

Shop Talk newsletter

This newsletter from Shop Talk is a quarterly publication by the Hesston Corporation for active and retired employees. Topics in the newsletter include: company and employee news, retirements and service anniversaries. This publication funded by the National Historical Publications and Records Commission through the Kansas State Historical Records Advisory Board.

Creator: Hesston Corporation

Date: January 1, 1971

Callnumber: Hesston Public Library

KSHS Identifier: DaRT ID: 448566

Item Identifier: 448566

www.kansasmemory.org/item/448566



shop talk Jan 71

Review, 1970 - Outlook, 1971

In the December, 1969 issue of Shop Talk we looked ahead to the company's plans for 1970. It seems appropriate at this time to look back briefly to review the past year and to again look ahead to the coming year. Lloyd Smith, vice president—marketing, and Earl Sears, marketing services manager, were asked to evaluate the past year and give some projections for 1971.

The major thrust areas for 1970 were in dry and wet forage equipment—the Windrowers, StakHands, StakHandler, and the pull-type and self-propelled Forage Harvesters. Customer acceptance of all these products met or exceeded expectations. In 1970 the company introduced more new products than in any year in company history and achieved a new record sales volume in fiscal 1970 in spite of the depressed agricultural market.

Factors adversely affecting the company were: higher interest costs in financing sales and operations; higher operating costs due to the fact that we were geared for higher projected sales than were actually achieved despite the new record in sales volume; some markets, such as beets, potatoes, and cotton have not proven to be as profitable as hoped; and some problems have been encountered with products such as the Bean Bucket, the PT-10 primary belt drive, and the Beet Harvesters under certain harvesting conditions. Some of the problems have been corrected and others are still being worked on.

Potato Harvester production and marketing have been transferred to the Logan plant which is closer to the large potato-growing areas. The citrus harvester experimental program was terminated due to a high degree of risk involved and heavy additional investments needed to bring the product to a marketing stage. This program was handled on a cost contract basis and there was no dollar loss by Hesston in the program. Interest in the Tritter, the machine imported from Australia to crush rocks, wood, and other land obstacles, increased in almost every section of the U.S. The Tritter has also been found useful in eliminating or disintegrating prunings from trees in orchards. The Cultatiller, a row crop cultivator, planter, and fertilizer applicator manufactured at the Wood Brothers plant in Illinois continues to be produced and the marketing will also be done there in 1971 due to the specialized nature of the product and its market.

Hesston's product outlook for 1971 is essentially optimistic. This is because our primary thrust is in the area of the agricultural market considered to be the strongest growth area and one of the most solid for the future—the harvesting and handling of forage crops. Forage consumption is projected to continue to grow with the increase of livestock, particularly beef cattle, required for an expanding population and increasing buying power. All current government and industry forecasts confirm Hesston's projection of continued growth in these areas.



StakHand 30



StakHandler 20

The StakHand is, without doubt, Hesston's most exciting new product and both the market and market response continue to exceed expectations. The StakHand 30 was very successfully introduced and it promises to be one of Hesston's outstanding products. The StakHandler 20, a unit to move stacks, and the StakFeeder, an attachment to slice off the hay and feed it to livestock on the ground or into feed bunks or into grinders, have been successfully introduced. With these additions to the StakHand line we can now offer a

continued on page 2



continued from page 1

complete harvesting and hauling system for dry hay. Much of the company's effort will be directed toward expanding in this area and capitalizing on its ability to give farmers a high capacity, more efficient one-man hay system.

"Assuming improvement in the overall economic and agricultural situation in 1971, our company's profitability should be improved somewhat during the coming year," Earl commented. "Realistically, however, we must expect some problems. We must be flexible and constantly alert in order to spot and correct trouble areas as early as possible."

"The ability and willingness of Hesston employees to meet challenges and setbacks was admirably demonstrated during the past year," Lloyd added. "And we reaffirm our confidence in this fine group of people."

shop talk

...is published monthly by Hesston Corporation for employees and their families.

