

Employers' Return On Investment

John P. Racine

<ul style="list-style-type: none"> • British Petroleum's "energy" (vs. "oil") diversification strategic plan, company development, and marketing approach for the "beyond petroleum" campaign including the slogan, starburst/flower emblem, 10% ethanol-as-gasoline-additive (which resulted in its adoption by the entire industry), diversification into solar power ("BP Solar"), "Invigorate" slogan, and acquisition of ARCO (to acquire their ethanol expertise and market share) and AMOCO (to improve their perception as an American brand). 	1,000,000,000.00
<ul style="list-style-type: none"> • NCQA & HEDIS reporting for accreditation at MAMSI 	25,000,000.00
<ul style="list-style-type: none"> • Enhancements to various Pick/MultiValue Database Languages 	20,000,000.00
<ul style="list-style-type: none"> • Discovered and fixed bugs in inventory system at UDS 	10,000,000.00
<ul style="list-style-type: none"> • On-going net profit analysis of routes, customers, and products at J.G. Haldeman (Activity-Based Cost Accounting) 	4,000,000.00
<ul style="list-style-type: none"> • Extract, Transform, and Load (ETL/GENERIC.EXTRACT) for Data Warehouse at MAMSI 	1,200,000.00
<ul style="list-style-type: none"> • MAMSI Heart Walk charity walk-a-thon and heart logo 	1,000,000.00
<ul style="list-style-type: none"> • Streamlining of A/R and Billing systems at JGH 	700,000.00
<ul style="list-style-type: none"> • Expansion of Jekyll's Hide to other specialty leather stores 	500,000.00
<ul style="list-style-type: none"> • Aging of inventory allocations at JGH 	200,000.00
<ul style="list-style-type: none"> • Quality Tracking at JGH 	200,000.00
<ul style="list-style-type: none"> • Catch weight revision system at JGH 	125,000.00
<ul style="list-style-type: none"> • physician capitation reporting system at Principal 	100,000.00
<ul style="list-style-type: none"> • Writing and distributing TCL manual 	100,000.00
<ul style="list-style-type: none"> • Teaching TCL classes at MAMSI 	100,000.00
<ul style="list-style-type: none"> • AccuTerm dictionary processing solution and others 	100,000.00
<ul style="list-style-type: none"> • Printer-sharing devices at Aireco 	50,000.00
<ul style="list-style-type: none"> • Automated daily truck route assignments at JGH 	50,000.00
<ul style="list-style-type: none"> • Conversion of DEC3050 to RS6000 at Aireco Supply 	50,000.00
<ul style="list-style-type: none"> • Pilot project of automated branch transfers at Aireco 	50,000.00
<ul style="list-style-type: none"> • Overladen truck report at JGH 	30,000.00
<ul style="list-style-type: none"> • Product Soundex lookup system at JGH 	20,000.00
<ul style="list-style-type: none"> • New telephone vendor 	10,000.00
<ul style="list-style-type: none"> • Optical storage system for invoices at Aireco 	10,000.00
<ul style="list-style-type: none"> • 2nd in sales in 1979 at Jekyll's Hide is Leather 	10,000.00
<ul style="list-style-type: none"> • TCL Command Stacker at MAMSI 	5,000.00
<ul style="list-style-type: none"> • Two scholarships to college 	<u>3,000.00</u>
<ul style="list-style-type: none"> • Total NET PROFIT 	1,063,613,000.00