

Takeda In Particular

VitaminNews

Vol 1 No 1 Winter 1994
Vitamins & Human Health • Current Research and Opinion

Folic Acid Is Good for You

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Introducing VitaminNews

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Taking a few liberties with the text, this is how our newsletter looks.

VitaminNews Hits the Stands

VitaminNews, TUSA'S new quarterly newsletter, made its debut this winter. A long time in the planning by Victor Go, technical department manager, the inaugural issue covered recent studies on the vitamins C and B₆, folic acid, and more.

Dr. Jeffrey Blumberg, whom many Takedans will remember from his stint as a guest speaker at the 1992 annual sales meeting in Cape Cod, assembled and chairs the Scientific Advisory Board that will determine the studies to be reported. Among them, they are aware of just about all the research being done in the field and what will be most pertinent for our audience.

State U) and a Ph.D. in Pharmacology (Vanderbilt U School of Medicine), how did he wind up in nutrition?

It was a natural progression from his research into how the body can protect itself against injury—membrane damage—from environmental pollutants. “It looks like premature aging,” he said, and, “vitamin E helps the body to defend itself.” His current research efforts emphasize the mechanisms by which dietary antioxidants can impede the aging process to allow us to live healthier, longer. It’s a lot more complicated than that sentence reads, so if it’s a complete explanation of lipid peroxidation events you want, look for it in one or more of the 100+ scientific articles Dr. Blumberg has published.

Alayne Ronnenberg, the Managing Editor of *VitaminNews*, is responsible for writing the abstracts. Formerly the assistant editor of the prestigious monthly, *Nutrition Reviews*, Alayne is presently working toward her doctorate at

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It says a lot for Victor’s powers of persuasion that Blumberg took on the *VitaminNews* job when he already had work enough to keep him busy for 80 hours a week. Or maybe it was just that Takeda’s idea for the editorial content

looked like a nice opportunity to develop a newsletter concentrating on aspects of nutrition that particularly interest him.

Dr. Blumberg is Associate Director/Senior Scientist and Chief of the Antioxidants Research Laboratory at the USDA Human Nutrition Research Center on Aging and a Professor in the School of Nutrition at Tufts University.

With Bachelor of Science degrees in Pharmacy and Psychology (Washington



Steve Yandle, TCP manager of environmental affairs, is flanked by Peter Brown and Marilyn Killeen at sales meeting.



Vivian Lin was the holiday party’s karaoke star by audience acclaim.

WHAT'S INSIDE

- ⇨ TUSA Adds and Improves Benefits
- ⇨ Superbowl IV Beats the Odds
- ⇨ Weathering the Winter of '94
- ⇨ It’s a Boy for Masako Kaufman

PHOTO: MARY RATCLIFFE

PHOTO: PAT VOORHIES

COMPANY NEWS



PHOTO: PAT VOORHIES

Jackie Schlate and Jim Zinnel take a break at the Fall sales meeting in Wilmington, NC.



PHOTO: PAT VOORHIES

The sales meeting again: Rod Cooper, Dee Franchey, TCP President Ralph Godwin, turn their gaze to the camera.



PHOTO: PAT VOORHIES

Frank Quinn modeled this piggy-mentionable after the photo was taken.

VitaminNews Hits the Stands

(cont. from pg. 1)

Harvard University in the field of reproductive health and infectious diseases. She earned her Master of Science degree in clinical nutrition and a BA in English, both "with distinction," at California State University.

When we spoke with Alayne, she said she was expecting a new baby in about 20 minutes. That piqued our interest! The arriving member of the household, it turned out, is 3-month-old Tessa, joining the twins—Keyarra, a girl, and Laquan, a boy—who are nearly a year old. Alayne and her partner, Dr. Richard Wood, a professor at the Tufts University Human Nutrition Center, are foster parents to the infants.

Although TUSA customers are its primary audience, *VitaminNews* will be available without charge to others who request it. ❖

TUSA Adds and Improves Employee Benefits

TUSA employees learned the details on March 16 of improved and expanded benefits that take effect on April 1.

The pension plan will convert to a 401(k) plan, allowing TUSA and Takeda America employees to make before-tax contributions, choosing from among several investment funds. As an opportunity to save for retirement, it is almost unbeatable. Contributions, deducted from your paycheck, reduce your taxable income, so you get to keep more of what you earn now while saving for the future. The company will continue to contribute as well—6% of your compensation in fiscal 1994-95.

