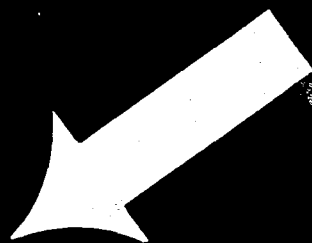


MARKETING MINUTES

(distributed weekly to Organic field personnel)



STATE OF THE DIVISION

Situation unchanged from last week. . . domestic sales estimate is 6% under budget. Business-group lineup is as follows:

Food & Fine	on budget
Specialty Products	3% below
Plasticizers	5% below
General Chemicals	10% below
Rubber	11% below

AROUND THE BUSINESS GROUPS

Specialty Products: American Airlines' Skydrol bid was lost, but Air India extended its Skydrol contract one year, to June 30, 1972.

Food & Fine: Saleable ethavan is now being produced at a reduced rate; orders are being processed, and we expect to be current by month's end. --Dow has taken pricing action on Aspirin 10% starch white at Bristol Myers to increase their slice of the pie. They now have an approved starch granulation for Bufferin, and we can expect increased competitive activity at this account.

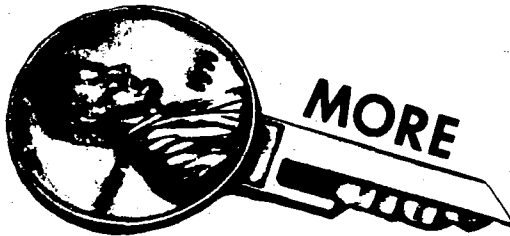
Plasticizers: J. P. Stevens ordered its first bulk load of Santicizer 969, a Santicizer 711 blend, for a shoe heel application. -- Chrysler V.I.P. 's dropped in on St. Louis last week, had a successful visit, according to Plasticizer people. Chrysler is a major Santicizer 711 customer and above budget this year. --Price increases (effective May 1, 1971) for Santolite MHP (6¢/lb.), Santolite MS 80% (4¢/lb.), Santicizer E-15 (45¢/lb.), Santicizer B-16 (55¢/lb.), and Santicizer M-17 (6¢/lb.).

General Chemicals: Chlorobenzene family is essentially on budget, although cancellation of some PNP orders caused slight slip. Phenol orders stagnated a bit in the third week; adipic acid movement still slow.

DSW 333933

April 28, 1971

(an Organic communications medium — G. Rankey, editor)



INSTANT SUCCESS!

From Frank Kadlec in Akron comes this story: Hats off to Jack Edmiston (Marketing) and Walter Odinotski (Manufacturing), of our Canadian operation, for their contribution to "Results Now." We were about to regain Goodyear Canada's Santoflex 13 business (which we had lost), but we couldn't start moving that good stuff until Goodyear corrected some tank-storage problems (the tank leaked!). So close and yet so far, we thought. Need any help, we asked anxiously but politely. And without further ado, Jack and Walter teamed up, rounded up a tank truck, got it to Goodyear so they could pump out whatever non-Organic stuff was in the tank and get those leaks repaired. "Service extraordinaire!" said the thankful Goodyear people. And our shipments of 13 have been zooming their way into Goodyear's tank ever since!

MORE INSTANT SUCCESSES

And from Jim Feeks in Cincinnati: "I am delighted to report that I received some very fine compliments from a customer yesterday not only on the efficiency of our COP (Customer Order Processing) set-up, but in particular on the personal handling of their business by Elsie Silliman (General Chemicals customer representative). The Plant Buyer for Celanese Coatings went so far as to say that he believes that our system is better than any that he has used. He particularly likes the prompt answers he receives from Elsie which had made his job a lot easier in scheduling 5-6 hopper trucks of Bisphenol A per week!"

* * RENÉ READER REACTION * *

COMMENT: I think you're RENÉ is a tremendous idea for recognizing good business performance -- long needed in the division. But it seems that in most cases, the group gets a RENÉ because it, or somebody else, messed up, and then it had to run around like fury to take care of the mess. Why not feature some winners instead of problem solvers.

COMMENT: How come the Queeny Plant gets all the credits and RENÉ's?

COMMENT: RENÉ's seemed to be devoted primarily to accomplishments for customer service. What about all the accomplishments in Engineering, TSD, Labs? Why don't you recognize them?

ANSWER: The basic objective of the RENÉ program is to provide a channel by which marketing personnel can recognize good manufacturing performance which leads to increased sales and profitability. But we're open to publicizing all and any performances leading to that end (increased sales and profitability).

But don't get the idea that RENÉ's are self-generated. In all cases, someone outside the group has put in the nomination.

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