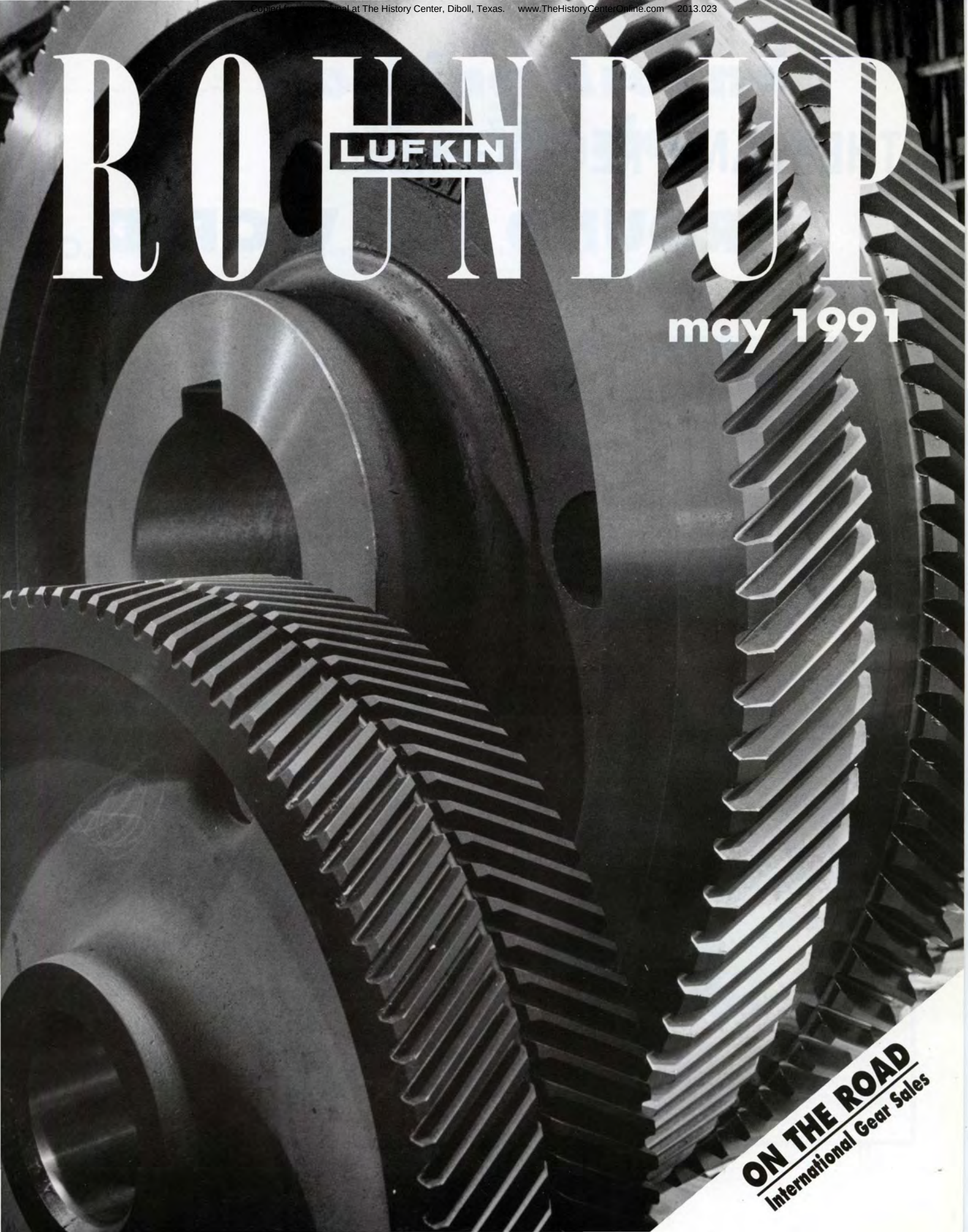
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LUFKIN ROUNDUP

may 1991



ON THE ROAD

International Gear Sales

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THE NAME RECOGNIZED AROUND THE WORLD

The international market place has changed dramatically in the last decade and will continue to do so throughout the rest of this Century and well into the next.



