

**Take  
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Vol. 18, No. 1

January - February, 1975

## Outstanding New Product from MCD

From MCD's R & D comes a new product—AUTO-PHORETIC® COATING CHEMICALS—that offers a number of economic and time-saving advantages to the steel industry, and to the automotive industry in particular.

This new product's most outstanding feature is that it combines the application of the pre-paint chemical coating and the painting of automotive underhood parts, such as brackets, headlight housings, etc., in a single processing operation instead of in

two separate operations, thus eliminating several stages in the finishing process. By such elimination, valuable floor space is saved because less equipment is needed.

### Additional Advantages

Since Autophoretic Coating Chemicals is a water-based

paint system, as opposed to the flammable solvent-based paints, fire hazards are minimized. Also, the emission stacks discharge cleaner air from plants' finishing areas.

A saving is also effected over an electro-painting system since electro-painting

*Continued on Page 3*

### WLW Radio Honors Jack Carpenter

Charles K. Murdock, senior vice president—radio and general manager, Station WLW, Cincinnati, Ohio, awarded a certificate to Andrew J. (Jack) Carpenter commemorating Jack's selection as "Citizen of the Day" on WLW Radio, October 18. The certificate states "For Leadership and Efforts in Successfully Molding the Future of the Organization and the Community."

Carpenter, who lives in Dayton, Ohio, is an ACD Sales Representative, North Central-East District.

## Biggest Attendance Ever at ACD's National Sales Meeting

One hundred and twenty ACD sales and marketing personnel from every district in the country, as well as from Amchem headquarters in Ambler, attended ACD's 1974 Annual National Sales Meeting at Lakeway Inn, Austin, Texas, last October 21-24.

Intensive business sessions got top priority on the agenda. All phases of the ACD marketing program were discussed, from the availability of basic materials to the application of the finished product by the ultimate user.

### Presentations

Featuring these sessions were the presentations by each of the eleven district managers, whose previous experience as salesmen and whose present close contact with their sales personnel in the field have

proved of inestimable value as marketing and distribution guidelines. The participating district managers were Joe Paulson, Jim Shue, Paul Niewoehner, Harry Johnson, Dave Shaffer, Emory McKeithen, Russ Nash, Ivan Jones. Jim

*Continued on Page 7*



"The last round-up." Final event of the 1974 ACD National Sales Meeting was the group picture of the attendants.





## Message from the President

1974 was unique . . . a very trying year—acute raw material shortages, unprecedented inflationary cost increases in all areas of the business, and coupled with industrial recession. It was also therefore, a very challenging year.

I want to express my appreciation to all of you for accepting the challenge and putting forth that extra amount of effort and hard work that enabled Amchem to progress and grow despite these problems.

Looking ahead to 1975, we will need to dig in and concentrate even more on overcoming these continuing problems, and accepting the challenges.

With your continued loyalty, hard work and dedication, I am confident of accelerating our progress and growth and together we can and will make Amchem's future—your future—bright.

My sincerest wishes to you and your families for the holiday season, and a happy and healthy New Year.

*E. A. Snyder*  
E. A. Snyder

## Amchem Exceeds United Fund Goal

On November 11, John Kirch and Paul Kern announced that Amchem had exceeded its goal of \$15,024 in the United Fund Torch Drive. Kirch and Kern directed the Amchem campaign.

The announcement was in the form of a final report to the 27 captains who headed the drive in the various departments of the Company. The report showed that one-half of the captains exceeded their quotas.

In recognition of this achievement, Kirch held a victory celebration for all the captains at his home on November 14.

Also President Snyder mailed a congratulatory letter, dated Nov. 19, to all Amchem employees from which we quote the following:

"I want to congratulate everyone in the Amchem family for going over the top on our United Fund Campaign for 1974 . . . In particular, we want to express our appreciation to the captains who worked so hard in helping to bring off this company success.

