

ROOTS:

Winter of 1990 Reflected Can-Do Industry

Can-do seemed to be the term that ignited the hosiery community in 1990.

As the industry moved into the last decade of the 20th century, there were few obstacles to the ambitious agenda that united the manufacturers and suppliers.

A new hosiery center for the industry? Can do.

A self-funded insurance program to bring affordable health care to mills? Can do.

A network of computers to link manufacturers? Can do. (But that was more complicated than envisioned.

Yet all these goals were being pursued as the industry was changing. Some efforts would be more successful than others. But the record shows that the industry was coming together for undertakings far beyond cocktail parties and dinners. The vision for the trade associations--CHA and NAHM --had expanded.



A legislative lobbying program received serious attention. Funding a full-fledged hosiery training and technology center was beyond the capabilities of mills and local governments. In future years, lobbying efforts would involve North Carolina hosiery executives and CHA executive director Paul Fogleman who would keep appropriations coming for the support and growth of the center. Fogleman has been registered as a year-round CHA lobbyist for 15 years.

The word "global" was creeping into the vocabulary of southern hosiery executives. While NAFTA was five years in the future, most attention was focused on the rising European Community, formerly known as "the common market."

Ralph L. Lewis, a retired vice president with Gulf Oil Corp., was secured as the speaker for the 31st annual meeting and his top was



The technology center, the legislative lobbying program, the health association, public relations undertakings—all were goals or strategies from a plan that was updated every year. In the winter of 1990, thoughts were on the upcoming Strategic Planning Meeting in Charleston, SC.

Today, St. Louis and his staff are the unifying force for the industry that once looked to its trade association. But times have changed. Executives must be focused around the clock on the challenges facing their operations. There are fewer mills serving fewer retailers

“The Global Struggle.” He predicted massive changes in the U.S. marketplace but little did we know how massive they would be.

In the winter of 1990, a Hosiery Health Association was created under the leadership of George Clark, Catawba Sox Inc., Jim Good of Red Hill Hosiery Inc., and David Huffman of Madaris Hosiery. The self-funded health insurance program ran for four years and covered up to 2,000 people before it was shut down. Claims were threatening the solvency of the plan.

In February of 1990, Daniel St. Louis of Greenville, N.C., was employed to be the first (and only) director of the Hosiery Technology Center. Dr. Cuyler Dunbar, president of Catawba Valley Community College, invited a committee of hosiery executives to participate in the interview.

Dan St. Louis left a position with Collins & Aikman Corporation in Farmville. He was manager of three shifts with 120 people and had risen up the ranks from training manager. But Dan and his wife, Sandra, were natives of the Morganton area and wanted to come home.

“I am a high energy person who likes to work creatively with people in a positive learning environment,” St. Louis said in his interview. He started with the center in late March of 1990.

Under his 15-year tenure, St. Louis has developed the center into something far beyond the vision of its founders. The HTC now is considered a national model for an industry support agency.

Observers credit the commitment of CHA leaders to strategic planning to the success of the industry during the last decade.



and competition may be 10,000 miles away.

In 2005, can-do means something else entirely.

— PAUL FOGLEMAN

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CVHA NEWS



John Boylan



Paul Dellinger



Kevin Hult



Kenneth Webb

Nominations Announced For Board Of Directors Openings

John Boylan
Boylan is the executive vice president of Ellis Hosiery Mill in Hickory. He is an active member of the CVHA Marketing Committee. He is also a member of the Community Affairs Commission and St. Aloysius Church where he serves as lector.

Boylan graduated from the State University of New York at Stony Brook. His special interests in the hosiery industry include sites and marketing.

Paul Dellinger
Dellinger is the director of employee relations for Newton Knitting Mills in Newton. He has been an active member of the CVHA Personnel Committee and a member of the Piedmont Personnel Association and the American Society of Personnel Administration.

A member of Concordia Lutheran Church, Dellinger graduated from Appalachian State University. He has been a special interest in the industry regarding management of human resources, benefits, and wage and salary administration.

Kevin Hult
Hult is the president of Blair Mills in Hickory. He has been a member of the CVHA Education Committee. He also is a member of the Southern Methodist University MBA Association.

A graduate of Duke University and Southern Methodist University, Hult is interested in governmental regulations, personal, technological advances and marketing trends.

Kenneth Webb
The vice-president of Suzzell Hosiery Mills Inc. in Denson, Webb is a member of the Methodist Church. He attended Lomborg College.

Webb is interested in personal management and marketing, computer technology in buying, management and electronic data interchange with customers.

Linzey Ham New CVHA President

With eight years of involvement with the organization, Linzey Ham will replace Ray Thomas as president of the Catawba Valley Hosiery Association next month. Presently the vice president of regional sales for Ellis Hosiery, Ham is well acquainted with the challenges and opportunities facing the hosiery industry.

“I’m looking forward to the challenges of the next year,” said Ham. “Specifically my goals are to focus on marketing and membership growth, to increase communication between members, mills and associations, and to continue to work with management by objectives, flexible buying, quality control, site touring and others.

As an active participant in the hosiery industry, Ham has served as co-chair for a membership drive, chairman for the Membership and Marketing committee, co-chair of the Public Relations committee. In addition, he has served on the board of directors and the Strategic Planning Committee, and he presided over Forum ‘88.

Association efforts in the fields of education and membership services, especially with the strategic program, will be continued in 2005. The CVHA is pleased to announce that the

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