



Shellegram

Deer Park Manufacturing Complex

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Quality Improvement Process:

Program will help keep DPMC competitive

(Editor's Note:) Shell employees at locations across the country are being introduced to the Quality Improvement Process (QIP). Here at DPMC, employees are attending quality training classes to learn about this innovative process. The Shellegram asked Chemical Superintendent J.D. JOHNSON about QIP and how it affects DPMC and its employees.)

Q: There has been a lot of emphasis by DPMC management on becoming more competitive. How does QIP relate to this?

A: We in U.S. have the most competent, capable, best educated workforce in the world. Yet we are losing our heavy industry to foreign competition. Industry has become complacent in recent years and foreign competitors are eager to take a larger segment of the market for themselves. You can see this in the steel industry, and portions of the electronics, auto and chemical industries. Plants are shutting down and laying off employees. A lot of this can be tied to the demand for quality. Customers are always looking for the best quality product available at a competitive price.

To bring this point home, consider the many people who buy foreign autos. They don't do this just because they want foreign-made products. Rather they are basing their decisions on one or two things, or a combination of the two. One, they get more value for their money. And two, they have fewer problems with repairs and service work.

To reverse this trend, U.S. industry must improve its competitive position. Emphasizing and effectively implementing the quality process is the way to do this.

The steel industry recognized it's problem too late to hold onto its market share. The auto industry almost waited too long, but now is taking steps to become more competitive. The oil refining and chemical industries have a little time, but we must

act now to increase our competitiveness. The Quality Process is a major step in that direction.

Q: Isn't the problem of competitiveness related to tariff barriers and subsidized products flooding U.S. markets?

A: Certainly, multi-national trade barriers and governmental policies add to the problem. And we can influence these policies in a minor way through exercising our vote and participating in politically active groups. However, I personally do not wish to gamble the future on hope of prudent governmental action when I see an opportunity for improving something I control, which is my own contribution. By working together and using the QIP principles, with an attitude of "what can I do to improve competitiveness," we will have that needed edge to ensure growth, opportunity and continued security.

Q: What are possible consequences for DPMC if the Quality Process is not implemented?

A: If we don't make quality im-

provements and, as a result, improve our competitiveness, then we will see a slow erosion of our market share. You won't see this take place tomorrow or next week. But eventually it will catch up with us.

Q: What can the Quality Improvement Process do for the Complex, and more specifically, for the employees attending the quality training classes?

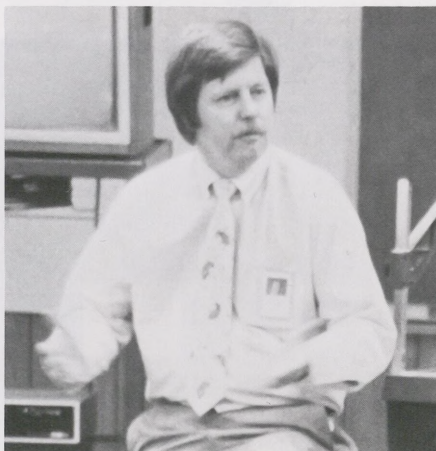
A: QIP will improve our competitiveness. The Process deals with identifying requirements, avoiding problems through prevention, and looking at the root cause of the problem. Essentially, it gets us away from the quick fix approach.

All of us at DPMC, whether in an office or in the field, can benefit from QIP. We'll be able to apply the Process in our work. For example, engineers will make fewer changes to engineering designs by using the Quality Process. Time and money won't be lost because there were errors in the design.

In the field, the same kind of application can be made. Instead of just fixing an evident problem, the Quality Process says you should fix it and then look at the root cause can save you from having to go back and fix it again and again.

Q: We've been hearing and reading about quality programs at DPMC for quite awhile. Is this an industry friend?

A: Chemical companies are moving rapidly toward implementing their own quality programs. Many customers who buy chemical products are reducing their number of suppliers to those who have quality programs in place. For example, Ford and Mobay, two of our largest customers, will reduce by 1990 their number of suppliers by 90 and 80 percent, respectively. Other customers are following both in Resins and Solvents products. This is not bad, since it is a real opportunity



Chemical Superintendent J. D. Johnson discusses the Quality Process with training class participants.

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First bulk shipment

Resins ships load to Japan

DPMC's Resin's employees recently prepared and shipped a 600,000-pound load of liquid resin to Japan. While that is not new, the fact that the resin was sent out as a bulk shipment is.

"We've been shipping liquid resin in 55-gallon drums to Japan for several years," says **BUD BUTLER**, operations supervisor for Liquid Resins. "This is the first time we've sent it out in a bulk tank."

