



# THE WESTERN ENTERPRISE

October 1978 Vol. 5 No. 6

## MILLS NAMED S&H PRESIDENT

James T. Mills, who has served since 1974 as head of the Furnishings Division, was elected on the 28th of September, president and chief operating officer of The Sperry and Hutchinson Company as well as a member of its Board of Directors.

Frederick A. Collins, Jr., who has served as president of the company since 1970, has been elected vice chairman of the Board. Mr. Mills will report to Mr. Collins. Remaining as chairman of the Board and chief executive officer of the corporation is Mr. William S. Beinecke.

Mr. Mills has been with the company for 22 years, having first joined S&H in 1956 as assistant general counsel. He has successively been general counsel, vice president diversification; group vice president for corporate services and finance; president of Bigelow-Sanford; and, since 1974, president of the Furnishings Division.

Mr. Collins' move up to the vice chairmanship means that he will be responsible for long-range planning, development and strategic resource allocation.

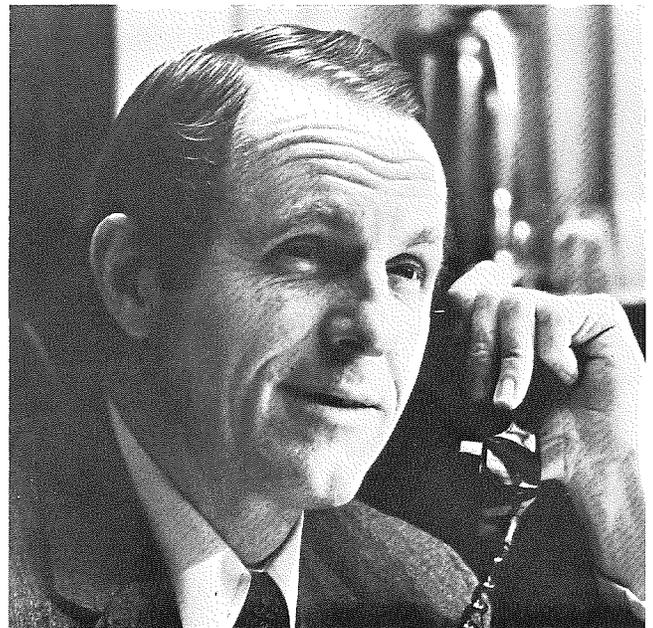
In addition to the individuals mentioned above the Board

approved company organization changes. The Furnishings Division has been divided into the Carpet and Yarn Division, with C.R. Goulet as president, and the Furniture Division, with Don A. Hunziker as president. Three other divisions are: S&H Promotional Services, with Albert A. Kaiser remaining as president; the Insurance Services Division, with Charles R. Warde as president; and the Corporate Staff Division headed by James H. Kelly, executive vice president. All divisions will report to Mr. Mills.

Mr. William S. Beinecke, in a report to home office and field executives, stated that these personnel changes, as well as the restructuring, have been made to accommodate the substantial success and growth of S&H's various enterprises.

He further said, "All the evidence is that S&H Green Stamps are making a strong comeback as retailers across the country are becoming aware, once again, of the promotional power of the S&H Green Stamp."

In concluding his remarks, Mr. Beinecke said, "With the planning and restructuring envisioned by these recent changes I have every confidence in continued and uninterrupted corporate growth."



JAMES T. MILLS

## RICHMAN IS WINNER SIGN UP '78 CONTEST

Lynn Richman is alive and selling in Idaho. Moreover at last count he had signed 88 new accounts and was going for 100.

Lynn Richman made his mark in the Sign Up '78 contest by being the first national winner. Quiet, articulate, yet soft spoken, he promotes S&H so enthusiastically you'd think he started the company.

Such is his willingness, he has worked 12 hour days and numerous Saturdays carrying on as if his local territory were a sales drive.

When he was drafted for the A&P sales drive, he and his partner, Dale Eddy, signed 27 accounts. He works just as hard in his home territory.

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# THE WESTERN ENTERPRISE

August - September Vol. 6 No. 3

## Zone Managers Sullivan, Richman and Merkt named district managers



**Jerome X. Merkt**  
Burlingame, Calif.



**Terrence P. Sullivan**  
Lincoln, Neb.



**Lynn T. Richman**  
Boise, Idaho

The western region has gained three more district managers in a nationwide marketing reorganization called the "Grand Plan" by William Penwell, senior vice president, retail marketing promotions.