"As you may know, we contributed over \$15,000 to the campaign which represented a very substantial increase over our prior years performance . . . As we approach the holiday season, I think we can reflect on this accomplishment with a real feeling of inner warmth and satisfaction.

"My sincerest thanks and congratulations to all."

Sincerely

*E. A. Snyder*

E. A. Snyder  
President



Vol. 18, No. 1

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Published by

**AMCHEM PRODUCTS Inc.**  
Ambler, Pennsylvania

in the Interest of AMCHEM  
Employees and Their Families

William A. Drislane, Editor



Ed Horahan (1) explains to Jim McClatchy, Manager of Garden Fair, the promotional impact that the ACD film, "A Special Place," will have on Garden Fair customers.

## New Film Aimed at Building Lawn and Garden Business

To stimulate sales in 1975, Ed Horahan, ACD Lawn and Garden Products Manager, has conceived a unique promotional idea. It involves the use of a consumer oriented color-sound film on the proper care of lawns and gardens. The film, which runs about six minutes, shows the necessity for using WEEDONE® herbicides for weed control in a successful lawn and garden care program, even though all other steps have been taken, such as soil conditioning, liming, fertilizing, using high grade seed, watering, etc.

Compact, portable projectors and film have been assigned to the ACD sales representatives who cover the high volume retail garden centers in these metropolitan areas: Philadelphia, Atlanta, Detroit,

Chicago, and San Francisco. The sales reps will install the projectors in special displays of WEEDONE lawn and garden products located in high-traffic areas in the centers.

"Amchem representatives", states Horahan, "will be on hand to furnish supplementary information and answer any questions relating to the subject of proper lawn and garden care. In addition, these representatives will have a plentiful supply of that highly informative little booklet, 'Have a Weed Free Lawn,' on hand for free distribution at their displays."

The title of the film, "A Special Place," takes its name from the idea that a homeowner's lawn and garden is a special place deserving of constant care.

## Opportunities in MCD Sales

One of the interesting functions in jobs such as ours is searching through earlier issues of our publications in order to confirm a date or substantiate a fact.

In one of these investigative journeys we came across the pictures of the MCD Sales personnel who attended the General Sales Meeting, for both MCD and ACD, at Split Rock Lodge in the Poconos, October 3-7, 1960.

In a reflective mood we checked the names of the 59 MCD participants in the Split Rock program against MCD's current sales and marketing directory. We found that 29 people who were at Split Rock are still on MCD's Sales payroll. Of the remaining 30, seven

are now retired, five, regrettably, are dead and 18 are no longer with the Company.

Of the 29 who have remained with Amchem, 15 have received various kinds of sales and marketing promotions. The most notable advancement being Greg Gibson's progressive rise from Technical Manager—Rodine® to Vice President—Director of Marketing, MCD, where he heads a sales and marketing staff of 95 people, plus clerical and secretarial personnel. Two other noteworthy promotions are Jack Price to MCD General Sales Manager and Paul Kern to National Field Sales Manager. All of which proves that there are always opportunities for advancement in MCD Sales and Marketing.

requires the use of electricity, while Autophoretic Coating Chemicals are applied in a simple dip-application system which only uses electricity to power the conveyor.

Autophoretic Coating Chemicals also eliminate solvent wash in inaccessible and problem areas in automotive parts to be finished.

#### Excellent Coverage

In repeated tests the Autophoretic system has produced excellent coverage on metal edges that might otherwise escape other types of finishing applications. The Autophoretic Coating Chemicals system is the culmination of over five years of intensive research by Will Hall and Harry Leister, MCD Labs.

#### History of Autophoretic

The idea was originally conceived by Les Steinbrecher, MCD Technical Director, in 1961. While a student at Penn State, Harry (Leister) became a participant in a college summer work program, then in effect at Amchem in 1964, and worked with Les on the Autophoretic project. Later, Mark Kuehner, Steel Group Leader, became involved. Shortly after this, the project lay dormant until it was reactivated by Dr. Frank Precopio, Vice President-Corporate Technical Director, when a joint program was initiated with Amchem licensee, Nippon Paint Co., Osaka, Japan.