This load of liquid resin, produced by employees at ERU-5, is being shipped overseas in a storage tank aboard a chemical tanker rather than in individual barrels as a way to reduce handling costs. However, bulk shipping of liquid resin requires extra special attention to details.

"Specifications for a bulk shipment are different than those for a drum shipment," explains **JOAN KOPPAL**, an associate engineer in Resin. "That's basically because there's more heating of the resin involved." Liquid resin, when it cools, becomes a dense liquid. In order for it to be transferred from one tank to another, the material must be heated so that it flows more easily.

"Each time a load of resin is heated, there's a chance that the product will get off spec," Joan explains. "So we have put

a great deal of planning into this shipment to ensure the product arrives in Japan with the same properties as when it left the Deer Park Complex."

In addition to the method of shipment, another unique part of this liquid resin load is its stringent color specifications.

Bud explains, "Normally, liquid resin has a honey gold color to it when it is produced. For this shipment, we were required to produce it in a clear form, since it is to be mixed with paints used on automobiles. The clearer the resin, the less it affects the color of the paint when mixed together." Approximately one pound of resin is used for each automobile painted.

Before the resin was loaded on to the ship, Bud and Joan physically checked the tank in which the resin was to be shipped and transfer lines for any contaminants. "We want to make sure the product arrives at its destination in the same condition as when it left," he explains. "Also, we've contracted with an inspector to make the same quality checks when the resin arrives in Japan and is transferred off the ship."

Arrival of the liquid resin load in Japan is expected sometime in April. Until then, Bud and Joan will have to wait to see if the bulk shipment method is a viable option for

the future.

"We have a lot of confidence in our product and in the extensive planning done for this shipment," Bud says. "Resins employees in the lab, engineering, operations and distribution all contributed to making this shipment a successful one."

Classified

FOR RENT Trailer 12x50, 1 bedroom, furnished, private lot, no children or pets, \$225 a month. 487-0598.

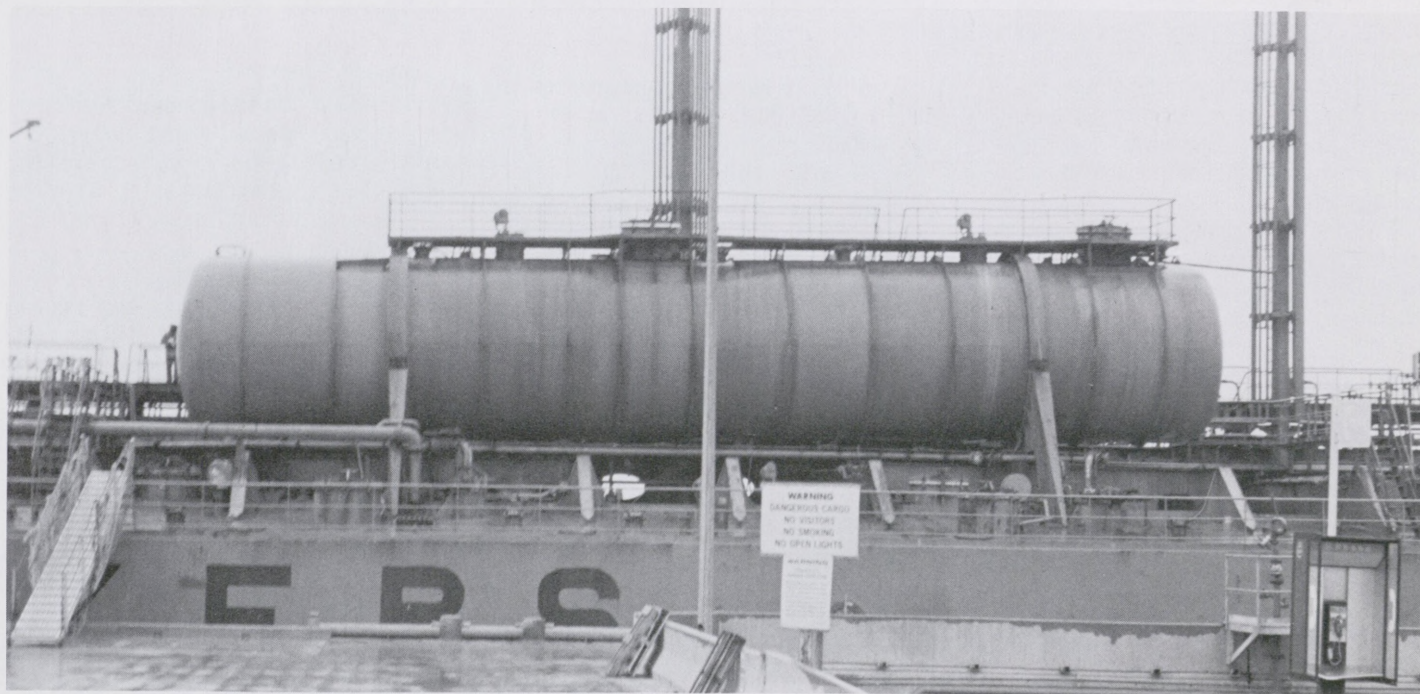
LOST Camera (35mm) Sure Shot, Call Carole. 476-6173.

