



**FINDLAY'S TALL TIMBERS  
DISTRIBUTION CENTER, INC.**



**OHIO  
LOGISTICS  
TRANSPORTATION GROUP**



**WISCONSIN  
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**DOCUMENT  
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COMPANY**

A Division of Findlay's Tall Timbers Distribution Center



**SOUTHERN TIER  
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**PENN CENTRE  
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**I-69  
LOGISTICS**



**NORTHERN  
KENTUCKY  
LOGISTICS**



Copy by Sean Riley

## Chuck Bills, Doug Williams and Sean Riley Attend Greater Louisville Event

Northern Kentucky Logistics most recently was a Gold Sponsor of the Greater Louisville Inc. Annual Meeting which was held March 15th at the KFC Yum! Center. Each year, GLI's Annual Meeting is one of Louisville's premiere networking events, bringing hundreds of business and community leaders together to celebrate successes and forge relationships. This year Alan Mulally, President and CEO of Ford Motor Company headlined the evening as the keynote speaker. Along with celebrating community success, the 2011 event focused on the impact Ford and manufacturing have on the regional economy. Mulally, of course, also was in Louisville to highlight the \$600 million investment Ford is making at its Louisville Assembly Plant, which will produce the next-generation Ford Escape.

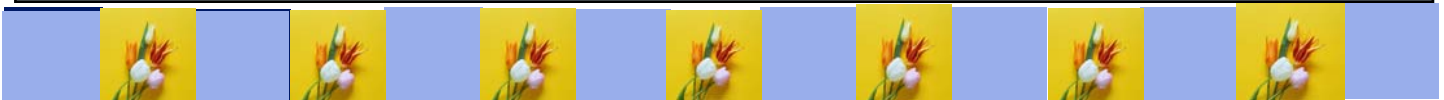
Once the retooling is complete, the plant will employ about 2,900 people and operate two shifts, compared with the 1,100 workers on one shift who built the Ford Explorer before that production moved to Chicago.

Mulally said Louisville will be the company's "Center of Excellence" for the most technologically advanced manufacturing. The platform the Escape will use also can produce nine other models. That platform will produce about 2 million models next year.

With all of this new activity coming to Louisville, NKL will be aggressively pursuing new business opportunities through the Ford suppliers. NKL is located within 10 minutes of the Ford plant and offers a profound logistical advantage to those suppliers. We are extremely excited about the opportunities on the horizon at NKL, and are poised to earn the business.

### Findlay/Hancock County Habitat for Humanity—Inaugural "Signature Event"

The Findlay/Hancock County Habitat for Humanity affiliate held its inaugural "Signature Event" on Saturday, March 26th at the Findlay Country Club. Featured this year, director's chairs signed by VIPs such as George Clooney, Barbra Streisand, Tom Hanks, Donald Trump, Bobby Knight, Peyton Manning, George Strait, Reba McEntire to name a few. There were 40 chairs and other items autographed. "This event is to not only raise funds to help us build homes for deserving families, but also to raise awareness about Habitat for Humanity in our Community," Dee Dee (Chuck) Bills said. Since its first groundbreaking on May 13, 2000 this year marks the affiliate's 10-year anniversary. They celebrated by opening ReStore and built an unprecedented four homes last year, bringing the total to 21 Habitat homes in Hancock County. Since the non-profit organization was founded in 1976, its self-help, hand-up model has resulted in rehabilitated, repaired or new housing for more than 2 million people worldwide. Many thanks goes to corporate sponsors such as Marathon Petroleum, First Federal Bank, and Ohio Logistics, just to name a few of the businesses that help sponsor their goal of "Building Homes, Building Dreams One Family at a Time".



**Ken's Comments** taken from Ackerman Warehousing Forum February 2011

**" A Different look at your Value Proposition"**

Everyone knows the typical values that are sold by many warehouse operators:

- Look at our rates ( we are cheaper than others)
- See our facilities ( our warehouses are better than the competition)
- Meet our management ( they are brighter than most )

Maybe it makes sense to consider some softer types of value that are so often neglected in the marketing of logistics services:

- We are easier to deal with
- We offer a new definition of service
- We help you get things done

Easy to deal with ranges from office to truck dock. Are your customer service representatives known for their ability to simplify the job and help people? Are inbound phone calls answered promptly? How well do your CSR's deal with frustrated customers? Do you keep track of how long each trucker stays on your property?