Readers are encouraged to submit pictures and stories of interest to other employees. All Hesston personnel may advertise in the "Shop Swap" column free of charge. Items submitted for publication must be signed by the sender.

Editor Nelson Galle
Associate Editor Lucille Brubacher
Contributing Editor Kenny Miller
Layout Dennis Schmidt
Lithography Gary Blankenship
Herb Schroeder

Member: International Association of
Business Communicators

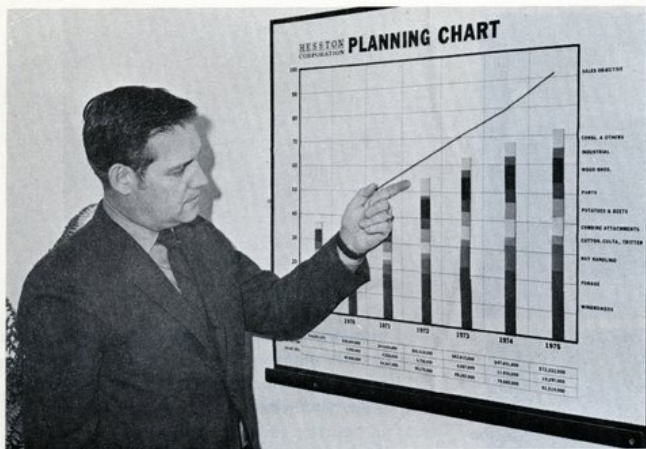
What's the Policy?

PAYROLL CHECK DISTRIBUTION POLICY AND PROCEDURE

It is the policy of the company to provide for controlled systematic distribution of all payroll checks. Checks are distributed every-other Wednesday afternoon following the close of the pay period ending Sunday, except when a holiday falls on one of the three regular work days preceding pay day or on the regular pay day. In such case, checks will be distributed on Thursday.

Checks will be handed out by the department head or supervisor before the end of each shift. When third shift is worked, these employees will normally be paid Wednesday morning.

Checks not distributed on Wednesday are to be returned immediately to the Payroll Department. Employees who are absent on pay day and have not made arrangements to have their checks mailed or picked up, may pick them up in the Payroll Department upon their return to work. Upon presentation of a written order signed by the employee, his paycheck may be picked up by another person.



Earl Sears, marketing services mgr., checking the 5-year product line planning chart against the 20% growth objective.

Donna Overton, right, secretary to the marketing services mgr., tries her creative hand at executing some maps to supplement an upcoming report illustrating Hesston's share of market by product.



At left, Perry Roberson, product manager and one of his major products, the Hesston Stak Hand 60.

E. Q. Adams, product mgr., below, and a new 4000 SP forage harvester.



Betty Spangler, secretary I, receives an incoming call from one of the product managers.

Know Your Company

MARKETING SERVICES DEPARTMENT

The Marketing Services Department was formed about six months ago by combining the Market Planning, Advertising/Sales Promotion, Publications, Customer Services, and Product Training sections.

This department, under the supervision of Earl Sears, marketing services manager, is responsible for:

1. Defining the agricultural markets and recommending the company share objectives.
2. Defining, coordinating, and monitoring current agricultural product programs.
3. Recommending and setting priorities on new agricultural products.
4. Planning, preparing, and monitoring the advertising and sales promotion programs.
5. Supplying needed technical publications.
6. Providing adequate training for sales and service personnel.
7. Insuring satisfactory machine performance for customers.

There are 20 employees in the department—13 salaried and 7 hourly. Some of the areas have been featured in the "Know Your Company" series in the past. This article will deal principally with those areas not previously featured except where functions have changed.

What factors influence the company's decision to enter a particular area of the farm equipment market? Who is responsible for gathering information about prospective markets and products? This is the function of the product managers and product supervisors, currently Perry Roberson, hay handling, beets, cotton, and the Tritter; E. Q. Adams, Windrowers and Forage Harvesters; Johnny Siemens, combine attachments; and Mel McNulty, parts merchandising. Studies are made and statistics compiled using every available source of information—from the U.S. Department of Agriculture, state university agricultural studies, farm equipment

(continued on page 4)



Johnny Siemens, combine attachments product mgr., checking with engineering personnel on test locations for the new soybean harvester.

