

Standard Shade Just Keeps On Rolling

BY PAUL MITCHELL
From the Flos Shade Roller Company in 1907 to the Standard Shade Roller, Division of Joanna Western Mills Company in 1915, the Ogdensburg manufacturer has maintained its long and proud history in the city of Ogdensburg.

For over 70 years, the plant has provided area residents with a high-quality shade roller business. Recently acquired by Kenner & Company, a New York City-based investment firm, in August of 1986, Shade Roller begins a new era in Ogdensburg.

main committed to its employees and the city of Ogdensburg by being positioned to meet future challenges and opportunities," said Plant Manager Steve Cochems. Cochems added that from its newest product line in March of 1986 to full production in July of 1986, Horizontal Blinds, a custom-oriented product, has been in the Shade Roller limelight. "Horizontal Blinds not only replaced lost volume of window shade and shade roller business, it increased operations from a one shift operation to a three shift operation," Cochems noted. "It also boosted the employment level

from 135 employees to 150 employees on a full time basis." A new IBM Computer System 36 was purchased to handle increased orders, purchasing, inventory, and production requirements, he continued.

Cites Workers
In 1986, Shade Roller focused attention on its most valuable asset — its workforce. During the year employees were honored at a Perfect Attendance Luncheon, 25-Year Club Banquet, Retirees' Luncheon and Open House, a company picnic, and a Christmas and Service Year Award Luncheon.

"The Good Housekeeping program continued to receive priority attention because of the positive elements it produces to the morale, productivity and safety of our people," said Cochems. Employee community assistance, health, and safety awareness programs were promoted such as the United Way and the Great American Smokeout, he added.

Impressive Figures
Cochems pointed out other positive aspects of 1986 for Shade Roller, including Service levels of 97 percent on time shipments and reduced non-horizontal inventories

of 33 percent, each contributing toward an excellent year. Overall company sales increased over 1985 figures. Shades & More, the company outlet store in the Charlestown-Ogdensburg Mini-Mall, showed a 51 percent hike in sales over 1985. Cochems also stated the plant's effort to work closely with the city to meet certain rules and regulations.

"We have worked very closely with the city of Ogdensburg to meet current EPA Wastewater regulations," he noted. "Also Shade Roller has worked with the St. Lawrence County Industrial

Development Agency to purchase the entire length of railroad property adjacent to Shade Roller." Cochems said that due to its willingness to adapt to new product lines, generate a top quality product, and serve the needs of the customer quickly, Standard Shade Roller remains a top competitor in the field of window treatment products.

"As a result of the skill, experience, ingenuity, loyalty and cooperation of the workforce, Standard Shade Roller continues to be 'A Can Do Company' for 1986," concluded Cochems.

Massena's Alcoa Plant Faces Stiff Challenges In Coming Year

BY JOSEPH D. GRAY
MASSENA — Now that 1986 is over it is time for Alcoa's Massena Operation to take a look at itself, make some adjustment and strive to more efficiently produce aluminum on a world-class, competitive level, according to the operation's new plant manager.

Dennis Ray, plant manager, said 1986 was not a banner year in terms of setbacks compared to successes. He also said the plant can ill afford

to have many more years like 1986 if they want to continue. When asked what some of the successes at the Massena plant were last year, Ray said, "I'm not sure we had a lot of successes in '86. 'I think we went into 1986 knowing what all the challenges were going to be. They were correctly identified. My predecessor (former plant manager Dennis Falls) did an excellent job of really knowing


what the challenges were going to be in '86," he added. One of the major issues was the contract negotiations with the Aluminum, Brick and Glass Workers International Union. The negotiations occurred on a national level as well as local. When the negotiations failed, the workers walked off the job at Alcoa plants nationwide. A month later the strike was settled, but workers at the Massena plant stayed off the

job for an additional month. When the strike was finished, more than 400 workers were laid off at the facility. Another challenge came in the form of cutbacks in production of metal. "We knew very late in 1985 that the company had embarked upon a course of reducing the size of its smelting capacity. That, going into '86, was going to be quite a challenge for this corporation,"

Ray noted. "The renegotiation of the power contract (with the New York Power Authority) was known to be one of the major events of 1986," he pointed out. Those negotiations fell through and as a result of being unable to secure low-cost hydropower necessary to the operation of one of the plant's aging P-75 potlines, the potline had to be shutdown permanently. The shut down also caus-

ed considerable layoffs. The cable mill, which produces overhead conductor used to transmit electricity, has been in financial difficulty for more than a year and it was rumored it would be shut down or sold. "The survival of the cable mill business was known to be a very difficult issue that we felt would be addressed during 1986." "So I think all of the things were


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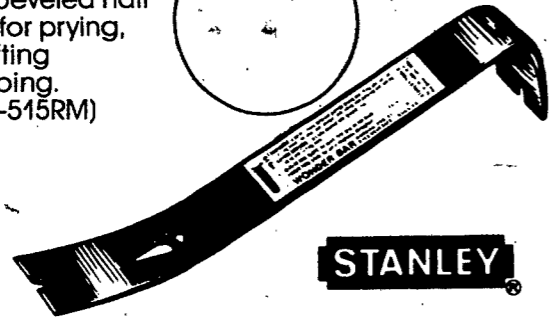
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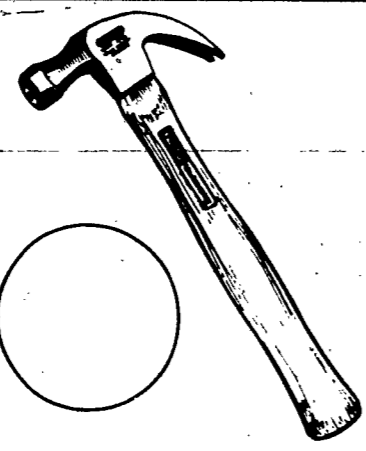


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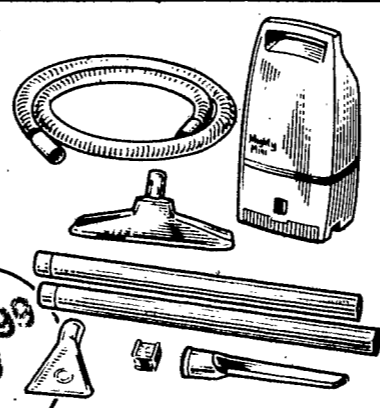
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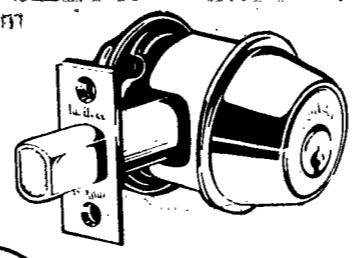
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