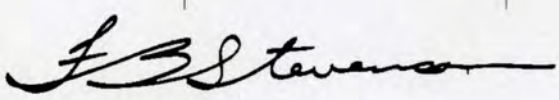
Throughout our lifetimes the United States has been the *world manufacturer*. Today, though, we see many foreign manufacturers moving into the global manufacturing arena with top-knotch products. They're even locating many of their operations to the United States to directly compete with us on our home turf.

To maintain our business, LUFKIN is meeting this competition head-on. We're working every day to improve our product, to increase our productivity and to answer the needs of today's markets. Although our products are mainly produced right here in Lufkin, our sales force is spanning the globe in search of sales.

A few months ago the Roundup spotlighted the international sales efforts in our pumping unit area. This month we're looking at the power transmission group. It is impossible to over estimate the importance of our highly trained, dedicated sales force, but each and every one of us here in Lufkin should read carefully what these people are saying about selling the LUFKIN product.

Don Prendergast stated that we have to "build a sense of trust" with our customers. Amando Ramirez related his experience with the Roadrunner unit in Ecuador and finished by talking about the people here in Lufkin who make the products. Rod Pittman said that, "All LUFKIN employees are sales people. Their product sells LUFKIN again and again."

Lufkin Industries is not just sales personnel or just production personnel or just office personnel... Lufkin Industries is a unified team with every one of us working as hard as we can every day to build on our proud history and to make further market penetration around the world.



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Working Around the World

Originating as an off-shoot of the Company's pumping unit business, today's gear business, now called *power transmission sales*, has blossomed into a world-class, world-spanning organization.

Power transmission sales have grown rapidly, accounting for over 23% of LUFKIN's net sales in 1990. Last year's sales were up 34% over the previous year.

While it appears that the rest of the world is beating the proverbial path to the United States with their products, LUFKIN is steadily expanding its presence in the world power transmission market. Working mainly from the Houston International Office, LUFKIN's power transmission sales force is covering the globe, looking for sales opportunities.

Hugh McWilliams, Division Manager in International Sales, is presently on a trip taking him through Australia, Singapore, Japan, Korea and possibly the Philippines. In Japan alone, he'll make calls on Mitsubishi Heavy Industries, Japanese Steel Works and Kobe Steel — all world-class organizations.

At the same time, Jim Trout, District Manager in International Sales, will be swinging through Europe. Stops in Italy, Germany and France are on his agenda. Before leaving on this trip, Trout stated, "LUFKIN is well known in the international business community. We're known world-wide as a viable manufacturer of high speed gears."

Additionally Ino Reyes, Salesman A in International Sales, is just back from a South American trip.

It is obvious then, that the Power Transmission Sales Team is not content to rest on past glories. If time and effort pay off, 1991 should be, once again, a record setting year.

REPUTATION OF TRUST

LUFKIN products have always been marketed by LUFKIN personnel. Instead of working through a series of middlemen, this puts LUFKIN in personal contact with customers.

Don Prendergast works the domestic gear market from the Houston office and he reinforces the soundness of this concept:

"LUFKIN has an excellent reputation for making good quotes to customers, but this is only one segment of what goes into making a sale.

"LUFKIN is a very personal company. Companies know that when they're dealing with us, they're dealing with us on a personal basis — not through intermediaries. They talk with me, they talk with our engineers, they talk with test personnel, they talk with production people — personally; one-to-one.



"This builds up a sense of trust. Our customers, or potential customers, know that when they are dealing with LUFKIN they are dealing with people and not an impersonal THEM. They know that we will stand behind what we build."

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LIFE ON THE ROAD

"The biggest myth still in existence today about the life of the salesman is how glamorous it's supposed to be." Jim Trout stated recently.

A veteran of over 20 years of traveling around the world selling LUFKIN products, Trout has visited many of the exotic locales most LUFKIN employees have only read about. However, it's not the fun-and-games and luxury many would like to believe it is.

