

The Dynamics of a Merge

As many of you have been reading and experiencing these past few years, we work in a very dynamic industry. Dynamic can be characterized as exciting, confusing, tumultuous, upside down, and full of opportunity. In the last few years, we have felt all of these sensations at Southeastern.

In trying to assess Southeastern's place in the industry five years from now, we were confident that we were building the teams, complete with the right people, to carry us forward. We were also making the right investments in technology so that we could anticipate and meet the needs of our customers in the future.

The ever present questions were always "How much more technology must we invest in? How much more should we spend on warehousing, salesman laptops, and other technologies that we don't even know about today? And after we have answered those questions, where do we continue to get the money and other resources needed to support these investments?"

Last June (1993), we were contacted by the folks at Durr Medical, a division of Bergen Brunswig Corporation, about a possible coming together. We had several conversations which eventually led us to conclude that our companies were very similar - that they valued their associates as we have always done and that they treated their customers with the same enthusiasm and respect that we have endeavored to do within our SPIRIT framework.

So, our conversations continued. The questions that we had been wrestling with, as mentioned above, were addressed. They have the resources to help us with these needed investments. We liked that answer.

We discovered that there were opportunities for Southeastern to benefit from Durr's considerable expertise in the physician market, while Durr could benefit from our success in the hospital and long term care markets. The physician market at Southeastern mainly lacked some of the manufacturer lines that we needed to round out that division and make it more "whole".

Couple all of this with a big company like Bergen committing to the medical/surgical industry as they have, with the intentions of growing their investment beyond Durr and Southeastern, and you can readily see that we are a part of a pretty dynamic organization with the resources that we were looking for.

So, the word dynamic has become a more positive sign rather than one of confusion. We can now take advantage of all of the opportunities presented to us - whether they are in the physician, the long term care, and the hospital market.

Many people at Bergen, Durr, and here at Southeastern truly feel and believe that the market as we know it today will look drastically different five years from now. It will look different one year from now. Because our customers are consolidating, or merging with each other at a very rapid pace, those companies like Durr who service multi markets within our industry will be the long term winners.

"You are with a survivor with the resources to take advantage of the opportunities and changing dynamics of our marketplace."

The single niche marketers, like those companies who service only physicians, or only long term care, or only hospitals, will have a very distinct disadvantage in the market that exists 3 or even 5 years from now.

What this means to you is that you are with a survivor with the resources to take advantage of the many opportunities, and one that can take advantage of the changing dynamics of the marketplace. There are just a handful of the distributors in the country that can make that statement.

Our HomeCare and SouthCare associates, while not directly associated with Bergen, will enjoy the same opportunities, and many of the same benefits that Bergen offers its associates. We look forward to growing those businesses as aggressively as we know how.

Our SunBelt textile line will be merged into a company known as SunBelt, Inc. This company will market directly to the customer the same fine line of textiles and assorted linens that it has been doing for the past several years. Again, this is a business that we have some very high aspirations for. Our associates in that company will also enjoy many of the same benefits and opportunities as those associated with Bergen.

So, times have changed, as has our industry. But, we are better positioned than ever to move forward as we have a much bigger arsenal on our side. The dynamics are still there in our industry; only now we can move forward with the confidence and ability to serve our customers, both internal and external.

If any of you have any questions about this process from any angle, please don't hesitate to let me know at ext. 3128, or come into my office.

- Written by Ray Manning, Jr.

ASSOCIATE OF THE MONTH

MARCH 1994

Congratulations to **Barry Dover** for being selected Southeastern's Associate of the Month for March of 1994!

Barry came to Southeastern in November of 1992. He started his career in the Fayetteville warehouse in the Carolina Nursing Division. He worked there for three months before transferring to the MIS Department. Barry is now the leader of the Night Operations Team.

Some may think Barry works strange hours, but it works out great for him. He attends FSU during the day to finish his degree in Computer Science. Barry is also a member of the Army Reserves or what we refer to as a "Weekend Warrior".

