

# Monsanto

## Electronics Division

CUPERTINO  
DJAKARTA  
GHENT  
KUALA LUMPUR  
ST. LOUIS  
ST. PETERS

Headquarters, Palo Alto, Calif.

July, 1974

Dear Fellow Employee:

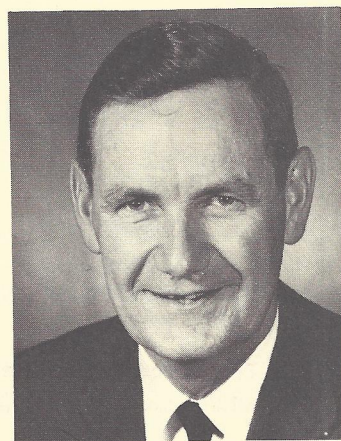
Your talents and energy have made possible the formation of the new Electronics Division of Monsanto. I'm personally very proud of each of the 4500 employees of the division worldwide. I recognize and appreciate the huge accomplishments made by each of you over the past years.

Our new status emphasizes Monsanto's commitment to its participation in the electronics industry. In addition to the St. Louis Research Center, we now have six operating plants in four countries, giving us worldwide manufacturing and marketing capabilities. Our intention is to continue to lead and extend our business and technology in the future.

My responsibility, as General Manager, is to guide and direct the Division's growth and prosperity. This responsibility goes hand-in-hand with a personal desire - to provide a challenging environment in which each of you can fulfill your own personal goals.

Our new endeavor needs the enthusiastic participation of everyone in each location — Cupertino, Palo Alto, St. Louis, St. Peters, Ghent, Djakarta, and Kuala Lumpur. I urge you to read and discuss the information in this newsletter. With your help, we can look forward to years of commercial growth for our new Division and personal growth and opportunity for each of us. These are exciting times.

G. M. MacLeod  
General Manager  
Electronics Division



G. M. MacLeod

# The Announcement

I am pleased to announce the formation of the Electronics Division, effective immediately. The new division encompasses the silicon, III-V materials and optoelectronics business with operations in St. Peters, Mo.; Cupertino and Palo Alto, Calif.; Kuala Lumpur, Malaysia; Djakarta, Indonesia; and Ghent, Belgium.

The new organizational structure is designed to sustain our continuing growth as a major world supplier to the electronics industry and will enable us to fulfill more effectively longer range business goals.

Administrative headquarters for the division will be located in Palo Alto, consistent with the business characteristics of the marketplace and the heavy concentration of the northern California area.

George M. MacLeod is appointed General Manager of the new division, reporting to me.

The functional organization will be headed by the following personnel, reporting to Mr. MacLeod:

- Stanley T. Myers, Director, Operations.
- Dr. M. George Craford, Director, Research and Technology.
- James L. Roughton, Controller.
- Richard L. Rockefeller, Director, Personnel.
- Robert T. Clark will report to Mr. MacLeod and will perform administrative assignments necessary to the implementation of the new organization.

June 18, 1974

Tom K. Smith Jr.  
Managing Director

**This special newsletter gives more information on the purpose of the new organizational structure and the plans for the future.**

# The Purpose

"These moves demonstrate Monsanto's long-range commitment to the electronics industry as well as our confidence in its continued growth."

— John W. Hanley,  
President Monsanto Company

The unification of the electronic materials and optoelectronic businesses will provide these necessary adjustments for a rapidly changing electronic industry:

- ☐ better coordination of our marketing effort
- ☐ improved production control and scheduling to meet the demands of our markets
- ☐ an improved balance of the manufacturing capacity of our five locations
- ☐ faster implementation of our developing technology
- ☐ tighter, more uniform fiscal control

This all leads to a broad and shared marketing, manufacturing, and technology base between III-V and silicon materials and components. This shared technology will let us move more easily from market needs to technical breakthroughs to manufactured products to better profitability. ■



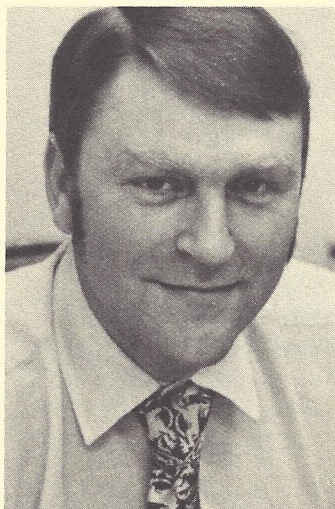
# The Plan

We are establishing a functional organization with separate departments for each of the recognized business needs of Marketing, Manufacturing, Technology, Personnel, and Finance.