Several years ago, Trout needed to visit Israel upon leaving Saudi Arabia. Because the two countries were old enemies, he couldn't catch a direct flight from Riyadh (Saudi Arabia) to Tel Aviv (Israel), so he had scheduled an intermediate stop in Cairo.

As Trout described the memory, when he innocently asked a Saudi friend about having his luggage checked through to Tel Aviv, "My friend quickly pulled me aside and told me that to even ask for such a thing would get me immediately arrested." Fun?

"Another time I was coming back from an extended trip to Europe and landed in Montreal around noon for what should have been a very short time to change planes for my flight to New York; unfortunately for me it was snowing very, very hard.

"Thirteen hours later, around one o'clock the next morning, still stuck in the airport, I struck up a conversation with a couple sitting by me. When the wife found out I was in international sales she just gushed about how exciting it must be.

"Two days later when I finally got home, I really had a hard time convincing myself what an exciting life I was leading."

Just back from a week in the Caribbean where he visited customers with sugar mills and refineries, Ino Reyes agreed with Trout's assessment. For 13 years Reyes has traveled Latin America, Central America and the Caribbean and he casually noted that he had been, "stopped several times by men armed with machine guns and searched."

Noting that this area has been a hot-bed of political upheaval in recent years, Reyes said that, "Although LUFKIN has many representatives in these areas who normally keep me out of the hot spots, knowing the language is a distinct advantage. It always helps to be able to understand what the taxi drivers and the locals are talking about.

"But when it comes time to negotiate just knowing the language isn't enough. You have to know how each different nationality does business. Few foreign business people are as up-front as most Americans."

Hugh McWilliams has only recently moved into the international side of gear sales and is



Hugh McWilliams: "Traveling overseas you never really know what you should take with you. Don Stanley called the other day from Singapore and asked me to bring some Neosporin and some Lava soap. Some things you just can't get anywhere but at home."

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Jim Trout: "Although I think that cultural differences in foreign lands are blown out of proportion, I know better than to have the sole of my shoe aimed at a Saudi when we are sitting, facing each other -- it's a sign of disrespect.

presently on his first extended trip. On this trip, McWilliams will work his way through Australia, Singapore, Japan, Korea and possibly the Philippines.

When asked about how long he would be gone, McWilliams said, "I'll be out from four to six weeks. I won't really know the exact time until I check the political climate in the Philippines. Sometimes it's not very safe for business travelers there."

If the political climate in some of these places can, at times, be unsteady, why make the effort to go there?

This question McWilliams answered immediately by saying, "Face-to-face communications are of primary importance in sales. Phones are fine for tying down schedules and making appointments, but you just don't make sales by using an impersonal tool like the telephone. It's just too easy to be misunderstood.

"Just recently I tried to arrange a lunch meeting with a Japanese businessman here in Houston who speaks very good English. When I arrived at his office to pick him up he was not there. He had misunderstood what day I was talking about."



Yvette Roos (above left) and Damaris Trinta (above right) keep the office operating while their traveling bosses are gone.

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PROMOTIONS:

ENGINEERING

Stephen London .....Drafter B to Drafter A
Robert K. McBride.....Part-time to Drafter B

FABRICATION

Leroy Adams .....Welder B to Welder A
Tomas Fuentes .....Welder B to Welder A
Inocente Rosales .....Helper to Welder C
Oscar Vasquez.....Welder B to Welder A

FOUNDRY

Alton Bennett.....Crane Op to Process Inspector
Omer Brister.....Mold Mach Op B to Mold Mach Op A
Raul Castillo.....Gen Fdryman to Chipper Grinder
Preston Cauley, Jr. .....Gen Fdryman to Mold Finisher
Kevin Cauley .....Shakeout Op to Mold Mach Op A
Leon Denning .....Clean Mach Op to Shotblast Op
Delmon Green, Jr. .....Gen Fdryman to Mold Finisher
Brian Johnson .....Gen Laborer to Fork Lift Op
Louis Killingsworth .....Tooling Tech B to Foreman 9
Guadalupe Luna.....Gen Fdryman to Welder B
Thor Napier.....Gen Fdryman to Storekeeper
Eduardo Perez .....Gen Fdryman to Crane Op Learner
Rogelio Ramirez.....Gen Fdrman to Core Mach Op B
Mateo Rivera.....Gen Fdrman to Melter B
Florencio Rodriguez ..Gen Fdryman to Chipper Grinder
Jose Rodriguez.....Gen Fdryman to Fork Lift Op
Bernardino Solis .....Chipper Grinder to Mold Finisher
Gary Woodward..Gen Fdryman to Hyd Manip Learner