There are eight stages in the process, from spray cleaning the auto body in the first stage through rinses, coatings to the final baking of the paint in the eighth stage.

A miniature model of the Autophoretic Coating Chemicals eight-stage operation, together with a full explanation of its features and advantages, has been submitted to executives of the major automobile producers.

## New Assignments in Plant Production

The following announcement was made by R. K. Rockstroh, October 21.

"We are pleased to announce that Janis A. Lipacis has joined Amchem as Production Superintendent for our Ambler plant reporting to Ray Collmer.

"Janis received his B.S. in Chemical Engineering from Rensselaer Polytechnic Institute and thereafter continued



Visitors to Bulgarian Trade Fair show unusual interest in Amchem exhibit.

## Amchem Exhibit at Bulgarian Trade Fair Attracts 260,000 Visitors

According to an on-hand report from David Paul, Project Director, Exhibits Section, U.S. Information Agency, an exhibit of Amchem's Agricultural Chemicals Division attracted 260,000 visitors at the 30th International Trade Fair, Plodiv, Bulgaria, last Fall. The Plodiv event, a nine-day affair, is one of the largest and most important trade fairs in Eastern Europe, according to Don Page, Amchem International Division.

#### Housed in Dome

The Amchem exhibit was a major component of the U.S. presentation, which was housed in a large geodesic dome, and had for its theme, "Agricultural Technology U.S.A." In addition, there was a large assortment of U.S. agricultural farm machinery shown on the grounds outside the building.

his education at George Washington University and Johns Hopkins University. He joins Amchem with substantial experience in various production management positions.

"Dan Ioli, who has been the Ambler Production Superintendent, has been appointed Plant Superintendent for the new specialty chemical plant which will be constructed adjacent to the current Ambler facility. Dan will be involved throughout the planning, engineering and construction phases of this new facility and then will be responsible for its operation. Until the plant is operating, Dan will report to me and thereafter will again report to Ray Collmer."

The Amchem exhibit depicted the remarkable results obtained through the application of ETHREL® on tomatoes, cherries and grapes. This was accomplished through the use of captioned full color photos, some as large as eight feet high, and a continuous run of four-minute color films showing the various stages in the farming of tomatoes, from planting, to harvesting, and, finally, to processing and their appearance on food market shelves. Emphasis, naturally, was on the segment showing the super benefits resulting from the application of ETHREL.

#### ETHREL Is Feature

Among the large delegation of prominent Bulgarian dignitaries visiting the Amchem exhibit, were Bulgarian Chief of State Tudor Zhivkov and Chairman of the Bulgarian

Council of Ministers Stanko Todorov. The former, Mr. Paul informs us, expressed considerable interest in one of the large Amchem photos which illustrated the mechanical harvesting of fruit trees which had been treated with ETHREL.

Through the untiring efforts and persistency of Tibor Szoke, Amchem technical representative for product development in Eastern Europe, label registration and approval for ETHREL by the Bulgarian Ministry of Agriculture was obtained just prior to the affair.

#### Page Selects Theme

Arrangements for the Amchem exhibit were completed through a series of communications between Page and Mr. Paul, who had solicited Page's help in selecting a theme and suitable material for the U.S. exhibit.

Ordinarily, the costs for exhibit space, packing, shipping and erection of displays is borne by the exhibitor, but in this instance, due to Page's assistance, the USIA footed the bill.

## Super Selling Job by Howie Schroeder

Howard W. (Howie) Schroeder, MCD Sales Representative, North Central Region, was "in on the ground floor" when the Caterpillar Tractor Company formulated plans for the installation of a new automated rustproofing and painting system at its parts distribution center in Morton, Illinois.