In an expansion of employee benefits, TUSA has instituted an Employee Assistance Program (EAP). Employees and eligible family members may avail themselves of confidential counseling provided by highly trained Occupational Health Services (OHS) professionals. OHS services are offered for the kind of high-stress situations that can happen to anyone: family, financial, legal, and emotional difficulties; substance dependency; Federal tax and retirement planning; interpersonal conflicts. The company will pay for up to eight sessions per incident, with no co-payments, co-insurance, or deductibles. The number to call (after April 1) if you wish to make an appointment: (800) 227-1060. ❖

TUSA Weathers a Winter Measured in Snowdays

As we put this issue of the newsletter to bed, Spring is two days away and our 17th snowstorm is swirling outside TUSA HQ. We don't usually write about the weather, but this year... ❖

The professional weather watchers have announced that this was *not* a remarkably cold, snowy winter. And if you agree with that, we have a bridge we'd like to sell you. TUSA's East Coast and Chicago offices recorded an unprecedented number of snowday closings and days shortened by blizzard conditions.

Toss your earmuffs aloft in salute to Andrew Hutton, Tony Ingrassi, and Gerry McKiernan, who braved one of the worst of the storms on February 11 to man their office posts. "I answered the phones" said McKiernan, sounding bemused by the number of calls from "fair weather friends." Andrew took

(continued on next page)

Takedans Give Generously to United Way

Takedans once again came through for the United Way, pledging \$3,048 to the charity. As always, TUSA matched employee contributions, bringing Takeda's total to \$6,096 for 1993. A big thank you to all who participated in this year's campaign.

PEOPLE IN THE NEWS

Service Awards First, then Karaoke, at Holiday Party

We've said it before, but here's a reminder: Most people find TUSA a good place to work, so they stay. It gets toted up each year at the holiday party with the recognition of employee service anniversaries. This year's recipients of J. C. Penney gift certificates were:

Five-Year Awards: Bruce Cowan, Della Geyer, Tony Ingrassi, Eileen Kavanagh, Marilyn May, Nobuya Oka, Diane Prohaska, Jerry Schmidt, and Hideo Yamabe

Ten-Year Award: Dee Franchey

Yamabe san commended all employees for the teamwork that has helped to produce record-breaking sales and will surely lead to continuing growth.

And then we celebrated in song. Last year, the nor'easter that dared not speak its name kept us from having karaoke, and we really missed it. After all, what's a TUSA holiday party without some joyously sour notes? Happily, it did not rain on our parade this year. ❖

Weathering Winter

(cont. from pg. 2)

advantage of the unaccustomed quiet to play catch up. Tony, whose car broke down on the way in, was reluctant to hit the road again after reaching snug harbor; he hung around till 5 o'clock.

Our lone urbanite, Pat Voorhies, fared no better when it came to rescuing automotive transport from under the snowbanks than did residents in the Rockland area and beyond whose cars were trapped in driveways and garages.

Other Takedans had horror stories of stormy travel. Hideo Yamabe's January 8 JAL flight to Tokyo was cancelled, so he switched to a Northwest plane which then sat on the JFK runway for six hours—three for de-icing, three more while they cleared the runway. Anticipating one's IFT FOOD EXPO in Atlanta, Yamabe san used the time to re-read *Gone With the Wind*. (OK, we made that up.) His baggage couldn't keep up

with him on the changeover to NW. "I had to dress very casual for my meetings when I finally arrived," he laughed.

The editor, whose usual TV fare is Masterpiece Theatre and Murphy Brown, spent a frustrating nine hours on standby at LaGuardia en route to Atlanta to find a venue for the IFT brunch. Now she's addicted to the weather channel. "It was my lifeline to civilization."

But who's complaining? On the West Coast there were earthquakes, and although TUSA's office came through unscathed, some customers were hard hit. Pharmavite deserves a big hand for being up and running within days of the disaster, even though they sustained major damage.

Despite the many stormy disruptions, business was surprisingly unruffled. The orders came in; the goods were delivered; there was no breakdown in TUSA's hallmark customer service. ❖

It's a Boy for Masako

Masako Kaufman has joined the TUSA mommy track. Alex Rei Kaufman weighed in on February 15 at 7 pounds even and measured 21 inches. Masako admits to maternal bias, but we believe her when she says he's a really good-looking baby, with dark blue eyes and brown hair. Only a month old, Alex still seems like a miracle to her. "I did that?" was her way of putting it.

Yes, you did. Congratulations to Masako and Steve, the justifiably doting first-time parents. ❖

Rockland Business Group Reappoints Jerry Schmidt

Jerry Schmidt, Director of General Affairs, was reappointed to the board of the Rockland Business Association for a one-year term.

Takeda is an active member of the organization, which, in addition to its monthly meeting programs, represents business interests on legislative and other issues that impact the Rockland County business community. ❖



PHOTO: MARY RATCLIFFE

Eileen Kavanagh, Marilee (that's Mrs. Anthony!) DiPietrantonio, and Della Geyer, ham it up at the holiday party.



