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Fruehauf Corporation/Jacksonville Shipyards Case History

**Hiring & Training Brochure & Multimedia
Presentation**

Responsible for 2400 employees, the JSI Hiring & Training Department, part of Human Resources, was responsible for recruiting workers – some unskilled, some skilled, some just out of technical school – and bringing them up to speed in the fast-moving shipyards.

The brochures they were using for recruitment were dull and lifeless, and told nothing about the company or its values, or anything more than simple category listings of jobs (welder, pipefitter, etc.). Emerson Brantley was originally asked to assist the department with their outside recruitment marketing. Below are two examples of the types of material being used at the time, and the new **“JSI: We Train For Progress”** campaign he designed for them. Space ads were utilized using this same slogan, and building on the concept. It literally became a motto for the company, heard even years later in press conferences and in news items about the company.

The department felt the campaign created a much higher level of interest in the company among prospective employees, and asked Emerson to incorporate it into their internal training presentations and other materials as well.



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FRUEHAUF CORP.

An Equal Opportunities Employer

Certified 1st & 2nd Class
Marine Welders:

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Wage rates to \$4.95 per hour with
excellent fringe benefits.

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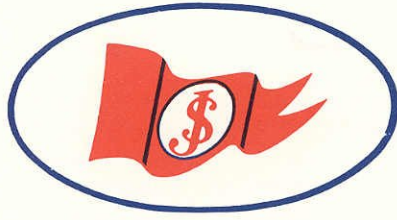
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We Train for Progress

Jacksonville Shipyards, Inc.

A SUBSIDIARY OF FRUEHAUF CORPORATION

Jacksonville Shipyards, Inc.

Jacksonville Shipyards, Incorporated is one of the oldest continually operated ship repair facilities in the United States, with its roots in the late 1800's. It began as a medley of small yards which grew in response to the rapidly expanding shipping activities in the area. These few small yards doubled and quadrupled in size through two world wars, finally emerging as Jacksonville Shipyards. The company was incorporated as a subsidiary of Fruehauf Corporation in 1969.

Since that time, many millions of dollars of improvements have updated and expanded the original yards. The most modern and efficient docking and shop facilities have been added, including our huge drydock #3, which alone is large enough to hold Florida's Independent Life Tower. More tankers are repaired here than at any other shipyard in the country, and this role becomes increasingly important in an energy-conscious world. Business at JSI has increased to over \$70 million annually, more than enough to pay higher than average wages for this area's economy. Not only that, but our fringe benefits include hospitalization coverage, life insurance, a pension plan, and fully paid holidays and vacations.

Many of our present employees have worked in these same yards since the 1940's, and will soon be of retirement age. Because of this, we are constantly looking for younger men and women to take their place. We prefer new people to have a high school education and some training in metal crafts, but this is not necessarily a requirement. Those who show by their attitude that they're willing and interested in learning can participate in our on-the-job training programs. We also have a tuition-assistance program for qualifying persons who wish to advance. That's why we say, at JSI, **We Train for Progress.**

If you are presently in school, complete your education. . . you'll be glad you did. When you do finish, consider planning a future here with us. Our outlook is very bright, and we plan to be here for a long, long time.

An Equal Opportunity Employer



Jacksonville Shipyards, Inc.

Subsidiary of Fruehauf Corporation
750 East Bay Street
Jacksonville, FL 32203