Caterpillar is one of Howie's regular stops as he assiduously patrols his sales territory.

"Acting as coordinator," writes Ed Krueger, North Central Region Sales Manager, "Schroeder enlisted the help of

(Amchem's) Engineering, Line-guard® and Technical Departments as each was needed.

"This total 'selling in depth' resulted in the sales of MCD pretreatment chemicals, a Line-guard 8000 System and our Sno-Flake maintenance chemicals."

The new Caterpillar facility for rustproofing and painting covers an area of 72,000 square feet. The line handles 99 percent of the parts that are rust-proofed and painted at Morton.



## Saddel Named Systems Auditor

Al Saddel, whose last assignment was General Office Manager, has been named to the newly created position of Systems Auditor.

In his new post he will be responsible for all systems pertaining to the movement of assets to and from the Company. He will also review current systems for their effectiveness and initiate improvements and modifications appropriate to changing needs.

Additional duties include cash management, coordinating Branch Office accounting and accepting special assignments from Amchem Treasurer R. Grun.

Prior to joining the Foster Division in 1952, Saddel was an accountant with the John Lucas Paint Co., Philadelphia, for four years.

A native of Philadelphia, and the holder of an associate degree in accounting from the University of Pennsylvania, Saddel now resides with his wife and three children—two boys and a girl—in nearby Center Square.

## Red Cross Needs Volunteers

The American Red Cross' Southeastern Pennsylvania Chapter is currently running a recruitment campaign seeking new volunteers for positions in its many services.

Volunteers direct and participate in all Red Cross programs, which include teaching first aid and water safety, working in hospitals and with veterans, nursing, driving, disaster service, blood programs and working with youth.

Already in the Delaware Valley over 10 thousand working people, in their spare time, are in volunteer positions with the Red Cross.

This United Fund agency, the largest volunteer organization in the country, has 19 branch offices in communities throughout Philadelphia and the suburbs. Those interested in volunteering are asked to call 561-8200 or their local Red Cross.

## Wins by a Whisker

Ron Moss, Receiving, won first prize in the "Brothers of Brush" contest for growing the best Van Dyke beard. The event, sponsored by the Sellersville, Pa. Centennial Association, was held at the association's clambake last Fall.



Ron Valentine receives Glenside Kiwanis Club "Youth of the Month" plaque for being the youngest man ever to serve as ruling elder of the First Presbyterian Church, Springfield. (Left to right) John R. Freed, Kiwanis Club President, Ron, Rev. James R. Bell, pastor of the church, and George and Mrs. Valentine, Ron's parents.

## Youngest Ruling Elder in Presbyterian Church

Ron Valentine, 20-year-old son of George Valentine, Amchem Engineering Department, and Mrs. Valentine, was honored by the Glenside Kiwanis Club as "Youth of the Month" for being the youngest man ever, at age 18 (two years ago), to serve as Ruling Elder of the First Presbyterian Church in Springfield, Montgomery County. The honor, in the form of a plaque, was presented by Kiwanis Club chairman John R. Freed last October 3.

Ronald teaches in the Sunday school and is an advisor to the youth fellowship. He is also a member of the following committees: Interpretation and church support, the sacraments, the evangelism, and the ministry to youth.

Non-church affiliations include membership in the Flourtown Volunteer Fire Co.

Ronald and his younger brother Glen live with their parents in nearby Flourtown.

## Happy Days Ahead for Phil Baum

Phil Baum, who retired from Maintenance, November 13, last year, dropped by the other day. Phil lives up in Ambler village about a stone's throw from the upper end of the parking lot. He tells us he's prepared to lead the good life: hunting in areas of upper Montgomery County where it is legal to do so during the hunting season, fishing down in the lower Delaware Bay when weather permits, continuing to maintain his home in sample-house condition, and engage in the universal pastime of suburban retirees—puttering about in the garden.