This is a large shift for all of us from our previous product oriented organization. It will require a major effort from each of you if we are to avoid loss of progress or follow through during the transition.

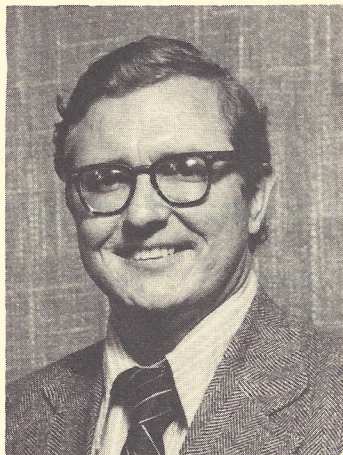
Once the transition has been made, watch for a major drive for increased marketplace momentum and operational effectiveness at all sites and in all departments. ■

# The Leaders



Stanley T. Myers

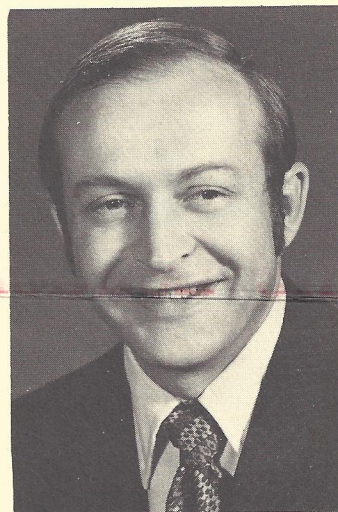
The five Plant Managers will report to Stanley T. Myers, Director, Operations, who is responsible for manufacturing, distribution, plant engineering and manufacturing services. Mr. Myers joined Monsanto's Inorganic Division in 1960 after receiving a Chemical Engineering degree from the University of Kansas. He joined St. Peters in 1961. He has held various manufacturing positions at St. Peters, and for the past two and a half years, has served as Silicon Business Director.



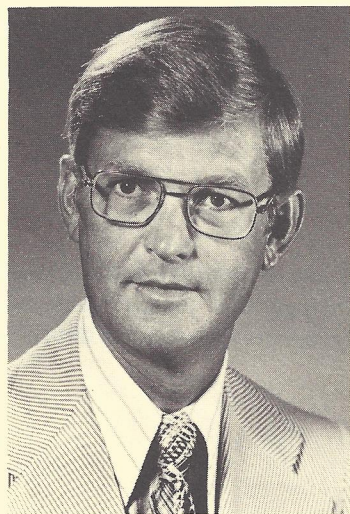
**Dr. M. George Craford**

New product development, materials research and component technology will be carried out under the directorship of Dr. M. George Craford. Dr. Craford, who received his PhD in physics from the University of Illinois, joined Monsanto in 1967 as a research specialist at World Headquarters. He has held a number of positions in electronic material and device development. Since 1972, George has been manager of Advanced Technology for the electronics groups.

Financial control functions and management information systems will be handled by James L. Roughton, Controller for Monsanto Electronics Division. Mr. Roughton has been with Monsanto since 1960. He was involved in various planning and control in accounting positions in St. Louis and Texas City until his appointment as Manager of Financial Control and Planning at St. Peters in 1973. Jim holds a Bachelor's degree in Commerce from Ohio University and a Master's degree in Business Education from the University of Missouri.



**James L. Roughton**



**Richard L. Rockefeller**

Richard L. Rockefeller, Director, Personnel, will be responsible for personnel administration. Plant personnel managers will report functionally to Mr. Rockefeller. Prior to joining Monsanto in 1965, Mr. Rockefeller was involved in business in St. Louis for 13 years. During his Monsanto career, he has served in various capacities in the Organic Division and Monsanto Industrial Chemicals Company. Rocky, who received a degree in psychology from Washington University in 1952, has been Manager of Compensation and Benefits for Monsanto Industrial Chemicals for the past two and a half years. ■