GEAR SALES

Charles Anderson .....Salesman B to Service Manager

MACHINE SHOP

Eric Anthony.....Laborer to Mach Helper
Sam Barrow.....Mach Op B to Mach Op A
Steven Belrose.....Mach Op B to Mach Op A
David Berry .....Laborer to Mach Helper
Douglas Collins .....Part-time to Drafter
Robert Conner, Jr. .....Assembler to Inspector
Matt Daniel.....Mach Op A to Machinist
Charles Franks .....Mach Op A to Machinist
Darrick Henderson ....Mach Op Trainee to Mach Op A
Bobby Jones .....Laborer to Mach Op Trainee
Tracy Jones .....Laborer to Assembler Helper

PUMPING UNIT SALES

Michael Duncan .....Part-time to Shop Mech Trainee

TRAILER

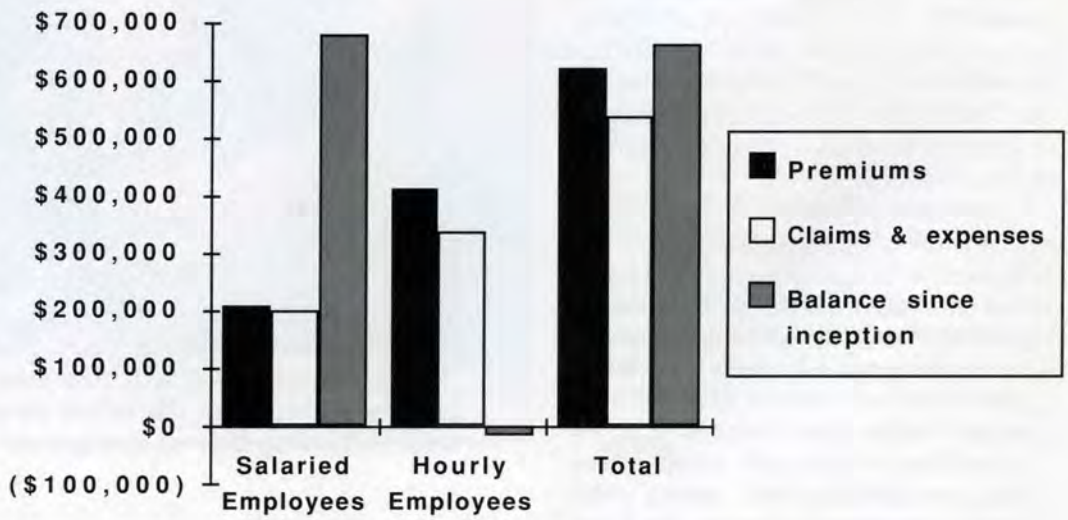
Kenny Kendrick .....Trailer Builder A to Partsman
Bob Westbrook .....Manager, Div Svcs to Plant Supt

TRAILER BRANCHES

Carlos Acevedo .....Shop Foreman to Parts Manager
Daniel Young .....Parts Manager to Parts/Svc Salesman

Insurance Stats for January 1991

Some people are battling the high cost of medical care by changing a few old habits. Control Data discovered that those employees who walked 1.5 miles a day, four times a week had health claim costs that were 14% lower than those who did not excercise. Similar savings were found among groups who did not smoke, were within 20% of their desired weight and maintained safe levels of cholesterol. (From "Wellness Program," by Therese R. Welter in Industry Week, February 15, 1988)



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MAY anniversaries

ACCOUNTING
Terry Taylor 19
Karen Barringer.....14
Pat Grimes.....13
Donna Owens.....7
Tonya Odom.....1