FOR SALE Self propelled lawn mower, Sears Edger I with bag, good condition \$160.00, Push mower \$55.00, 479-1456.

Thank You's

I want to thank my friends in maintenance, BA/SR and especially the "Downey Bunch" for the parties and gifts for my retirement. Sincerely Yours,

R. H. "BUCK" WINTERS



DPMC's bulk shipment of liquid resin was loaded aboard ship in a tank similar to this one.

SCORA News

SCORA Annual Picnic

- April 25 -- Lennox Ranch
- Noon to 6 pm
- Free to members
- \$6 entrance fee for guest and nonmembers
- Children two and under admitted free
- Catered by SCORA (Food served noon to 5 pm)
- Free beer and soft drinks
- Musical entertainment
- Door prize to be given away
- Free rides, popcorn and clowns for the children

Three named to manager jobs at DPMC recently

Three new managers recently arrived at the Deer Park Complex. They are **RON LYALL**, Employee Relations; **BOB WINDSTEIN**, Organizational Effectiveness; and **JIM ROSBOROUGH**, Purchasing & Administrative Services.

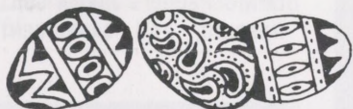
Ron replaces **ROD SCHLIEP**, who was transferred to Shell's Norco Manufacturing Complex; Bob replaces **MARK BIDLAKE**, who was reassigned to Shell's Head Office in Houston; and Jim replaces **BILL DUEBNER**, who also was transferred to Shell's Head Office.

Ron joined Shell in 1954 at the Shell Point Plant. Over the next several years, he served in Employee Relations positions at the Martinez Complex, E&P's offices in Los Angeles and Bakersfield, and at the Deer Park Complex. He previously was Employee Relations manager for the Norco Complex.

Bob began his career with Shell in 1959 at the Norco Chemical Plant. He held

several positions over the years, including Administrative manager for Head Office's Legal department and Employee Relations manager for Head Office's Purchasing & Administrative Service department. Before coming to DPMC, Bob served as an Organizational Effectiveness consultant to the Wilmington Complex, Geismar Chemical Plant, Information & Computer Services, Head Office E&P Technology, and certain Products Engineering departments.

Jim joined Shell in 1958 at the Norco Chemical Plant. Some of the positions he has held over the years include Economics Division manager for Materials Headquarters at Shell International Petroleum in Holland; Operations manager for Shell Chemical's Elastomers and Polystyrene business; and Procurement manager for Shell Western E&P. He previously was manager of Purchasing Administration and Economics at Head Office.



SCORA

EASTER EGG HUNT

April 11 11 a.m.

San Jacinto Monument

Milk and donuts for the children





ARTIST AT WORK ... DPMC painter and SCORA President Junior Guillot brightened up a few children's faces at the cookoff.



HERE COME THE JUDGES... Chili judges Gayle Johnson and Ron Lyall (both far left) and Alton Smith (right foreground) put their taste buds to the test.

Fat Cats to with Deer C

SCORA's annual Chili and Barbecue Cookoff took place in February, and there was plenty of fun and food for everyone.

Held at the Pasadena Rodeo Grounds, SCORA had 16 teams entered in its competition. Trophies were awarded to the top four chili and top three barbecue entries. Showmanship trophies were awarded to three teams.

Taking first in the chili competition was Fat Cats Deer Camp Chili, made up of DPMC Painters **JERRY NELSON**, **MIKE WILLIS** (head chef), **STEVE ROUSE**, **KEN LAWRENCE** and **RICKY WITT**. Sponsors of the team were **ED HOLLOWAY**, **EMIT DRUMGOOLE**, and **RAY SNODGRASS**, all Maintenance foremen at the Complex.

The Cajun Smokehouse team took first in the barbecue cookoff. Its members are DPMC Painters **JUNIOR GUILLOT** and **GEORGE HARDING**, and **GARY FENTON**, Distilling



CHILI CHAMPS... Fat Cats Chili took first with their go-to member Jerry Nelson. At far right is Steve Rouse and Ken

take first Camp Chili

operator.

