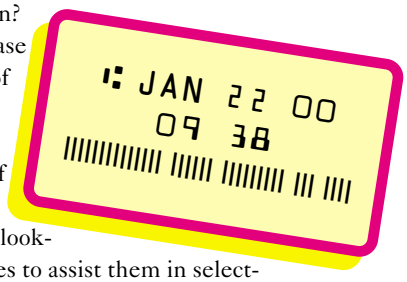
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INSIGHTS

Vol. XII No. 2, February 2000

"SELL BY_____" "USE BY_____" "BEST BY_____"



Just what do these phrases mean? A nationwide standard would ease the confusion and aggravation of both the consumer and retailer when it comes to the issue of open dating. In the aftermath of food borne disease outbreaks, you can bet that consumers are looking at the dates on food packages to assist them in selecting safe products. The problem consumers face is that often they cannot figure out the real message behind the phrase and date – if there is one on the package at all. Consumers don't understand what happens on the date that's printed on the package: Is the food no longer safe? Will it simply taste bad? Will it be good for a week after the date? Should it be thrown away? Can I give it to the dog?

Some consumers have begun to question why nothing has been done at the national level to implement a single dating system. The answer is that jurisdiction for the dating falls on the states, so rulings on the issue vary depending on where you live.

Source: American Association of Meat Processors ■

HIRE THOSE YOU ALREADY KNOW

With the job market so tight these days, chances are your company is always on the lookout for good employees. Here are few ideas that may help your recruiting process:

Customers - both current and past. They know your business (particularly from the customer service side) and are familiar with competitors' products and methods.

Current employees. When looking within your own organization, don't limit your search to those who fit a certain type. Employees know your company and will have a better sense of what can and can't be done.

Competitors. Go after the people in successful companies your salespeople are constantly running into. They'll be able to start with minimal training, and can offer a fresh perspective on business practices.

ChemStation is always happy to meet individuals who have an interest in learning about our business, or becoming a franchisee. If you know of anyone who might be interested in a chemical management career, just give us a call. ■

Celebrate February!

Suffering from post-holiday blues in February? Lift your spirits and mark these special days on your calendar:

February 2 Groundhog Day
February 12 Lincoln's Birthday
February 14 Valentine's Day
February 21 Washington's Birthday (Observed)

KEEPING UP WITH YOUR INDUSTRY

ChemStation is very proud to serve as the primary supplier of industrial cleaning chemicals to a variety of industries. In fact, we (and our customers) oftentimes think of us as more of a partner than a supplier – learning about their industry, their special cleaning challenges, and keeping up with changes in manufacturing and equipment. Add to this our commitment to keeping the environment safe for present and future generations and staying current with federal and state regulations, and you can see that our dedication to serving markets is paramount.

HOW DO WE DO IT?

In addition to subscribing to trade journals, attending conferences and participating in industry trade shows, we are also contributing members of several national trade associations. While some of these have to do with the cleaning industry itself, we also believe that the best way to serve our customers is to join their association.

...contributing members of several national trade associations.

Currently, we are Corporate Members of: American Association of Meat Processors, Technical Association for the Pulp and Paper Industry, U.S. Poultry and Egg Association, to name a few.

Is your trade association one we should consider joining? Talk to your local ChemStation Sales Representative, and we'll look into it right away. ■

HACCP CERTIFICATION

We're happy to announce that Shane Murphy, a Customer Service Representative in ChemStation's Corporate Headquarters, completed a Hazard Analysis of Critical Control Points (HACCP) certification course administered by The Food Processors Institute. To be certified, you must know how to set up a HACCP plan that includes the critical control points in the process and how they will be monitored. Additionally, you must be able to determine what points of the process are to be covered by SSOPs and SOPs. The second part of the course involved the set up of certification and re-evaluation procedures that satisfy federal, state and local inspectors in the proper set-up and implementation of the plan to insure food safety. ■

CHEMSTATION®

How To Get Your Best Employees To Stay With Your Company

Retention is a serious matter for any organization these days. A survey of 352 senior human resources executives asked what strategies their companies are using to persuade employees to stay on their team. Their answers include:

Sending employees to conferences	78%
Tuition reimbursement	67%
Managerial training	67%
Company support for degree programs	62%
Pay for performance programs	59%
Flexible work arrangements	57%
Interpersonal skills training	57%
Technical training	55%
Employee empowerment	46%
Professional accreditation	32%
Physical fitness benefit	31%
Extended parental leave	23%
Job rotations	20%
Child care assistance	16%
Paid time for volunteer work	11%
Sabbaticals	7%

Source: The Motivational Manager

Soap Box

Assuming that college costs rise 5% annually, a child born today can expect to shell out more than $250,000 for an Ivy League diploma.
Nationwide Financial Services

Among girls aged 12 to 17, participation in soccer rose 37% to 3 million from 2.2 million in 1997. Nationwide, 497 high schools added girls' soccer programs last year.
1999 National Soccer Participation Survey

It's 4 PM. Do you know where your dinner is? If you're like 71% of us, you still don't know what's hitting the table tonight.
General Electric

Socially responsible investing is growing. Though still relatively small, portfolios without gambling, tobacco and defense industry stocks, among others, have tripled since 1995.
Social Investment Forum

Only 11.9% of corporate officers are women – and only 27.5% of them have profit-and-loss responsibility. A notable exception: At Southwest Airlines, 33% of the corporate officers are women.
Catalyst



Send your comments to:

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