In addition to these prosaic pursuits, Phil and the missus intend to explore numerous places of interest within a day's driving distance of Ambler. "There are plenty of 'em," says Phil, "and I'm sure there'll be many real nice spots we'll want to revisit over and over. Time won't lie heavy on my hands."

Phil comes originally from upstate Pennsylvania not too far from where the famous band leaders, Tommy and Jimmy Dorsey, hailed from,



PHIL BAUM

and whom Phil, incidentally, knew, since he, too, played in seven different marching bands up in the coal regions. His instrument was the sousaphone, that big tuba without which no marching band is complete.

Phil toted and tooted his mammoth oom-pah emitter in every patriotic, community and religious celebration throughout Schuylkill, Columbia and Lackawanna counties for 31 years until a respiratory condition, resulting from 27 years in the mines, prevented him from continuing.

During the summer vacation months in his playing days he directed the Nuremberg (Pennsylvania) High School band, keeping it in musical shape for

## New Assignment for Harold Collins

M. B. Turner, Vice Pres.—ACD, has announced the transfer of Harold Collins, Marketing Manager, Industrial Chemicals, to Representative-Regulatory Affairs effective January 1, this year.

The transfer resulted from the increased volume of work created by Federal and State regulatory requirements.

"Part of Harold's new duties," states Turner, "will be to take responsibility for some of the projects handled by Dick (Otten) and to share the workload in stepping up the pace of our regulatory activities."

Otten has been Manager-Regulatory Affairs since June, 1973.

Collins, a graduate of Rutgers University, New Brunswick, N.J. joined Amchem as an ACD salesman in December, 1959. He was promoted to Middle Atlantic District Sales Manager in 1967. In October, 1970, he was promoted to Assistant Sales Manager—ACD and Marketing Manager, Industrial Chemicals.

Collins, a native of New Jersey, now lives in Doylestown with his wife and four children.

## Nash Teammate of Pete Retzlaff

Russ Nash, Manager-ACD Midwestern-South District, was a teammate of Pete Retzlaff on the South Dakota state track team when it won the National Small College team championship in the early fifties.

Russ won the mile, while Pete, afterwards an NFL all-league tight end on the Philadelphia Eagles and later the team's general manager, captured the discus and shot put.

the fall term.

Phil was born in Nuremberg, in November, 1909. He first went to work in the mines at 18. He also worked in a local silk mill. "Some day," he confesses, "I'd like to go back to Nuremberg for good, not that I don't like Ambler, you understand, and I'm sure I'd miss the many friends I've made in and out of the plant, and I must also say that Amchem has been pretty good to me." At this point he interrupted this monologue with the question, "what time is it getting to be?" Our reply was 10:25. "Gee, I'd better be getting down to the bank. See you later." Knowing Phil, as we do, we're sure it was a deposit, not a withdrawal.

# Excellent Response to Red Cross Blood Program



One hundred and ninety-one Amchem employees in the Ambler area facilities responded to the November 7 request for volunteers to donate blood to the Red Cross Blood Program. Of this number, 142 were able to participate as donors when the Bloodmobile paid its annual visit to Amchem on December 12.

This figure establishes a new record for both volunteers and donors since inception of the program at Amchem in 1970.

All Amchem employees, including those located at the Farm, Penllyn, Spring House, Broad Axe and Kulpville R & D, and their immediate families are covered under the Red Cross Blood Program, Amchem Products Group, and if blood is ever required to please call Bea Benner, Chairman of the Red Cross Blood Program at Amchem, house phone 348 or Bell 1292.



## Buczkowski Manager MCD Market Research

J. W. (Pat) Harrison, Marketing Manager, MCD, has announced the appointment of Dwight E. Buczkowski to the newly created position of Manager of Market Research, as of January 1.

