



# WORDEN & SHEWELL PIPELINE

Volume 1, Issue 3  
FALL 2002

## FABULOUS FALL 2002!



Fall has officially arrived! Months of intense heat and humidity have finally given way to crisp cool mornings, beautifully sunny afternoons, and clear nights. The change of season has also brought about many new and exciting changes to Worden & Shewell. Over the past several months W & S has begun implementing incentive programs to promote team work, and create a positive work environment for all employees. W & S is excited to announce that an "Employee of the Month Award." has been established. Each month the project managers will nominate an individual they feel possess the qualities associated with being awarded the title "Employee of the Month."

The first "Employee of the Month" award was given to **TOM BRENNEMAN!** Tom was selected for this award for his positive attitude at work and for life in general, his commitment to doing the job right, and his dedication to Worden & Shewell. Tom is Parts Manager in the warehouse and began working here in July 1996.

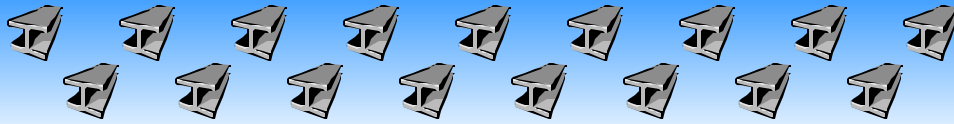
A "typical" day for Tom begins at 7:00am— he is busy making sure all the servicemen "get out the door" quickly. To do this he must have all the parts needed for that day's jobs ordered, pulled, organized and ready to go. Once all the servicemen have gone, Tom begins what he says could be a full-time job in itself— keeping the warehouse organized!! In addition to maintaining the warehouse, his responsibilities include purchasing parts, researching part availability and prices, maintaining the warehouse stock, and ordering specialty stock. Tom's busy day continues late into the afternoon. Long after the last serviceman has departed, Tom is still busy restocking the shelves, and getting organized for the following morning. Each day Tom demonstrates the dedication which has earned him W&S's first "Employee of the Month."



W & S has implemented a safety program that will benefit both the employer and the employee. W & S hopes to increase productivity and lower workers compensation premiums while the employee will enjoy a healthy, safe, working environment. Safety and health must be a part of every operation. To promote safety within the workplace a safety committee has been formed. Members include Mike Barley, Tom Brenneman, Charlie Kochenour, Junior Maurer, Justin Schmuck, Mark Troutman, Mike Wood, and Steve Snyder. The goal of the safety committee is to provide a safe and productive work place and to ultimately create a **zero injury work environment.**

Several incentive programs have been established to promote safety awareness within the company. Beginning October 1st, safety teams were made up of a cross-section of employee groups. Each team that remains accident-free for 3 months will receive \$25.00 per team member. At the end of the year, everyone accident free will be entered into a drawing, and the winner will receive \$200.00! A weekly drawing of \$25.00 has been established for everyone who reads the safety bulletin and submits his name. Also, a monthly truck inspection is being conducted. The person with the most orderly truck will win \$50.00. September's winner was **Butch Linsey.** Congratulations Butch!

The incentive programs are designed so that EVERYONE must work together, and be aware of the importance of safety at the work place. By working together we can make this program a success and reach our goal of making Worden & Shewell a zero injury work environment.



**Happy birthday to you, happy birthday to you, happy birthday dear...**



**September**

1st Greg Preston  
 1st Bob Wertz  
 9th Steve Breighner  
 16th Brian Mummert  
 18th Norm Grim  
 28th Greg Altland

**October**

8th Phil Breighner  
 10th Tom Beavers  
 21st Steve Hoke  
 31st Tom Brenneman

**November**

10th Barry Hall  
 25th Mark Troutman

**December**

3rd Dennis Arnold  
 3rd Larry Leiphart  
 8th John Ketterman  
 19th Shane Eckert

**SERVICE ANNIVERSARIES**



Rod Simpson	18 years	Ron Pope	6 years
Steve Hoke	16 years	Dave Arnold	4 years
Kathy Rhoads	15 years	Mike Wood	4 years
Skip Snyder	14years	Ben Waltmyer	2 years
Dennis Wilhide	8 years	Mike Anderson	2 years
Dennis Arnold	7 years	Phil Breighner	2 years
Brad Miller	6 years	Steve Breighner	2 years
Joe Gabriel	6 years		

**Dates to remember.....**

10/26 Inventory!  
 10/27 Turn your clocks back  
 10/31 Halloween  
 11/28 Thanksgiving Day- closed  
 12/11 Holiday office  
 dinner-Yorktowne  
 12/24 & 12/25  
 Christams Eve/Day-closed



**CONGRATULATIONS**



Dennis Wilhide became a grandfather!  
 His daughter had a baby girl on August 30th  
 Makaylie Louise May  
 6lbs 1oz  
 18" long



**Worden & Shewell, 730 Ridge, Ave., York, PA 17403  
 717-846-8858**

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

**"To catch the reader's attention, place an interesting sentence or quote from the story here."**

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.

## PIPELINE

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
Email: xyz@microsoft.com



Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the readers attention. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.