Zone Managers Jerome X. Merkt, Terrence P. Sullivan and Lynn T. Richman have been named district managers, and, along with District Managers Lauten, Stone and Tickner, will report directly to

Richard A. Shipe, regional vice president, beginning Oct. 1.

The position of zone manager has been eliminated in the plan, which was introduced by Penwell. The 33 area managers in the western region will now report directly to their respective district managers.

Jerome Merkt, Cupertino, Calif., will be based in the regional office in Burlingame, Calif., and Terrence

Sullivan will continue to work out of Lincoln, Neb. Lynn Richman will be based in Boise, Idaho.

District Manager Arthur Tickner in Portland, Ore., will be transferred to Norwalk, Calif., and Clarence Lauten, who is presently working out of Norwalk, will be based in Portland. Wayne Stone will continue working out of Salt Lake City, Utah.

## Nine stores receive recognition awards

Nine redemption centers in the western region have been honored for their performance based on best merchandise certificate sales, excellence of store operations and best expense control for the summer season.

Winners in William Crawford's Omaha district were: the Billings, Mont., store for best expense con-

trol, under the management of Mary Steinhäuser; the Spencer, Iowa, store for best merchandise certificate sales, managed by Augusta Overeen; and manager JoAnn Masek and her staff at the Lincoln, Neb., store for their excellence of store operations.

The three winners in Donald Murray's Los Angeles district were: the

Norwalk, Calif., store for best expense control, under the management of Pauline Pelletier; the Chula Vista, Calif., store for best merchandise certificate sales, managed by Berneace Bucy; and the Tucson, Ariz., store for their excellence of store operations. The Tucson store, managed by Phyllis Clingensmith, had the best merchandise certificate sales in the spring.

*Continued on Page 3 - Panel 3*



## GREEN STAMPS

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THE SPERRY AND HUTCHINSON COMPANY, INC.  
840 HINCKLEY ROAD, SUITE 242  
P.O. BOX 980  
BURLINGAME, CALIFORNIA 94010

RICHARD A. SHIPE  
DISTRICT MANAGER  
415-692-6330  
*408-268-8038*

January 21, 1987

To Whom It May Concern:

I am pleased to recommend Lynn Richman for future employment. Mr. Richman was employed by The Sperry and Hutchinson Company as an area sales manager, zone manager, and district manager, over the past 25 years. On January 9, 1987, The Sperry and Hutchinson Company reduced its sales force by 25%, and Mr. Richman's job was eliminated.

In the various sales assignments and sales management assignments in Mr. Richman's 25-year career, he represented our Company in an outstanding manner. His personal sales ability was constantly proven as Lynn won national, regional, district and local sales contests every year in our Company.

Lynn Richman is definitely eligible for re-employment by The Sperry and Hutchinson Company when we are able to begin hiring again.

Please feel free to call me at anytime for my personal recommendation for Lynn Richman. It has been my pleasure to know Mr. Richman for the past 25 years.

Sincerely,

Richard A. Shipe  
District Manager

RAS/ljr

LYNN T. RICHMAN  
5111 Mountain View Drive, Boise, Idaho 83704  
208-375-7918

PROFESSIONAL EXPERIENCE and SKILLS

Selected, supervised, counseled and motivated salespeople in four states  
Conducted sales training seminars  
Provided day-to-day training and development experiences  
Signed, managed, counseled and retained major accounts  
Gained broad knowledge of all types of businesses  
Forecasted sales and expenses effectively  
Communicated well with upper management

EMPLOYMENT HISTORY

1952-1961 Owner of Lynn's Drive In Market, Brigham City, Utah

1961-1987 Sperry & Hutchinson Company (Reference: Mr. Dick Shipe, District  
Manager, 840 Hinkley Road, Suite 242, Burlingame, CA 94010, phone  
415-692-6330)

1961 Field Representative, Ogden, Utah  
1963 Zone Manager, Salt Lake City, Utah  
1968 Area Manager, Boise, Idaho  
1979 Zone Manager, Phoenix, Arizona  
1979 District Manager, Boise, Idaho  
1982 Area Manager, Boise, Idaho

