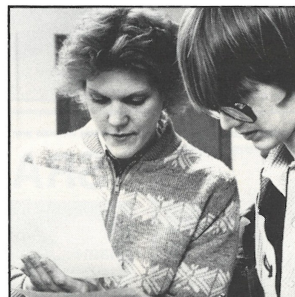
Involvement in JA isn't limited to current employees either. Cliff Davidson, retired 1974, is helping out at the JA center in Alton by stepping in as center manager. "Of course, there's about a two generation gap, but I'm doing real well," reported Davidson.

"This program permits industry to bring their viewpoint to the kids," summed up Carr. "Kids don't ordinarily get to see that. Most of the kids don't know anything about business when they come to JA. If they want, they can learn a lot."

Thanks to people like the Shell employees who donate their time to JA working in service to the community.



Steve Hochberg, Max Helfer and Debbie Osinski work with JA students manufacturing products, going over records and doing a learning game.





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