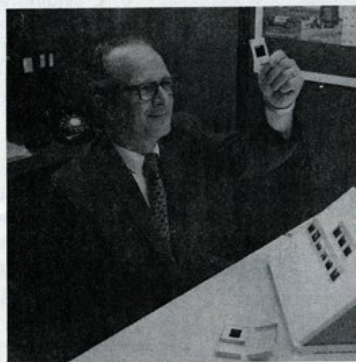


Mel McNulty, parts product mgr., reviews information from a recent parts pricing survey.

Susie Lehner, secretary II, is kept more than busy handling correspondence and other duties for the six men in the product training section.



Bob Granaas, product training mgr., above, reviews department performance in product service, sales training, and technical publications.



Field training mgr., Max Mayhill, sorts and assembles a set of slides to aid in training branch and dealer personnel to properly operate, adjust, and repair Hesston farm equipment.

Frank Hunsaker, product service mgr., checks the weekly printout of fast moving parts for possible service implications.



industry statistics, to observations of our branch and territory managers in the field regarding farm activities in their particular areas and what the competition is doing.

When the product manager is convinced that there is a need for a new product and good growth potential in a given product area, he gathers data regarding the type of machine needed to do the job. He works with the Engineering and Manufacturing Departments to determine whether this type of machine can be developed and built, and with the Cost Accounting Department to determine the cost and profitability of entering the market.

When all the facts and supporting material have been assembled, the product manager presents a proposal to the Executive Staff. If a decision is made to enter the market, the product manager communicates the program to key people in each department and stays in touch as the program develops to be sure the product is introduced and sold on schedule. Every department of the company becomes involved in one way or another. Obviously, the job of the product manager is important and requires a thorough knowledge of agriculture as well as the farm equipment industry.

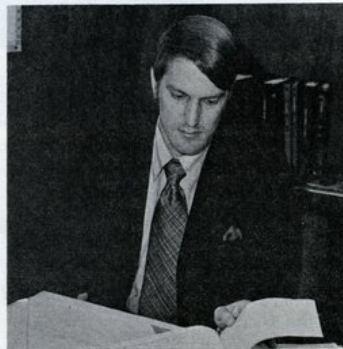
The Product Training section, supervised by Bob Granaas, product training manager, is responsible for all product training, which includes sales features, proper set-up, service, adjustments, and development and preparation of training materials for branch managers, territory managers, OEM sales managers, and branch service personnel. Special materials, such as slides, owner's manuals, and parts illustrations, are provided for dealer and customer training meetings conducted by the branch service managers. Sales manuals, including features, customer benefits, competitive comparisons, and pricing, are provided to sales personnel. Special training meetings, such as the annual sales meeting to be

held in Phoenix in February, are used to provide "in field" product training.

The service area of Product Training, coordinated by Frank Hunsaker, product service manager, constantly collects, evaluates, and communicates significant product problems to key company personnel. A weekly priority list of problems is obtained by telephone from the branches and compared to a similar list of "unusual fast-moving parts" secured by the Parts Department. Warranty, policy adjustments, and field rework programs are also handled by this group, in addition to the service training.

The Publications section, headed by Curt Buller, is responsible for preparing all technical publications. The service information coordinator works with both the Engineering Department and the Publications section to be sure all information is correctly communicated and coordinated between the two areas.

The Advertising/Sales Promotion and Visual Aids areas, headed by Gene Countryman, are responsible for planning, developing, and preparing all programs and materials needed to acquaint the territory managers, dealers, and customers with Hesston products.



Jerry Zimmerman, product service supv., above left, checks out part numbers for a StakHand warranty adjustment.



Bob Slaughter, product service supv., above, confers with branch personnel on a windrower service problem.

Joe Ziegler, service information coord., left, loads movie camera prior to shooting some field action footage.