TRAINING PROGRAMS

Sales Builder Seminar  
Systematic Selling Techniques  
Greenhouse Consultative Selling Course  
The Sales Relationship  
Systema Training Programs  
Sales Management Seminar (3 years)  
Telephone Marketing Selling Techniques  
KISS Selling Techniques  
Managing Time and Territory (I & II)  
Sales Manager as a Trainer  
Winning Through Teamwork

## SPECIAL ASSIGNMENTS

National Merchandise Advisory Committee  
National Sales Advisory Committee

## SPECIAL AWARDS

1970 Member Incentive 3000 Club  
1971 Member Incentive 3000 Club  
1972 Member Incentive 3000 Club  
1972 National Top 50 Club  
1973 Member Incentive 3000 Club  
1974 National Top 50 Club  
1978 National Top 50 Club  
1978 National Top 10  
1978 National Salesman of the Year  
1979 National #1 Salesman  
1979 National Top 10  
1982 National Top 50 Club (ranked 29th)  
1984 President's Challenge Cup  
1985 Commitment to Excellence  
1986 President's Challenge Cup (top 10%)

26 January 1987

**BIRTHS**

Born Sept. 18, 1971, at St. Luke's Hospital:  
**BROWNING** — To Mr. and Mrs. Norman Browning, 4414 Irving, a daughter.  
**JENNINGS** — To Mr. and Mrs. David Jennings, 8351 Marigold, a daughter.  
**LOCKLAYER** — To Mr. and Mrs. Thomas Locklayer, 4319 Mountain Village, Mountain Home, a daughter.  
**BINGHAM** — To Mr. and Mrs. Bruce Bingham, 570 East Tenth, Mountain Home, a daughter.  
**TOLSMA** — To Mr. and Mrs. Tony Tolsma, Homedale, a daughter.

**Water Report**

<b>Anderson Dam (Acres Feet)</b>	
Saturday	418,263
Year ago	371,188
Capacity	423,178
<b>Arrowrock (Acres Feet)</b>	
Saturday	40,640
Year ago	8,455
Capacity	286,600
<b>Lucky Peak (Acres Feet)</b>	
Saturday	195,244
Year ago	214,429
Capacity	278,276
<b>Lake Lowell (Acres Feet)</b>	
Saturday	78,704
Year ago	75,704
Capacity	177,000
<b>Boise River Flow (Second Feet)</b>	
Saturday	1,021
Year ago	860
70-year average	769

**Meridian Girl, 9, Injured as Pony Darts Before Car**

A nine-year-old Meridian girl was in serious condition with a head injury Saturday night after the pony she was riding along a road darted in front of a car.

State Patrolman Steve Studdert said Linda Olsen, daughter of Mr. and Mrs. Gerald Cope of Route 2, Meridian was injured at about 7:30 p.m. when a vehicle driven by James W. Wells, 18, of Route 2, Meridian, struck the Shetland pony out from under her.

Studdert said the pony darted across South Eagle Road just south of Franklin Road. Wells escaped injury. The girl was taken to St. Luke's Hospital.

**Car Rollover Puts Boisean In Hospital**

St. Alphonsus Hospital authorities Saturday reported a 24-year-old Boise man in critical condition after he sustained injuries in a one-car accident on Highway 21.

John Sheldon Young, 1110 Hays, had been returning home after working for a corporation in Atlanta when the accident occurred. State Patrolman Steve Studdert said Young lost control of his jeep shortly before midnight about 12 miles north of Boise.

The vehicle rolled over at least twice coming to rest on its roof. Young was thrown out, landing several feet from the vehicle in some rocks on a hillside.

Hospital officials said he was suffering from back, head and internal injuries. Cause of the accident was undetermined and investigation is continuing.

**Green Stamp Firm Lauds Boisean**

Lynn Richman, 5111 Mountain View Drive, has been named by Sperry and Hutchinson Co. as one of its top 50 salesmen.

The company employs a national sales force of 434. Richman, a salesman in the S&H Green Stamp Division of the company, joined the company in 1961. Richman was cited for his sales record for the first half of this year.

Don Cooper said Saturday. The airline, in an announcement in San Francisco, blamed "over-all poor economy of the country and airline industry" for the projected 5.9 per cent layoff systemwide.