Barry is very much a gentleman and friend to all those around him. His smile is always welcome in the somewhat "stressed" environment of MIS. Maybe that's why practical jokes are so prevalent. For example, the day he won this honor, **Joe Stephens** and **Mike Yonkofski** told Barry that **Ray Jr.** and **Les Herod** wanted to



Barry Dover

Barry got somewhat nervous as Joe and Mike played the joke out. When Ray walked in and said, "Barry, can I see you for a minute?", you could have heard a pin drop. Then he presented Barry with the plaque and the \$50 check. It was truly another "classic MIS moment!"

Honestly, Joe says, "Barry is a very dependable and reliable member of our team. He is the best all around associate that any of us can ever hope to aspire to."

Check It Out!

BOOK TITLE: **FUTURE EDGE-
Discovering the New
Paradigms of Success**
AUTHOR: **Joel Barker**

"PARADIGM", definitely a word of the nineties, was truly not in my vocabulary before TQM and SPIRIT came along. Now it's a word that I love to say, read about and think about almost everyday.

Joel Barker, author of Future Edge, gives the following definition of this truly powerful word:

A paradigm is a set of rules and regulations (written or unwritten) that does two things: (1) it establishes or defines bound-

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aries; and (2) it tells you how to behave in order to be successful.

Just as important as understanding the paradigm itself is to understand the "paradigm shift". There are a number of examples covered in this book illustrating how paradigm shifting has influenced businesses to change their products, processes and sometimes even their customers.

As our company is experiencing so many changes, reading Future Edge will help you to understand the importance of "anticipating the future" in order to remain successful in the business world.

- Written by Marcia Tarrant

From all of us to you-

I want everyone to know that I am not writing this little note to get brownie points, but rather to express my sincere thanks, as President of Southeastern, to my wife, **Daphne Manning**. She has been heading up the remodeling effort here at our Fayetteville office.

For those of you who have not seen the vital signs 2

finished product, you will simply not recognize the place. Maybe I shouldn't say finished yet, as there are a couple of things left to do.

At any rate, Daphne, from me, on behalf of all the Fayetteville staff, a well deserved "Thanks" for the effort undertaken to make us all look better. You truly have great taste, which is apparent in your choice of a husband! - From Ray

Cartoon of the Month -

Compliments of Lori Horne



Rising to the Challenge!

February 1994 kicked off the Annual March of Dimes campaign, led by **Lisa Webster**. There have already been several events to raise the money for the March of Dimes. Two bake sales proved to be big hits with all. The annual "shoe" sale is ongoing and shoes may be bought from Lisa for only \$1.00.

All associates were asked to submit designs for this year's T-shirt contest. Associates voted by donating dimes. The winner was a design by **Cathy Banks, Lori Horne, Jill Spell, and Lisa Webster**. Teal was voted for the color. The shirts will go on sale for \$10 around the first of May.

On April 13, a sundae sale was held during breaks. For a dollar, associates were able to enjoy a sundae with just about any topping you could imagine. This was the most successful event yet. Also, on Friday, April 22, associates were allowed to dress casual for only \$2.00.

There are still a few more weeks left to raise money. The March of Dimes team is in the process of planning more exciting events. Everyone is also reminded and encouraged to continue to get sponsors for the walk that will be held Saturday, May 7.

This year, the employees of Southeastern hope to be able to hand over a check for \$2000. So far, they have raised approximately \$300. Let's keep up the good work, so that we can reach our goal!

SPiRiT Success Story: "The Great Hot Dog Cookout"

It was a gloomy, rainy day on Thursday, March 31st when the SPiRiT Celebration Team sponsored a cookout for all Southeastern employees. The original plan was to set up outside and enjoy a day in the sun, however the bad weather seemed to linger.

As a backup plan, the back entrance of the repair area was transformed into a patio full of delicious food. Thanks to our regular in-house chefs, **Art Capps**, **Bill Bateman**, and **Bill Maness**, everyone was able to enjoy hot dogs grilled to perfection.

Everything from onions to chili was provided to top them off. There was also chips and homemade potato salad,

compliments of **Donna Vinson** to complete the meal. By the time people started moving through the line at noon, no one seemed to notice the clouds.