CORPORATE
Jim Riggs 32
Jim Haley 18
Joe Lowe 7

ENGINEERING
Edwin Braden 45
Wesley Davis.....15
Gary Long 15
Ric Masters 14
Robert Callaway.....11
William Luce.....10
Lisa Ford 9
Ross Pinner 7
Theresa McGallion 3
Sheila Whitaker 1
Gregory Elliott.....1
Guy Nunn 1

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Rene Esteves 16
Ronney Smith 16
Ronnie Frederick.....16
Donald Deckard 15
Oscar Vasquez 14
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Marilyn McCloud 13
Lorenzo Reyes.....12
David Meaux.....7
James Ivey 7
Evan Davis.....4
Rick Vasser 1

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Rodney Brazil.....30
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Jose A. Lopez.....12
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Johnny Ward 4
Otha Thompson.....4
Hugh Krahmer.....4
Marlin Anthony 4
Chuck Beloney 4
Dan Melton.....4
Eleuterio Maldonado...4
Jose M. Lopez 4
Kenneth Wade.....4
Floyd Rawlinson 4
Eddy Rivas.....4
Adolfo Garcia.....4
Otis Thompson 1

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Phillip Smith 23
Jimmy Johnson 21
Myrle Powers 21
Fred Curbow.....19
Fremon Bryant.....19
Glenn Youngblood ...18
Manuel Basham 18
Mike Maddux 17
Steve Cortines 17
James Headrick.....17
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Melvin McFarland 16
Wayne Bynum 16
Peyton Page.....16
Delbert Floyd 16
Manuel Luna, Jr. 16
Randal Luce 16
Bobby Landrum 16
James Watson.....16
Mike Whitten 14
Larry Mathews 14
William Cantrell, Jr. ..14
David Evans.....14
Doug Collins 13
Rodney Blanton 13
Larry Singleton 12
Buford Thomas 12
Jerry Wilson.....12
John Tyer.....12
Michael Lightfoot 12
Eally Smith III 10
Welton Parker.....4
Charles Smith.....4
Joe Warner.....4
Steven Ward 4
Carrol Bonner 4
Jackie Lewis 4
Roy Conway.....4
Gary Lawrence.....4
Rickey Higgins 4
Steven Redd.....4
James Reaves.....4
Bennie Boles 4
Jimmy Wilkie 4
James Denmon 4
Armando Guerrero 4
Ronnie Anderson 4
Walter Levine.....3
Gary Day, Jr. 3
Richard Johnson 3
Jimmy Jones 3
Jerry Thornton 2
Jackie Hudson.....2
Gayland Davis 1
Joe Freeman 1
Chris Shadowens.....1
Ricky Hall 1
Paul Shurley.....1
Johnny James 1
Dennis Bacon.....1
Thomas Barton 1

MATERIAL CONTROL
Mike Sanford.....15

ORDER DEPARTMENT
Lawanna Gainer 18

PERSONNEL
Wendell Addington ..11
Judy Murphy.....11
Jonathan Bagley.....4
J. D. Olford.....4

PUMPING UNIT SALES
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Gary Atchley 4
Thomas Stinson 1
Jeffrey Brooks.....1

TRAILER
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Thomas Coutee 24
Betty Coleman.....24
Henry Lawson, Jr. 24
Willie Burgess.....22
Mondorfe Hadnot.....19
Albert Gilder.....18
Randall Havard.....15
Steven Sowell.....13
James Crawford 12
Evelyn Rice 12
Johnny Mote 12
David Hudspeth.....7
John Buschman.....7
Kim Brady 7
Scott Rayburn.....7
Darcey Faircloth III.....7
Frank Ragland.....4

TRAILER BRANCHES
Charles Patton.....17
Jerry Elder 16
Robert Bower 11
Glenn Robinson.....5
Harold Carey.....4..
Olga Ramos.....3..
Moises Cobio 2

F.Y.I.