Cooper reported a meeting of managers will be held in San Francisco Monday and Tuesday and decisions on number of employees to be reduced at specific stations and flight reductions will be made final then.

The anticipated employee reduction in Idaho will involve one or two at Moscow-Pullman Airport, Cooper reported.

Some flight reductions also are planned by Air West, including "possibly" two from Boise, the manager added. The company's announcement had mentioned such a service cut-back, but the airline will continue to serve all 72 cities in the eight Western states, Mexico and Canada.

Beginning Oct. 31, it is anticipated one F27 flight from Boise to Moscow will be eliminated. An additional flight expected to be dropped is the afternoon F27 trip to Pocatello and Idaho Falls from Boise. It is to be consolidated with the evening flight to those cities.

No reduction in jet schedules is anticipated, according to Cooper. Air West plans to resume its service to Twin Falls about Oct. 1 after extensive rebuilding of the runway is finished.

**3 Trailers, Barn Burn At Meridian**

MERIDIAN — A large barn three miles north of Meridian and a trio of trailer houses standing next to it were severely damaged Saturday night by fire.

Brent Walker, a Meridian volunteer fireman, and 11 other men were called to the scene at about 8:15 p.m. at the residence of O.K. Rogers on Highway 20 about two and one-half miles west of Meridian.

Damage to the trailer houses totaled an estimated \$15,000 according to Walker while the barn was a complete loss. He said there was no livestock in the barn.

The end of one trailer house backed against the barn wall was severely burned, but occupants were able to escape with some of their belongings along with occupants of the other trailers, all tenants of Rogers. Cause of the fire was undetermined.

said Dr. Francis J. Reuy of Bozeman.

Warfel said he was within 100 feet of the summit of Emigrant Peak about 25 miles north of Yellowstone National Park, when he stepped up on a rock which gave away. It was four hours after he had begun the climb. He was alone.

"I don't know how far I fell," said the youth, "about 100 feet I think."

He said he didn't know how long he was unconscious.

**Fair Games Investigated In Salt Lake**

SALT LAKE CITY (AP) — Salt Lake City Public Safety Commissioner James L. Barker Jr., has started an investigation of games on the midway of the Utah State Fair.

Barker said he went to the fair Thursday and a youth with him lost \$17 on the midway.

The commissioner said he has asked Police Chief Calvin C. Whitehead to report on every game, detailing how the game is played, whether it caters to minors, whether any skill involved and the odds against winning.

Police Capt. Eugene G. Cederlof said the problem is moral, not criminal. "This happens every year," Cederlof said. "As long as the games involve skill they are not illegal."

Cederlof said he has more men on the midway this year than ever before, but they have been unable to nail down evidence of criminal violations.

**Motorized**

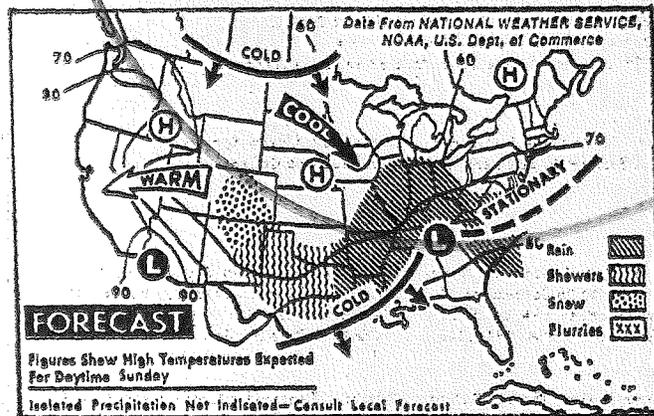
SEATTLE (AP) — The pride west's basement workshop in out this weekend for the open day fair and the prime attraction is the motorized bedpan.

Edward Gerrick of Olympia built the model in his living room the idea from a doctor and design hospital standards.

At the push of a button the been warmed, slides out from under the patient's bed and on. At the push of another button the cabinet and a light goes on derly.

Gerrick's invention was one played at the Pacific Northwest position here.

Some inventors were at the find manufacturers for their items were already producing items



**RAIN** is expected today in the Southwest, the Mississippi Valley and parts of the Southeast, with snow in parts of New Mexico and Colorado. It should be warmer in California and colder in the Midwest. (AP)