All associates were asked to donate their favorite dessert. As you know, we have some very talented cooks here at Southeastern. What you may not have known is that some of them happen to be male! **Rick Grimes** brought a cake shaped like a bunny, while the "Galloping M.I.S. Gourmets", **Barry Dover**, **Mike Yonkofski**, and **Joe Stephens** brought "homemade" cupcakes. This was a special surprise, especially to the people who work so closely with them. One co-worker was overheard saying

"We never knew those guys were so domestically talented."

Although the skies were cloudy and there was a chill in the air, there was plenty of SPiRiT to lift everyone up. Overall, the cookout was a great success. It was also reported that the cookouts held at the Greenville and Hope Mills warehouses were also a big hit with everyone.

By sticking together, the SPiRiT Celebration Team and all the associates who participated were able to pull through another dilemma and come out smiling. This is just another example of how SPiRiT truly does work at Southeastern. - *Written by Lori Horne*

PRODUCT WATCH

We have three hot products featured this month from the Hospital Division:

SWEET DREAMS ANESTHESIA MASKS-

King Systems is offering a line of scented children's anesthesia masks. These masks are brightly colored and are designed to calm children's pre-surgery anxieties. Bubble gum and cherry are the two scents we have available. The masks are available in infant, toddler, and children's sizes.

SHARPS CONTAINER-

We have a sharps container available through Sage Products. Sharps (needles, syringes, scalpel blades, etc.) are disposed of in a rigid plastic container. This small one quart size is designed to be completely portable for convenience. The container locks for disposal.

CUSTOM ADMISSION KITS-

Custom admission kits for Hospitals are available through MCP. They are custom designed with personal hygiene products and meet the needs of each individual hospital. The hospital can have their logo added to the water carafe and/or wash basin. - *Written by Tammy Johnson*

SPORTS CORNER -

Greenville helps Special Olympics

The Greenville Athletic club hosted the 2nd Annual Special Olympics Fund Raiser on April 9th. Twenty-one local businesses in Pitt County participated and five representatives from SEHS were on-hand to help raise money for the Special Olympics of Pitt County. Those joining in the festivities, events, live entertainment, free food and all the fun were: Suzan Lawler, Eric Webb, John Leidy, Jane Egan and Mark DeSomma.

After a breakfast of bagels and juice, the games began. We started with Hot Shots, went on to the Water Tube Relays, an Obstacle Course, a 3-legged Sack Race, a Tug-of-War, and finally, Wally Ball.

After the judges totaled up the scores to determine the finalists, the playoffs were held. Two members from each team of the five finalists groups were blind folded, playing "Simon Says." Suzan and Eric represented Southeastern. Our team was so proud to be one of the Top Five Finalists.

It was a fun filled day and we all enjoyed ourselves on a gorgeous, sunny day. It was really nice knowing that we were helping others while we had fun. Over \$1000 was raised to help the Special Olympians during the event. It was truly a day that everyone in the Greenville office will remember. - *Written by Jane Egan*

"Spirits" hit the field again!

Another season of SPiRiT softball has begun. So far the team has played two games, both ending in losses. There are many new faces on the team this year, each bringing a lot of talent with them. This infusion of "new blood" along with the experience of the returning veterans, can be turned into a winning combination.

Although both games this season resulted in losses, the rest of the season has a favorable outlook. Once everyone gets used to playing as a team and gets over the first inning jitters, The Southeastern SPiRiTS will be a team that cannot be taken lightly.

The games are played a Wednesday nights at Mazarick Park; the second half of the season will be played at Veterans Field on Laymon Street. There is a complete schedule of games located on the bulletin board. The members of the team would like to invite everyone to come out to the ballpark and show their support.

The members of the team include: Sharon Pontius (coach), Lori Keir, Matt Jean, Donna Vinson, Joe Stephens, Constance Bowers, Cindy Cronin, Wayne Bryson, Mike Yonkofski, Lisa Stephens, Tony Webster, Lynetta Williamson, Don Swiney, Debbie Allee, Dean Bacon, and Barbette Tamedy. - *Written by Mike Yonkofski*

Happy Birthday to You!

