

## **Babin, Babs**

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**From:** Babin, Babs  
**Sent:** Wednesday, March 25, 1998 1:55 PM  
**To:** Banta, Connie (CR); Troxclair, Sallye; Cambre, Gary; Carville, Donna (DB)  
**Subject:** Records Retention for News Releases and News Letters

I spoke with Jan Adams of Graphics Communications who was responsible for revising the retention schedules for Public Relations and Public Affairs. She said that she talked to the "powers that be"--Sarah Opperman, Doug Draper, etc. regarding the need to keep this information for 20 years. All agreed that three plus the current was acceptable. So, let's toss the press releases and Newline copies that are out of compliance.

Gary and I have talked briefly about the Dow Louisiane's that we have on site from the beginning of time. They are historical in nature, so I will petition Larry Bowling to list them as such to retain them. In my opinion, the history of the Louisiana site is contained in past issues of the Dow Louisiane.

Don't know where we'll keep them. We have several old scrap books from the 50's and other information that needs to be archived and/or stored somewhere. Jan Adams suggested storing at the plantation house since that is a historic building. I think we probably should find an acceptable storage space for them in the Public Affairs Dept. or close by, like the storage room down the hall.

Much of the historical information from Midland is retained off-site in the Post Street Archives, a repository for Dow history. This may be a place we would like to send Louisiana material to.

Give me your thoughts on this, please.

***Babs Babin***

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## **Post Street Archives Is Open For Business**

The Post Street Archives, a newly-established repository for Dow history, has opened its resources to employees needing to know about the history of the company's products and people.

The archives, located at 205 Post Street in Midland, house historical collections belonging to the Herbert H. and Grace A. Dow Foundation, which also owns and maintains the building. The company itself does not maintain historical materials nor an archives; such materials are given to the foundation by the company.

The archives will be open 8 a.m. to noon, Monday through Friday. They are open to scholars, researchers and others as well as employees. The  
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## **Fromhold Named Planning Advisor In Corporate Planning Department**

George B. Fromhold, senior business analyst, has been named planning advisor to the hydrocarbons and energy group in the Corporate Product Department. He will continue to report to W. K. Schweitzer, director of economic and strategic planning.

Fromhold joined Dow in 1966 in the Special Assignments Program. He moved to the Computations Research Laboratory in 1967, and was named project manager for operations research projects in the mathematical applications group of Central Research in 1973.

He was named research manager in the Physical Research Laboratory's mathematical applications group in Central Research in 1974. In 1977, Fromhold was named an economic planner in the Corporate Product Department.

Fromhold earned a bachelor's degree in physics from DePauw University and a master's degree in industrial management from Carnegie-Mellon.

## **New Structure Announced For Latin America and Brazil**

A new commercial organization structure for the Latin America and Brazil Areas has been announced by Yves Bobillier, president of Dow Latin America, who is responsible for both areas.

Oscar Novo, commercial vice president for Plastics and Chemicals and Performance Products for Latin America, will now be commercial vice president for Industrial Chemicals and Plastics for both Latin America and Brazil.

Julio Vitale, currently president of Merrell Lepetit Farmaceutica in Brazil, will also be responsible for the pharmaceuticals business in Latin America, operating out of Brazil.

Will James, manager of the Agricultural Products Department for Latin America, will be responsible for agricultural products in both areas and will chair a joint Latin America-Brazil management team.

The DowBrands Departments of Latin America and Brazil will continue operating independently but with active cooperation and a joint business development team.

Some months ago, the operations function of Latin America and Brazil were unified under Lee Wretlind as operations vice president for both areas, and a single Quality Performance Department headed by Dave Barkemeyer was created for Latin America and Brazil. No organizational change is foreseen for the remaining functions of Latin America and Brazil, but they will be expected to cooperate closely in the future.

The formation of an operating board for Latin America and Brazil was also announced, consisting of Bobillier, Novo, Wretlind and Ernesto Ramon, president of Dow Brazil.

According to Bobillier, "While business strategies must be integrated under a common leadership, their execution should be largely decentralized. The above realignments must not result in additional controls and constraints, but in better use of existing  
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## Archives (continued)

telephone numbers are 832-0870 and 832-0871. Inquiries should be addressed to Barbara Brennan, librarian.

The archives are administered by E. N. Brandt, a Dow retiree and company historian and are located in a renovated one-room brick schoolhouse built in 1876. It is the school where Grace A. Ball taught school before she married Herbert H. Dow.

Until 1986, the school was the Post Street Workshop, a studio for area artists in ceramics, pottery, metal and plastic sculpture and other media. Work to transform the building into a modern archives with archival standards of temperature and humidity, began in 1986, funded by a grant from the foundation.

The building now houses the papers of Herbert H. Dow, Willard H. Dow, Leland I. Doan, and other company luminaries as well as collections of old Dow photographs, advertisements, publications, speeches, films, slides, and other materials.

"We are still collecting and accepting materials and will of course continue to do so," Brandt said. "We should be able to service most requests for assistance in matters of historical information about Dow, but not all of them. There are many gaps in the records."

As an example of the resources provided by the archives, he cited the current celebration of the 50th anniversary of Dow polystyrene. "Most of the materials about the early days of this product came from our archives," he said.

## Brazil (continued)

resources. The operating board will establish common policies and see that they are implemented, and that the right organizational balance is maintained to encourage all possible productivity improvements; it will also monitor the active development of new projects and investments focusing on the future growth of our businesses. I am confident that this new organizational structure will improve Dow's performance in Latin America and Brazil."

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