

Weinbrenner hosts Bata conference

Eight foreign shoe making executives and four from the Weinbrenner Shoe Co., in Merrill met here today to continue a five day conference on industrial footwear. All are members of the Bata Shoe Organization Industrial Category committee, chaired by James Greenlee, Weinbrenner president.

Members of the committee opened the conference Monday when they met in Lynchburg, Virginia to tour a competitor's manufacturing plant to study their marketing systems.

Tuesday the group moved to Boston Massachusetts to review the marketing and production systems at a steel toe manufacturer.

The conference will continue through Fri., in Merrill where the group will "review their observations" and plan new development projects for Bata Industrial footwear.

(Continued on Page 3)



The 11 members of the Bata Shoe Organization Industrial Committee listened to chairman James Greenlee, standing, welcome the group to the Weinbrenner facilities in Merrill this morning. The committee meets annually to discuss improvements in the Bata industrial shoe categories.

Weinbrenner

(Continued from Page 1)



Looking at samples

Matti Kuohujoki, Weinbrenner Product Development Manager looked over a rubber industrial shoe covering before the beginning of the Merrill session of the industrial shoe category meeting at Weinbrenner this morning. Officials from eight foreign Bata Shoe Companies were represented along with Weinbrenner at the five day conference. George Hollington of Belcamp, England inspects a work boot in the background.

Along with Greenlee, members of the Weinbrenner Company that are participating in the project are Dave Finanger, Al Geiss, and Matti Kuohujoki.

Bata is the world's largest shoe making organization with companies located on each continent.