In his new position in the Industry Marketing Group, Buczkowski "will be responsible primarily for the analysis of present and potential markets for MCD, compilation and analysis of basic economic and business statistics pertinent to MCD activities, development of an improved method of sales forecasting, and development of a complete competitive file. In this capacity he will work directly with all Industry Groups and will also support General Sales Management," according to Harrison, to whom he reports.

Buczkowski obtained a B.S.

degree in Chemical Engineering from the University of Pennsylvania in 1954. He joined Amchem in March 1958 as a Research Chemist in the Aluminum Group. He subsequently served as Research Engineer and Group Leader for Line-guard®, and as Marketing Manager—Aluminum since November 1970.

Buczkowski, a native of Ambler, resides in Oreland, Pa., with his wife Mary Ellen and four children.

## Curran Manager Coil Coating Industry

John Curran has been appointed Industry Manager—Coil Coating as of October 21, 1974. This assignment is in addition to his present duties as Marketing Manager—Coil Coating.

In his new capacity he has the double responsibility for both sales and marketing, reporting to J. W. (Pat) Harrison, MCD Marketing Manager.

Curran joined Amchem in April, 1960 as a chemist, steel group. He became Group Leader—Coil Coating in January, 1968, a position he held until promoted to Industry Manager—Coil Coating.

A native of Philadelphia, he received a B.S. in chemistry, in 1959, from St. Joseph's College in the same city, followed by post graduate work at Johns Hopkins University, Baltimore, Md.

Curran lives in Doylestown, Pa., with his wife and two daughters, ages 5 and 10 years.

## Callahan Midwest MCD Sales Manager

A general letter from Paul Kern, MCD Field Sales Man-

ager, has announced the appointment of Peter Callahan to Sales Manager, MCD Midwest Region, with headquarters in Worthington, Ohio. The appointment became effective this past October 14, at which time Callahan succeeded Jack Harsma, who was named Sales Manager, MCD Western Region. (See AMCHEM NEWS, Oct. Nov. Dec. 1974.)

Callahan joined Amchem in November 1967, as a sales representative, covering the Chicago market in the North Central Sales Region. In January 1973, he was promoted to Sales Specialist—Coil Coating Industry and was transferred to the home office in Ambler.

He was again promoted to Sales Manager—Coil Coating Industry, in June 1973, the position he held prior to his present assignment.

Callahan attended Northwestern University, Evanston, Illinois. He and his wife Yvonne are the parents of two girls and a boy.



# Geyer Guides Initial NCCA Seminar to Success

John Geyer, Vice Pres. Hydro-Fax and Foster Divisions, as chairman of the National Coil Coaters Association (NCCA) steering committee, directed the first NCCA Seminar to a most successful conclusion. The event, titled *FOCUS: COATED COIL*, was held at the Netherlands-Hilton Hotel in Cincinnati, Ohio, November 11-13. It attracted 374 registrants drawn from the automotive, appliance, farm equipment, metal furniture, recreational vehicle, marine and business equipment industries.

"A massive undertaking, *FOCUS: COATED COIL* achieved its purpose of educating customers and potential customers to the many advantages of pre-coated metal."

"A very important element in the program was the honesty of the presentations. Speakers were urged to discuss their problems as well as their successes."

These statements are quoted from reports that appeared in the metal trade press.

Over 80 examples of coated coil applications were incorporated into the exhibits of many major industries, including automotive, building products, appliance, roll forming and deep drawing. Representatives of these industries made themselves available to answer any questions directed to them.

Among the other exhibits

were quality control and testing procedures on samples of coated coil. In order for attendants to comprehend more clearly these procedures, a laboratory, coil coater and a scale model of a complete coil coating line were installed.

Other features attesting to the thoroughness of the three-day program were four workshops, the viewing of a film and a tour of Armco Steel's coil coating facilities in Middletown, which is near Cincinnati.