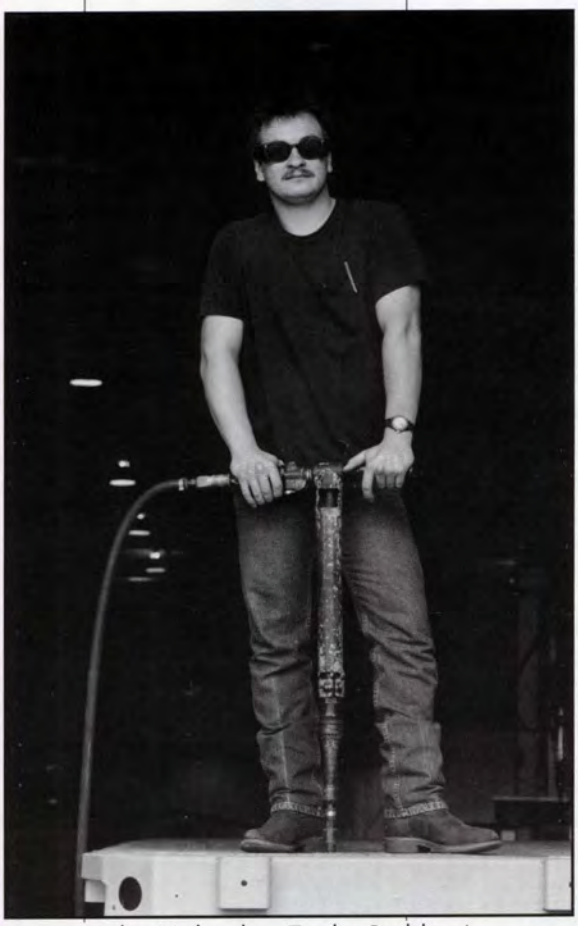
Due to space limitations the Roundup was unable to print the list of 1991 Fishing Tournament winners in this issue.

A full listing of all winners will be published at the first available date.

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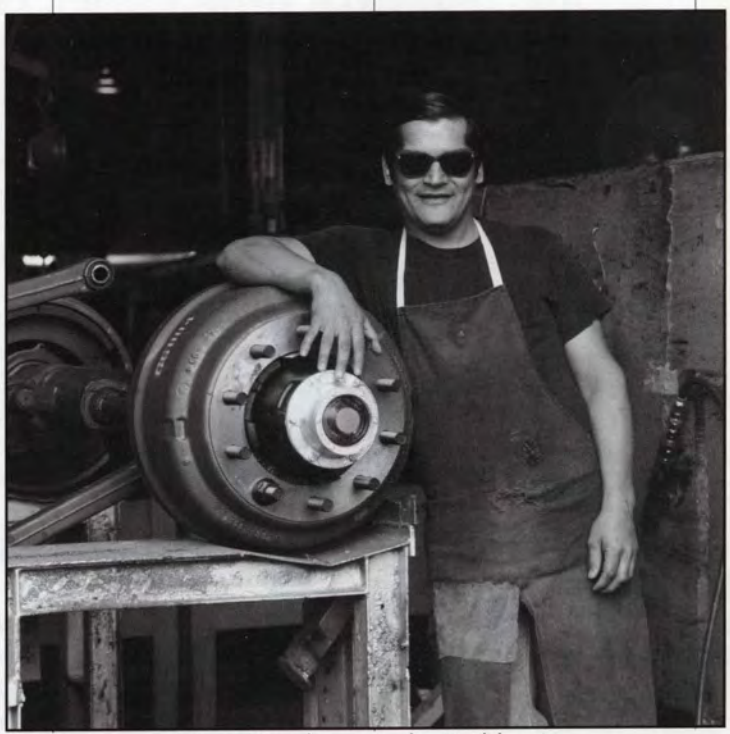
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John Molandes, Trailer Builder A
Trailer Plant



Mark Hayes, Material Handler A
Trailer Plant



James Sanchez, Trailer Builder A
Trailer Plant

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LUFKIN

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James Horton, Director of Personnel and Corporate Communications

Michael Mark, Editor

Viron Barbay, Senior Photographer