

TBGFSNEWSLETTER

October 16, 2009



Buying a Cake

Well the other day it was the 10 year Anniversary of Dianne Klamm our Director of Sales & Marketing working at Trans-Border. I figured hey, that is nice, let's go get a cake. I mean, who doesn't like a cake? So I went to the local grocery store (I won't name – names) with Nicky who Manages our Pricing Department to pick-up a cake to feed 40 people. I found a great sheet cake – purple and pink flowers-and had the nice lady at the bakery write a message on it.

I took the cake up to the front register and when they went to scan my cake they realized it had no UPC code on it – uh oh!!! They called bakery – no one answered. They shouted out in the store – no one assisted. They sent 2 people to the bakery and the wait began. People started stacking up behind me and getting a bit frustrated I might add. I looked around and saw the following:

- 1) People getting really upset as they were waiting on line behind me
- 2) No one in the store telling people – “hey you may want to go to the other line....aisle 5 is open”...no, the other cashiers just sat around talking
- 3) No urgency from anyone working at the store to solve the problem
- 4) No manager being made aware of an issue and solving the problem
- 5) Nicky laughing at me, because she knew I was analyzing the situation and this was a textbook example of how “not” to make people happy
- 6) I was also starting to get frustrated as this turned into a 15 minute ordeal and I had things to do!!!

Finally after 15 minutes we had a UPC code in hand, paid \$42.35 and left our cake buying experience a bit stressed out. How does one person forgetting to put a UPC code on a cake affect so many people!!! How, when there is a problem, is there not a plan to fix the problem? Or worse, the actual fixing only causes more stress.

The Answer – **details and problem solving**. At Trans-Border we are committed to having a firm grasp of all the details involved in your important transportation needs. We ask questions to gain a full understanding of the situation and evaluate all options so that the details provided are correct. We realize that all of the details involved lead to a service that is of the highest quality. We also understand that things do change and if there is a problem we need to solve it quickly and honestly. How problems are solved is how strong relationships are built. We have firm policy and procedure in place to get management immediately involved in regard to any shipment that is outside of requirements. We will solve the problems and will always strive to provide the highest level of service in the industry.

OK – now how do I end this wrapped in a neat little bow? I have no idea, but I do like to eat cake and celebrate happy occasions!!! Thanks to everyone for your support and business – it is greatly appreciated.

Company Updates:

Tina Kenyon was Employee of the Quarter for April – June 2009. She received \$500 and a lot of hugs and handshakes!!!

Josh Spiegel just returned from a 1 week trip to Portugal to meet with our partner offices from over 65 countries.

Bob Fahy will be attending a 1 week course to re-verify his certification in Hazardous Materials for International Air & Ocean, truck and domestic air.

By the end of October we will have a new backup generator which will enable us to run ALL electrical items if any power goes out. As of this writing, it is here and in the install phase.

Every Friday employees are allowed to wear jeans for a \$5 contribution...these contributions all go towards local causes and year to date we have collected \$2645.0. Allison Burak runs this program. Thank you Allison.

Random Thoughts:

- 1) Did we miss fall this year?
- 2) It is hard to watch football inside on a nice day – even harder when your wife is yelling at you to get outside and play with the kids!!
- 3) Halloween – did a dentist invent this Holiday?
- 4) I am playing golf on Saturday. We are supposed to have snow showers – sounds relaxing.
- 5) I have a 5th grader and he is smarter than me...I am having trouble helping him with his homework....he is quite concerned...I'm not

Regards,

Jeffrey Millens – Executive Vice President



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