Summarizing the three-day activities, a press report stated: "Thirteen months in the planning, three days in the execution, *FOCUS: COATED COIL* represented a bold new step forward in reaching the potential coated coil customer directly. Its success was the combined product of countless NCCA member officers and

personnel."

Since the coil coating industry is a major market for MCD products, Geyer feels that Amchem is well rewarded for all

the time and effort that he devoted to designing and launching NCCA's first seminar, *FOCUS: COATED COIL*, to such an outstanding success.



John Geyer, Chairman of NCCA Steering Committee, addresses one of the sessions.



Partial view of the 374 attendants at the first NCCA Seminar, Netherlands-Hilton Hotel, Cincinnati, last November 11-13.

## Mendlow Marketing and Sales Manager Aluminum Industry

Effective January 1, Eugene J. (Gene) Mendlow, Sales Manager MCD Aluminum Industry, has been appointed Industry Manager—Aluminum, according to an announcement by J. W. (Pat) Harrison, MCD Marketing Manager.



Mendlow is now serving in the dual capacity of Aluminum Industry Sales Manager and Aluminum Industry Marketing Manager. In the latter position, he replaces Dwight Buczkowski, who has been named Manager of MCD Market Research.

Mendlow holds a B.S. degree in chemistry, from the University of Pittsburgh. He joined Amchem in 1952 as a Sales Representative in Western Pennsylvania. Successively he became Sales Supervisor, Assistant Sales Manager—Eastern Region, Sales Manager—Fabricated Metals Industry, and Industry Sales Manager—Aluminum in April 1974.

Mendlow, a native of Duquesne, Pa. now lives in Abington with his wife and two children: a girl 18 and a boy 16.



The new addition to the Distribution Center is now in full use. This view was taken just as the finishing touches were being made.

### ACD SALES MEETING

*Continued from Page 1*

Dewlen, Paul Cuppett and Tom Arnold. We believe this is the first time that all ACD district managers have had the opportunity of making this type of contribution to a successful marketing program.

### Product Promotion

The double session by Bob Baynard on Amiben™ included an audio-visual presentation. Product advertising plans were explained by Jack Breen for Amiben, and for Brominal-Butyrac®, and Amex™, by Bob Lehman and Bob Kruse.

Jack Taylor spoke on product supply. Marion Eggleton on new business development, Bob DeWilde on Amex market research. John Kirch gave an audio-visual presentation on

Ethrel®. Projections in the industrial market for 1975 were made by Harold Collins, and Ed Horahan outlined next season's merchandising plans for lawn and garden products.

Jack Davies gave a concise and very interesting talk on compensation and opportunities in ACD.

### President's Report

Wednesday's program was highlighted by President Snyder's report on Company progress.

Steve Applebaum, who is now becoming a fixture at Amchem sales meetings, spoke on "The Impact of Management and Organizational Development Upon ACD." The talk dealt with the psychological aspects involved in the

scientific operation of a division.

### Tisch's Remarks

"One thing we all know," said Bob Tisch in his opening address, "and which we take deep pride in, is the fact that we have a seasoned and experienced group of key men in our field sales force, who have demonstrated to us in 1974 that they are capable of handling any situation and can turn it into both a personal and corporate success. We are all proud of you and have the utmost confidence in your ability to meet the challenge of 1975."

Bob, who structured the four-day program and opened the daily sessions, took his title of the meeting, the "Amchem Key Man Round-Up," from the locale where it was held and from the ACD sales force whose efforts in the field proved to be the *KEY* to a successful business year in ACD.

### Prizes and Gifts

Periodically, names were drawn for scores of door prizes which were awarded at intervals during the entire meeting. Also, special commemorative mugs and key rings were distributed as mementos of the affair.

Another innovation was the sending of stadium bags to each of the wives of the entire sales force in acknowledgement of the back-up role played by them in giving moral support to their on-the-road husbands, as well as acting as at-home secretaries.

To close the meeting, a rather spectacular finale was staged by Tisch in which all the attendants joined in a sudden and unexpected champagne toast.

