

Employers' Return On Investment

John P. Racine

- 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
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- NCQA & HEDIS reporting for accreditation at MAMSI 25,000,000.00
- Enhancements to various Pick/MultiValue Database Languages 20,000,000.00
- Discovered and fixed bugs in inventory system at UDS 10,000,000.00
- On-going net profit analysis of routes, customers, and products at J.G. Haldeman (Activity-Based Cost Accounting) 4,000,000.00
- Extract, Transform, and Load (ETL/GENERIC.EXTRACT) for Data Warehouse at MAMSI 1,200,000.00
- Streamlining of A/R and Billing systems at JGH 700,000.00
- Expansion of Jekyll's Hide to other specialty leather stores 500,000.00
- Aging of inventory allocations at JGH 200,000.00
- Quality Tracking at JGH 200,000.00
- Catch weight revision system at JGH 125,000.00
- physician capitation reporting system at Principal 100,000.00
- Writing and distributing TCL manual 100,000.00
- Teaching TCL classes at MAMSI 100,000.00
- AccuTerm dictionary processing solution and others 100,000.00
- Printer-sharing devices at Aireco 50,000.00
- Automated daily truck route assignments at JGH 50,000.00
- Conversion of DEC3050 to RS6000 at Aireco Supply 50,000.00
- Pilot project of automated branch transfers at Aireco 50,000.00
- Overladen truck report at JGH 30,000.00
- Product Soundex lookup system at JGH 20,000.00
- New telephone vendor 10,000.00
- Optical storage system for invoices at Aireco 10,000.00
- 2nd in sales in 1979 at Jekyll's Hide is Leather 10,000.00
- TCL Command Stacker at MAMSI 5,000.00
- Two scholarships to college 3,000.00
- Total NET PROFIT 1,062,613,000.00