



### Notable processors

The editors of MPW were asked a simple question: Who are the most notable processors in the plastics industry today? The following 25 profiles comprise their answers. But don't take our word for it. This review of industry leaders will become an annual event. Whom did we miss? Turn to p. 56 to learn how to tell us.

#### Stan Donnelly

It's been said that true courage is demonstrated by the man who puts the family name on his company's sign. For Stan Donnelly, CEO of Donnelly Custom Manufacturing, it takes more than courage in today's business climate. The company just celebrated its 20th anniversary, and soon will honor four employees who've been with Donnelly for 20 years.

"Why is 20 so important?" Donnelly muses. "It's like the landing on the stairs of life—a natural place to stop and take a breath, and ponder not just about employees but about the company. What did they both see in each other? What did they both get out of it? It's more than a paycheck or a payroll."

Donnelly has many employees who have been with the company for 18 or 19 years, which says something about the success of Donnelly Custom Manufacturing. "As I've interviewed people over the years for various positions, the one thing they are impressed with is the long tenure of so many of our employees," Donnelly says. "I'd never thought about it, but it has to do with building something and to me it's all about people—it starts with people and has its success because of people."



It was about five years ago when management realized Donnelly had to carve out a niche, a specialty—no more accidental molder. "Nobody wants to say precisely what they do because then they can't do all those things that come along and tempt them," Donnelly explains. "Molders don't like to say no, they need to float where the tide goes."

The company had done enough floating over 15 years to know that wasn't working. "We couldn't be an accidental molder. We needed to get into specialization, to say what we were going to do and do what we say, and we're still at it today," says Donnelly. The company began working with a marketing communications firm and that is how the tag line, "How Short Run is Done," was born.