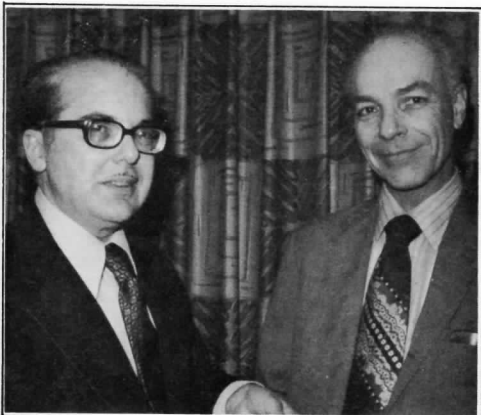


This little group from Frank Piacitelli's construction crew is part of Frank's work force that cleared away 2,200 cu. yards of rock and earth, and paved a new section for outdoor storage of materials.





Tom Bueter (r) receives 20-year Service Award from Pat Harrison.  
MCD Sales



Bob Graham (r) accepts 20-year Service Award from Bob Couch.  
Ferndale



Clarita Kiff accepts 20-year Service Award from Clyde Roberts.  
Accounting



Dick Carson (l) accepts 15-year Service Award from Charlie Jack.  
Farm



Harold Collins (c) receives 15-year Service Award from John Kirch. Sandra Smith (r).  
ACD Sales



Paul Cuppett (r) receives 15-year Service Award from Bob Tisch.  
ACD Sales



Ray Robinson (l) accepts 15-year Service Award from George Tull.  
Maintenance



Howard Gunagan (l) accepts 10-year Service Award from Adolf Karcher. MCD Production

### Congratulations

These are the men and women of AMCHEM who have received Service Award Emblems between October 1, 1974 and December 31, 1974.

#### ★ ————— 20 YEARS ————— ★

Thomas J. Bueter Robert A. Graham Clarita Kiff

#### ★ ————— 15 YEARS ————— ★

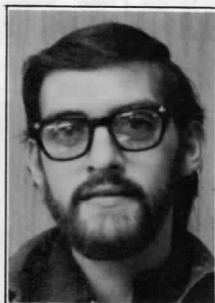
Mary Louise Carney Harold M. Collins, Jr. Raymond J. Robinson  
Richard D. Carson Paul A. Cuppett Robert E. Sage

#### ★ ————— 10 YEARS ————— ★

Howard R. Gunagan Mary C. Patterson Alan H. Slotkin

#### ★ ————— 5 YEARS ————— ★

James L. Anderson  
Robert W. Compton  
Dean Cooper  
Eldon L. Hyle  
Howard S. Katzoff  
Willie Mae Lott



Dean Cooper  
5 Years

Xavier R. Lozoya  
George W. Mark  
Maureen L. Mustari  
Charles E. Tate  
James A. Wise  
Thomas O. Wise



Willie Mae Lott  
5 Years



Xavier Lozoya  
5 Years



James Anderson  
5 Years



Bob Compton  
5 Years



George Mark  
5 Years



Tom Wise  
5 Years

### New Members of the Amchem Stork Club whose names were not previously published in the NEWS.

MICHAEL JEREMY FLANAGAN  
August 30, 1974  
Father: Michael J. Flanagan  
St. Joseph Plant

YORIYUKI JINGO  
August 25, 1974  
Father: Yoshiharu Jingo  
International

HEATHER ANN NEILL  
October 26, 1974  
Father: William J. Neill  
MCD Sales

JESS JAY SPOTANSKI  
October 22, 1974  
Father: Ronald F. Spotanski  
ACD—Newton, Iowa

MICHAEL BRANDON STEWART  
April 13, 1974  
Father: Malcolm P. Stewart  
ACD—Canada

TERRI LYNN VOSATKA  
September 2, 1974  
Father: Jerry E. Vosatka  
Clinton Plant