

Albro D. Daniel has guided the Ford Meter Box Company sales activity and written this annual article for the past 16 years. Earlier this year Dick announced his decision to retire from an active business life, and thus set into motion several changes in our sales organization that were required to accommodate the transition.

Gary Bryant moved to Wabash from Texas and became Ford National Sales Manager. Gary strengthened the regional sales management team, Roy Peters, Northeast and Mark Weden, Southeast, with the addition of two new regional managers, Bob Talabay, South Central and Mark Baum, North Central.

Sure, these changes will mean different people with different names and different personalities may be calling on you; however, all of us still remain students of the ideals and principles that the Ford Meter Box Company was founded on 100 years ago.

Change has an interesting effect on people that varies from apprehension to excitement. Change has been a part of the Ford Meter Box tradition and it has been critical to the very existence of this company. I have thought a lot about change recently and especially the old expression, "the more things change, the more they stay the same." I have finally gotten comfortable with this expression by understanding we must change to become more productive and to efficiently meet the



needs of the waterworks industry. Ford Meter Box changed many years ago from a company that sold its products directly to water utilities to one that marketed through distributors to provide better service. We have changed the way we manufacture products to take advantage of modern equipment. We have changed the way we handle orders to take advantage of modern technology. We will be challenged to look into the future and to ensure that we remain a company with a solid foot on the day-to-day business and the other foot constantly moving,

utilizing the fantastic technological changes that I am sure we can not imagine.

And now, to reassure those of you who may be somewhat alarmed by change, let's look at the last half of the expression, "the more things remain the same." The manner in which we conduct business and manufacture products may change, but the principles and ideals that guide not only our long term decisions, but our day-to-day relationships with customers and distributors will remain the same. I am proud to be a part of

the changes at Ford Meter Box Company and feel an awesome responsibility to help guide the company into the next century by building on a solid, 100 year old foundation. You will continue to see changes at the Ford Meter Box Company; however, our principles will remain the same.

"THE ONE CONSTANT IN LIFE - *CHANGE*"

by Thomas W. Hodson
Senior Vice President Marketing and Sales