Winning the Showmanship trophy was Toot-Toot chili, consisting of CAROL BOYETT, Disbursements; NITA and JERRY MCDANIEL, electrician; AMY and GEORGE HARDING; and MARIE and JIM REPP, DPMC retiree.

Judging the chili competition were GAYLE JOHNSON, Complex superintendent; MRS. RON LYALL; ALTON SMITH, senior Employee Relations representative; and SUE BJORNSETH and RALPH HAY of the Pasadena Chili Pod.

The barbecue cookoff judges were RON LYALL, Employee Relations manager; JACK MILLER, Computer Services; MR. and MRS. BILL MCGUIRE, maintenance shift foreman; and J.T. WARD with AT&T.

Showmanship judges included J.W. PETERS, Maintenance supervisor; FRED SONDEREGGER, Maintenance foreman; and TANA SNEAD, VOE student.



LOOKIN' GOOD ... Showmanship winner was Toot-Toot Chili. Team members are (left to right) Marie Repp; Jerry and Nita McDaniel; Jim Repp; Amy and George Harding; and Carol Boyett.



h their gourmet delight. Holding his son Cody is team use and Ken Lawrence, holding some secret ingredients.



GOOOD BARBECUE ... Doug Teschendorf (left) and Johnny Brecheen sample a bit of the Hillbilly Team's cooking.

Shell secretary and son participate in Dickens

LISA ENTREKIN, a secretary for the Shell Coal Gasification Plant, and her 14-year-old son, BRIAN, entertained at Dickens on the Strand in Galveston this year. Lisa and Brian are members of the Galveston Historical Foundation and volunteer their time and talents every year.

Brian is an 8th grade orchestra student

at Bonnette Jr. High in Deer Park. Brian's achievements this year include three 1st places in Solo and Ensemble Competition and is a member of the All District Orchestra. Brian is most proud of his first year of being a member of the Houston Youth Symphony which performs throughout the state.



LISA AND BRIAN ENTREKIN



MARX ISAACS

AIChE group honors Isaacs

MARX ISAACS, who retired from the Houston Refinery at Deer Park in 1961 after 32 years with Shell, was named Honorary Chairman of the Spring National Meeting and Petro Expo '87 of the American Institute of Chemical Engineers (AIChE) to be held at the Astrodome March 29-April 2. He was honored at the Honorary Chairman's Luncheon on April 2 at the Astrodome Marriott.

QIP offers DP Complex three advantages

CONTINUED FROM PAGE 1
ty for us to increase our market share by being the best of the best. The trend is to do business you must qualify as a "quality supplier". If you don't qualify, you don't get the business.

Q: How would you sum up the benefits of QIP?

A: I believe the Quality Process does three things. One, it makes for a good workplace by having quality-minded employees making high quality products. Two, it provides an opportunity to improve our competitiveness with foreign imports, which if successful, will help us to grow as a company and provide increasing opportunities for all of us. And thirdly, in that same vein, there is going to be a redistribution of market share in the U.S. with the same impacts — growth opportunity for those who can compete and stagnation for those who can't. The Quality Improvement Process is one way of ensuring that DPMC will be able to compete with the best of our competition.

Savings Bond campaign set

In April, the annual U.S. Savings Bond Campaign for all Shell employees will begin and continue through the end of the month. This is your opportunity to "Take Stock in America" by purchasing Savings Bonds through the Shell Payroll Deduction Plan.

The U.S. Treasury Department states that the Series EE Bond is an appreciation-type security that has a maturity of 12 years. Its purchase price is 50 percent of its face value; for example, a \$100 bond costs \$50. Denominations available include \$50, \$75, \$100, \$200, \$500, \$1,000, \$5,000, and \$10,000.

Savings Bonds are guaranteed by the U.S. Government as to principal and interest. If lost, stolen, mutilated or destroyed, they will be replaced without charge upon application — and they will bear the original issue dates.

Savings Bonds are an ideal way to provide for your child's education in the future. By placing the child's name on the bond, and naming the parents beneficiaries, a possible tax-free college fund will grow with your child. Bonds can also be used as a retirement supplement. By exchanging Series EE Bonds for Series HH Bonds, which pay interest semi-

annually, you can keep deferring the interest so no taxes are due until later, when you might find yourself in a lower tax bracket following retirement.

Furthermore, the Payroll Savings Plan allows bonds to be purchased through regular payroll deductions. Bonds purchased through the plan will be mailed directly to the employee.

