

WELCOME NEW EMPLOYEES

Eleanor DeLisle, a native of California, has joined the Shipping team on the swing shift. Tired of the city and smog, Eleanor and her husband moved to Colorado. They are now living in Canon City. She finds special pleasure in doing needlework and hiking.

Dorinda Mitch, Canon City, is a new member of the graveyard crew in the Shipping department. Traveling was a way of life for Dorinda and her six children while her husband was in the Navy and Air Force. However, they have enjoyed their journeys across these United States.

Avona Orndorff, Receptionist, attended King's Business College in Pueblo. An avid bowler she also enjoys writing stories and poems. Avona is originally from Ordway and Rocky Ford but now lives with her four-year old son in Canon City.

HAPPY BIRTHDAY

<i>Sandra Grieser</i>	May 18
<i>Sherri Hyde</i>	May 19
<i>Ines Prelas</i>	May 21
<i>Sophie Starika</i>	May 24
<i>Ellen Nielsen</i>	May 27
<i>Arlene Berg</i>	May 29
<i>Beverly Thompson</i>	May 30

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ESTES INDUSTRIES
Penrose, Colorado

Penny Robinson is now one of the Shippers on the swing shift. She lives with her husband and three children in the community of Vineland, just east of Pueblo. Penny enjoys bowling in her spare time.

Helen Solano especially likes to draw. She lives in Canon City. Helen is the newest member of the graveyard Shipping crew.

Verdina Trautman, Pueblo, is another new member of the Shipping department's swing shift crew. She has four children. The Trautman family delight in the unusual hobby of scouting old ghost towns.



The new catalog is here! Next week you will receive your personal copy with a brochure presenting the major new products. The new items listed are the result of many months of effort by several of our people.

The Nighthawk, Trident and the launcher designs are the handiwork of *Gene Street*. The achievement of *Bill See* is seen in the Starlight and Little Joe II models. Much of the information on the metric system and stereo pictures was provided by *Bob Cannon*. Finally, *Vern Estes*, *Bill Simon*, *Delbert Buchanan*, *Ed Brown* and the engine crew spent much time and energy to develop the new engines and make the change over to the metric system.

the

ESTES

LAUNCH
PAD

MAY 17, 1968



HOLIDAY TIME AGAIN

It's holiday time in the Rockies. That means each qualifying employee is entitled to take either *Memorial Day*, *Independence Day* or *Labor Day* as a paid holiday.

- Consult your policy sheet about holiday pay —
- Contact your supervisor to choose your day —
- — — Then go have a happy holiday!

PROMOTION

Louise Williams has been promoted to supervise the Mail Room's day shift. Employed by Estes since September, 1966, she became assistant supervisor of her department about three months ago. Louise lives with her husband in Rockvale. They have three children, one at home. Louise enjoys bowling, fishing and camping.

One of the vital links between the company and its customers is the Customer Service department. The three women working in this area of the plant's operation correspond daily with our rocketeers who might have problems. *Lucile Barber*, the supervisor, came to Estes Industries in November, 1965, becoming head of the department within two months. A year later, November, 1966, saw *Verna McCallister* appearing on the scene to lend her talents to serve our customers. The third member of the team is *Dorothy Horn* who joined Lucile and Verna in October of last year.

The major task of the department is the squaring away of problems caused by human and machine error.

In spite of the alertness and accuracy of our employees, mistakes *do* occur. Also the agencies responsible for delivery of our products sometimes foul things up. Even our machines do not always perform as accurately as they were designed and built to do. The Customer Service department does chart the errors, and it is gratifying to see the continual improvement in the effort of our plant employees to eliminate the mistakes.

Some of the most common human mistakes are wrong sized nose cones or body tubes, items omitted from kits, broken balsa, broken parts and incomplete orders. The machine errors usually mean defective engines. The problems must *all* be solved to the customer's satisfaction. Of course



the company takes certain precautions to safeguard itself and its employees from a few unscrupulous persons who might take advantage of our customer-first policies.

All returned merchandise comes into the Customer Service dept. When a wrongly-sent item is returned to us the correct one is fired to the customer. Broken parts caused by the crushing of a package in the mail are immediately replaced. If a boy states that he has not received a package our shipping files are checked, a pending form is sent to him for his parents to sign, then more merchandise is dispatched if the parcel cannot be found.

Because of postal regulations limiting the number of engines in a package to three, larger orders of engines require a number of parcels. These do not always arrive at their destination on the same day sometimes causing customers to jump to the wrong conclusions and write in to us. An explanation is quickly on its way to them.

A 'suspense file' is kept by the department. In this file are placed orders which come without money, or letters with money but *no order* and orders with insufficient finance. Correspondence with the customer is continued to clear up the difficulties. There are even orders without names and addresses. These cause real frustration.

If a kid 'goofs up' on his address,

his rocket order may be sent to the wrong place. A first class letter is sent out in hopes that the U.S. Post Office will forward it to the proper destination. Through this method the problem of wrong addresses is usually solved.

When a customer sends in too much money for an order he is mailed a refund certificate. This certificate may be applied toward another order or may be returned for cash. If cash is desired Customer Service returns any amount under 50¢ or sends requests for an amount above this figure to Dealer Sales to be refunded by check.

Once in a while a check is returned because of insufficient funds, drawn on the wrong bank, no signature etc. Lucile and her crew keep a file on these and make every effort to get the accounts corrected.

Nearly all of the letters and inquiries from foreign countries are channeled to this department. Form letters with a personal note are sent out in response to these.

These are the major problems which require the personal attention of Customer Service. Since satisfied customers keep us in business, it is the task of the personnel in this department to make every attempt to keep the relationship between customer and company a happy one.

Hats off to Lucile, Verna and Dorothy for a job well done!

CLASSIFIEDS

Last week the question was asked: "Would you be interested in a classified section in the Launch Pad which would include such items as: for sale, trade, wanted to buy, personals, ride exchange, lost and found, and miscellaneous." Since the response seemed to be positive

we are going to give it a whirl.

Ads should include your name, phone number or address. Names will be published only when requested. Your ad must be in written form and must be turned into your supervisor by Tuesday noon before the publication of each Launch Pad.