Publications supv., Curt Buller, seated, and his staff of illustrators. (l. to r.) Ernie Giffin, Gary Kingsley, and Paul Diener.

Advertising/sales promotion mgr. - Gene Countryman, seated, and (l. to r.) Alma Heppner - stenographer, Sharon Musser - advertising admin. clk., and Dennis Schmidt - visual aids supv.

FFA Scholarship Winner



Pictured above (r. to l.) are John Morgan, President Lyle Yost, Warren Flaming, and Mr. and Mrs. Randolph Flaming. Warren, winner of the 1970 Hesston Corporation Scholarship at the Kansas State Fair, his parents, and his vocational agriculture instructor at Goessel High School, were guests of the company for luncheon and a tour of the plant.

Visitors From Turkey

Mr. and Mrs. Hayrettin Tuncer and their son, Dr. Baran Tuncer, of Ankara, Turkey visited Hesston recently. Dr. Tuncer is a professor of economics at the University of Ankara and is on a year's sabbatical from his duties to do economic research at Yale University. The elder Mr. Tuncer is a retired agricultural extension specialist.



Left to right — Dr. Baran Tuncer, Nelson Galle, employee rel. mgr. and Mr. and Mrs. Tuncer.

Russian Ag Experts Visit



Messrs. Romanov, Moussine, Bekmurator, and Nazarints (l. to r.) of the USSR ministry of the tractor and agricultural engineering industry were recent visitors. They also visited the Lubbock, Texas area to view Hesston Cotton Harvesters in operation. Gene Countryman, advertising/sales promotion manager, (far right), greeted the visitors upon their arrival at the Wichita airport.

South American Visitors

Mr. and Mrs. Vincente Penalosa from Bogota, Colombia visited the Hesston facilities recently as guests of the International Operations Department. Mr. Penalosa is the second largest grower of cotton in Colombia.



Employee Activity News

REMINDER — Keep February 20 open for FAMILY NIGHT. More information will be posted on the bulletin boards in a few weeks.

Hesston Hosts Branch Managers' Meeting



Pictured above along with some home office personnel are the Branch Managers of the North American Sales Organization and some of their staff who recently (January 7, 1971) attended a Branch Managers' meeting held at Hesston. L to R are: Woodie Grotebold - North American Sales Mgr., Lloyd Smith - Vice President - Marketing, Paul Hough - Syracuse Branch, Gene Knutson - Western Regional Mgr., Dick Bowerman - Dallas Branch Mgr., Ken Soltis - Indianapolis Branch Mgr., John Cavassa - Hesston Branch Mgr., Weldon Jenson - Denver Branch Mgr., Dennis Dunham - Eastern Regional Mgr., Steve Miller - Calgary Branch Mgr., Larry Beck - Syracuse Branch, Dean Wasser - Fresno Branch Mgr., George Olsen - Marketing, Al Morgan (behind) - Minneapolis Branch Mgr., Vern Oesterreich - Portland Branch Mgr., Vern Heiman - Dallas Field Sales Mgr., John Soubry - Oakville Branch Mgr., and in front - Lee Salmans - Accounting.



Alpha Tatro, left and Bud Bachman get a new cleanup program underway in Tooling Dept.



Hershberger



E. Schmidt



Wenger



Schroeder



Koehn



Johnson



Barbour



Blosser



V. Unruh



A. Unruh



Cookson

20 Service Years

Howard Hershberger, Controller
Eldon R. Schmidt, Maintenance

15 Service Years

John S. Wenger, Shear Shop
Donald Schroeder, Tooling
Mel Blosser, Hesston S.p.A.