Best of all, U.S. Savings Bonds provide you an easy and convenient way to save. By joining the April campaign, you can add to your future security and the strength of the nation. For more information, call **CATHY ATHEY** at extension 6648.

Complex dials 4444 for emergencies

Starting in mid-April, DPMC employees will be able to call one phone number (4444) to report fires and request ambulance service.

"Whatever the emergency is, it can be handled by dialing 4444," says **JACK OLIPHANT**, Safety representative, who points out that this one-number system is patterned after the national 911 emergency number which has been a success. "When 4444 is dialed, it rings at the main gate and is then connected with the Medical Department or fire station with the push of one

button."

For a few months after the new system is in place, the old emergency numbers will be forwarded to the 4444 number.

Jack says the new emergency phone system is already installed and phone stickers with the 4444 number soon will be distributed throughout the Complex.

As another part of this emergency system update, changes are being made to the plant-wide fire alarm systems.

"Both the North and South sides of the

Complex will have one fire alarm code," Jack explains. "It will be the same one that is used on the North Side now."

"On the South side, the old code system created some confusion," Jack continues. "It took a little longer to cross reference the correct code when somebody reported an emergency, which caused some delay.

"The new 4444 emergency number and one-code fire alarm system are ways in which we are continuing to strengthen the Complex," Jack says.

Shell Motorist Club offers many advantages

This winter millions of motorists will find themselves stranded on the road or stuck in their driveways because of minor mechanical breakdowns with their vehicles.

Shell Motorist Club (SMC) reports that although the mechanical difficulties might be minor, irritation levels could be major because of the high cost of emergency road service and personal inconvenience.

"Many of these motorists will pay more in out-of-pocket costs than is necessary for road assistance because they aren't members of automobile clubs," says **MELVIN EVANS**, director of SMC.

Generally, automobile club memberships costs less than \$50 per year and cover such benefits as emergency road service, towing, trip routing and accident insurance.

For example, annual membership for a driver and spouse in Shell Motorist Club is

\$39. As a member, motorists may call any towing service, service station or garage they choose when they need emergency road service. Then within five days, members are reimbursed up to \$75 per tow and up to \$75 per road service call.

"When a driver uses just one motorist club benefit, such as towing or road service, even once in a year, he or she has more than recouped the cost of membership.

"Most breakdowns occur in and around drivers' hometowns. To be prepared, drivers should keep a local garage or two service telephone number handy in their cars' glove compartment. In an emergency, it's reassuring to call your local garage and have someone you know fix your car," Evans says.

A recent SMC survey among motorists concluded that emergency road service is

the number one benefit sought and used by automobile club members.

Road assistance could include such minor repairs as a flat tire change, battery boost, hose and belt replacement or delivery of gasoline.

Being a motorist club member and knowing that you'll be reimbursed for most road service costs is really reassuring when you're stranded.

"Many people discover their mechanical problems are truly minor and they easily can be fixed on the road without towing, it's nice to know drivers are covered by this service, too," Evans says.

If you would like to become a member of the Shell Motorist Club simply call 1-800-621-8663, weekdays, 8:00 a.m.-5:30 p.m. Central Standard Time. The membership fee is \$39 annually or \$3.25 per month for one year.

Graduate issue set for July Shellegram

The **SHELLEGRAM** will honor graduating sons and daughter of DPMC employees and retirees in the annual Graduates Issue published in July.

Also, employees or spouses graduating from colleges will be included in the special issue.

High school and college graduates

should send a photograph (with the student's name lightly penciled on the back) along with the graduate's form printed on this page to **SHELLEGRAM**.

The deadline for submitting photographs and forms is **FRIDAY, JUNE 5**.

The information can be sent by company mail or hand-delivered to the North Ad-

ministration Building, Room 238B, or mailed to **SHELLEGRAM**, P.O. Box 100, Deer Park, TX 77536.

Photographs, as well as complimentary copies of the Graduates Issue, will be mailed to the employee-parent's address listed on the graduate's form.

TYPE OR PRINT CLEARLY

Graduate's Name _____ High School _____ College _____

Employee - Parent's Name _____ Department _____ Work Extension _____

Parent's Address _____ Home Phone _____
Street City Zip Code

High School _____

College _____ Degree _____ Major/Minor _____

School Activities - Honors _____

Future Plans (College and major or work plans) _____

Attach photo of graduate with name on back.
Mail to: **SHELLEGRAM**, P. O. Box 100, Deer Park, TX 77536
Deadline for submission is June 5.

Shellegram

Deer Park Manufacturing Complex

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