May Birthdays

Lisa Webster	5/02		
Thomas Reeves	5/05		
Scott Chambers	5/09		
Mark Hester	5/09		
John Ward	5/12	Lori Atchley	5/21
Joey Sanders	5/17	Malia Considine	5/22
Clarence Gilliam	5/18	Albert Beck	5/24
Ron Carnighan	5/18	Eric McCallum	5/25
Rayna Samples	5/19	Eleanor Manning	5/27
Ronnie Crosby	5/20	Lynetta Williamson	5/27
Nina Villella	5/20	Vincent Tammerine	5/29
Wilvin Winfield	5/21	Glenna Herod	5/31

Service Anniversaries

MAY 1994 # OF YEARS

Kathy Shanahan	11
Ed Buttram	10
Karon Lane	9
Dennis Aldridge	8
Bruce Brown	8
Jim Williams	8
William Morris	5
John Ward	5
Ed Blackburn	3
Brenda Culbreth	2
Arthur Johnson	2
J.J. Mozingo	2
Tim Sullivan	2
Shirley Hester	2
Sharon Fonte	2
Gerald Peterson	2
Rayna Samples	1
John Harper	1
Vikki Sears	1
Marsha Karpinen	1
Nell White	1
Sean Melvin	1
Dennis King	1

SEHS Veterans

Joey Sanders - 11-year veteran

Joey started to work for Southeastern in April of 1983. He began as a Hospital Sales Representative and has been working in that capacity ever since. Joey also services a few Long Term Care accounts. One of these is the "Target" account, St. Joseph's, which consists of about fifteen different accounts. He handles St. Joe's like he handles all of his accounts, with great precision and dedication.

Joey graduated from East Carolina University where he majored in Education. He even played football for two years in college! Joey went on to teach Science, Math, Health and P.E. for seven years at Armstrong Jr. High in Fayetteville. He later taught Biology at Cape Fear High School in Fayetteville.

In his spare time, Joey enjoys playing golf, fishing and spending as much time with his family as possible. He and his beautiful wife of 17 years, Chris, have two children; 12-year old, Laura, and 7-year old Bradley.

Written by Constance Bowers

"O.R. Manning, Sr. Memorial Fund"

donations should be sent to:

*Duke University Medical Center
in memory of O. R. Manning, Sr.
c/o Alan G. Herosian
DUMC Development Office
3100 Tower Blvd., Suite 700
Durham, NC 27707*

IT'S A BABY!

Dylan Thomas Hester

Born to Marion and Tom Hester on April 10, 1994. Dylan weighed 8 lbs. 12 oz. Dylan is the couple's second child. They also have a 7-year old son named Brandon. Are these guys named after two actors on Beverly Hills 90210 or what?

Timothy Michael Cifers

Born to Chrissy Shanahan and Tim Cifers on April 13, 1994. Michael weighed in at 7 lbs. 7 oz. The proud Grandma is Kathy Shanahan (Accounting), lovingly referred to as "Granny Shanny."

Mailbox

Chatter...

ZIP stands for Zone Improvement Plan. The standard ZIP code is a 5-digit number that identifies the destination of a piece of mail on which it is written. Every address in the United States is assigned a Zip Code. Using ZIP results in faster service because this mail bypasses intermediate processing at the distribution terminals.

Using the Southeastern post office box number, "28305-3749", the following example explains the ZIP+4 digits.

283	Sectional Center Facility or Major City
05	Local Post Office or Delivery Unit
37	Sector (Several blocks, a group of streets, large buildings, etc.)
49	Segments (Sub-divisions of the sector such as one side of a city block, one floor of a building, or sections of post office boxes.)

While five-digit ZIP Codes enable the Postal Service to machinesort to the delivery post office, ZIP+4 allows automated sortation directly to a carrier, reducing the manual sorting now done by clerks who must memorize the addresses delivered by each carrier.

- Written by Marcia Tarrant