McCloud



Umholtz



Huebert



Stucky

10 Service Years

Vernon Unruh, Assembly, Plant II
Terry McCloud, Production Control
Elmer Umholtz, Engineering

5 Service Years

Dale V. Guisinger, Shear Shop
Dannie H. Schmidt, Shipping
Phares G. Loucks, Shipping
James L. Miller, Tooling (n.p.)
John E. Haffner, Assembly, Plant III
Larry D. Koehn, Maintenance
Harold E. Johnson, Quality Control
Alden Unruh, Welding, Plant III
Richard D. Cookson, Parts
Richard O. Huebert, Assembly, Plant III
Irvin E. Nikkel, Machine Shop (layoff)
Melvin R. Stucky, Stock Room
Jim Gaeddert, Industrial
Ron Riedel, Machine Shop
Lewis E. Whitney, Production Control
Joe Ziegler, Marketing Services



Guisinger



D. Schmidt



Gaeddert



Riedel

New Personnel

Larry Barbour, T.M., Portland Branch

On Service Leave

David L. Schmidt, Machine Shop
Donald Westbrook, Assembly, Plant II

Service Returns

Melvin Friesen, (layoff)
Tim Stucky, (layoff)



Loucks



Haffner



Whitney



Ziegler

New FDA Safety Lens Rule

The U.S. Food and Drug Administration has recently issued orders requiring all lenses in both prescription and non-prescription eyeglasses and sunglasses to be impact-resistant.

This ruling means lenses must be heat-treated or laminated glass or plastic which will provide protection for non-industrial usage for anyone who wears glasses or sunglasses. The National Society for the Prevention of Blindness has sought this ruling for the past 15 years as it is expected to reduce the number of eye injuries suffered by the general public by a significant degree.

Hesston's eye protection program is not affected as the standards for industrial safety glasses exceed those of non-industrial glasses and these standards are incorporated in our present program.

Safety Shoe Winner

Galen Hiebert, Engineering Department, was the winner of a free pair of safety shoes when the Shoemobile visited the plant recently.

First Aid Class (CONT.)

Larry Wewer and Jerry Robinson, Department 909, were missed on the picture of those completing the Standard First Aid class in the December Shop Talk.



Wewer, left and Robinson

Winter Safety Precautions

With winter in full swing, rechecking some cold weather procedures and problems connected with winter may be helpful.

Fire Prevention

Heating systems usually work overtime in extreme cold. They should be kept in good repair and should be checked regularly. Dust and lint should be removed and filters cleaned on a regular basis. Combustibles should not be allowed to accumulate near furnaces.

Using flammable liquids (gasoline, thinner, etc.) in areas near an open flame can mean disaster. Vapors from flammable liquids are heavier than air and will settle in basements or travel along floor levels until ignited.

Asphyxiation

Carbon monoxide is the leading cause of asphyxiation. It is present in automobile exhaust systems, manufactured gases, and when combustion occurs in the absence of sufficient oxygen. It is lighter than air and will rise in a confined area. Combustion engines running in confined areas, poor exhaust systems which allow an accumulation within a vehicle, flues which are obstructed or, worse yet, a stove with no flue at all, have taken their toll of lives due to carbon monoxide poisoning.

Your Vehicle

Warm up the vehicle before driving. Make sure all windows are free of frost and that vision is good. Have extra clothing, a flashlight, blankets, window scraper, and perhaps tire and tow chains with you. Keep the gas tank on the "upper" half. When driving, remember—on dry roads stay one car length behind the car in front of you for every 10 mph you are traveling; two car lengths behind on wet

roads; and three car lengths on ice or snow. Use brakes sparingly. Keep speed down if visibility is poor or the roads are bad.

Exposure to Cold

Frostbite is caused by freezing a part of the body. Just before it occurs the part may be slightly flushed, but then changes to white or greyish-yellow as the freezing progresses. The part should not be rubbed or packed with snow. It should be immersed in warm (90–100 degrees) water or wrapped in warm clothing or blankets and rewarmed quickly. People who have poor circulation, such as the elderly or someone who is exhausted, are more apt to suffer from exposure.

Winter Illness

Colds and flu seem to be around much of the time and no miracle drugs have been found to treat them. Soap and hot water help to prevent their spread by killing germs. Aspirin and rest still seem to be the remedies for recovery. Care should be taken, however, in the event recovery is not normal as other infections of serious nature could follow. Consult a physician if there is any question.