PHOTO: MARY RATCLIFFE

Robin Riley of the Chicago office and Melissa Lawrence from St. Louis enjoy their get-together at the holiday party.



PHOTO: MARY RATCLIFFE

Cornelia Algmin and Rod Cooper show that there's more to do at the holiday party than eat and drink and sing off key.

HAPPENINGS

TUSA Superbowl IV Winners Defied the Odds

"Theoretically," said Andrew Hutton, "it would be possible for one person to win all four quarters of the TUSA Superbowl—but the odds are against it." So how do you figure the odds against just two winners splitting the pool? We haven't a clue. But that's what happened.

Our big winner, taking the third quarter and the game, was Takeda Canada's Debbie Jamieson. "I've never won anything in my life!" she crowed. Nor is she such a football fan that she would have watched the game at all if she didn't have money riding on it.

Thinking her \$50 hit for the third quarter was as good as it was going to get, Debbie and her beau went out to celebrate. Watching the game's conclusion at a neighborhood pub, she was astonished to see she'd won the big prize, too: \$300 (her total winnings came to about \$450 Canadian). Where did it go? Oh, clothes and a haircut and stuff. Isn't that what unexpected windfalls are for?

Yagi san won \$150; he treated the staff to a box of cookies and himself to the complete Beethoven quartets, performed by the Tokyo String Quartet, on CDs. What to do with the balance? Maybe the Mozart piano concertos, when he makes up his mind about which keyboard artist he prefers in this repertory. Alicia Dellarocha has been suggested, but there'd been no decision at press time.

In what's becoming yet another Takeda tradition, that old riverboat gambler, Andrew, sweetened the pot by raising the cost of a square to \$5. The incorruptible Dee Franchey again picked the numbers for the grid squares. ❖

Shortcuts to Pithier Memos

You know about ASAP, FYI, and WYSIWYG, but what about the acronyms being spawned in cyberspace? Besides shortening costly on-line time, they punctuate the bulletin boards with snappy shortcuts for cliched phrases.

Here are a few culled mostly from CompuServe that you may find useful for internal memos, handscrawled notes, and anonymous threats. Can you guess which were coined by Takedans? How about creating some that are particular to TUSA? Suggestions to the editor, please!

FWIW - For What It's Worth

HSIK - How Should I Know

IAE - In Any Event

IANAL - I Am Not A Lawyer

IMO - In My Opinion

IMHO - In My Humble Opinion

LOL - Laughing Out Loud

NBD - No Big Deal

NMF - Not My Fault

NOYB - None Of Your Business

OIC - Oh, I See

OTL - Out To Lunch

OTOH - On The Other Hand

PTB - Powers That Be

ROTF - Rolling On The Floor

ROTF,L - Rolling On The Floor,

Laughing

TANJ - There Ain't No Justice

TANSTAAFL - There Ain't No Such

Thing As A Free Lunch

TPDI - The Poltergeist Did It

TTYL - Talk To You Later

WOA - Work Of Art

TAFN,F - That's All For Now, Folks ❖

TUSA Hosts DCAT Dinner

Forty or so customers were TUSA's guests at the Four Seasons restaurant when DCAT (Drug, Chemicals & Allied Trades Association) came to town in March for their annual meeting at the nearby Waldorf-Astoria.

Kudos to Frank Quinn and Marty Slove for their usual fine hosting. We think customers look forward to our Seasonal DCAT dinner; it's so much cozier than the hotel's swank but cavernous grand ballroom, and the speeches aren't as long. ❖



PHOTO: MARY RATCLIFFE

A smiling Jack Henriksen attended his last holiday party as TCP president. An appreciative Takeda USA presented him with a Steuben crystal bowl on engraved stand, while the sales force got together to make their own gift of a handsome attache case.

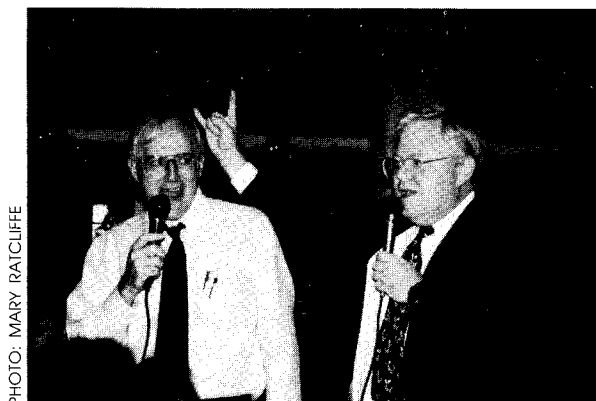


PHOTO: MARY RATCLIFFE

Who needs Frank Rich* when we have John Waldron? He comments wordlessly on the devilish Frank Quinn's karaoke performance.

*former NY Times theatre critic



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