The best operators treat folks better than ever before. Automated phone answering technology certainly reduces labor costs but can the caller easily reach a caring human when this is needed? How often does your service go beyond the ordinary? Your people should seek ways to help customers get things done. Impress the clients with new ideas. Be sure they know that you are there to look out for them.

**Selling : from the Business Digest/Selling Power 03/01/2011**

**Most people hate objections. They think an objection means that they might not make the sale. That's exactly wrong: Until you hear an objection, you're not even close to making a sale. When a customer hears a little voice saying, " I want it," the next emotional response is come up with an objection. That's when your job as a salesperson starts. Until you hear an objection, you're strictly a visitor and an information giver. Customers who don't come up with objections either aren't qualified to make a decision or don't have the money to make a purchase. If customers don't challenge you in one way or another or fight the purchase with at least one objection, then they are not serious about buying**

Thoughtful quote: " Never mistake motion for action." ~ Ernest Hemingway

**You Cannot Help the Poor by Destroying the Rich.**

**You cannot strengthen the weak  
by weakening the strong.  
You cannot bring about prosperity  
by discouraging thrift.  
You cannot lift the wage-earner up  
by pulling the wage-payer down.  
You cannot further the brotherhood of man by inciting  
class hatred.  
You cannot build character and courage  
by taking away people's initiative and independence.  
You cannot help people permanently by doing for them,  
what they could  
and should do for themselves."**

**~~ Abraham Lincoln ~~**

Quote on life from a Southern Gentleman  
The 5 p's of success:

***" Proper Practice Prevents Poor Performance"***

~ Andy Riley

Customers are the reason for the existence of the business, the boss and his or her people. Bosses who place emphasis on meeting customers (both internal and external) reflects attitudes or prejudices. Bosses who passionately feel that customers are the be-all and end-all of their jobs reflect this in the way they go about their everyday business. The worst thing you can do is pay lip-service to the importance of customers. Regrettably, too many bosses do this. A genuine appreciation of the importance of customers, and a genuine desire to learn about them and help them is essential if a boss is to be really successful.

- Taken from: [Things You Must do to be a Great Boss](#)

**Quote: " There's a mighty big difference between good, sound reasons and reasons that sound good."**

**~ Burton Hillis**



**Business Digest –3/24/11** ~taken from The Little Red Book of Sales Answers.

If the degree of *friendly* in your place of business is somewhere between *Medium* and *Un* (friendly), here's an unsettling question: What's the relationship between friendly staff and loyal customers? Answer: One creates the other.

Well, if it's so important, why isn't everyone friendly? Often because everyone is too serious. But bosses can change that by creating a friendly environment, *and* by training people to be friendly. *Friendly has to be "on purpose"*. And here's a personal question: How friendly are you? If you have become disgruntled, cynical or run hot-and-cold, it may be time to renew or move on. Friendly like attitude, is internal. It's about your desire to be nice to others—**all the time**.

Personnel complaints: Taken from the Business Digest and "Workarounds That Work"

Complaints from associates are often a sign that the person has observed something that can be improved, but is complaining instead of actively working toward a solution. Next time you hear a complaint (especially if it's you) ask one or more of the following questions:

- What would you prefer instead ?
- Why would it matter?
- Who would it benefit?
- What would it take to make it better?
- What can you do on your own to help?
- What could you do with support or approval from someone else? Who?
- What do you need to improve things?
- How can I help?

Fun was had and \$400 plus was raised for Hancock County Children's Mentoring Connection. This year's teams included Pam Brodman, Katie Zimmerly, Mike Smalley, Brad Haunstein, Scott Landel, Jason and Becky Young, Gerry Young, JoLynn Richter, and Jamie Rinesmith.

Jason Young's wife, father, sister, and niece all participated making it a three-generation event. Pictured below is Jason's family, and our darling little Jason being quite Jason-like.



***A simple truth:***

In a world where everyone is after your business you must supply your customers with a reason to buy from you instead of your competitor. If you don't offer that reason, then you had better offer a very good price. That reason is then packaged into a simple word or set of words. It must be simple. Unfortunately what many companies end up with are not differentiating ideas but meaningless slogans. Differentiating yourself comes in three parts:

1. Having a simple idea that separates you from your competition.
2. Having the credentials/ product that makes this concept real/believable.
3. Building a program to make people aware of this difference.

It's that simple.

Taken from: "The Power of Simplicity"



Greg Wilson will be driving the sprint car pictured here this summer at the Millstream Speedway in Findlay, Ohio. For a summer schedule go to their website

[www.millstreamspeedway.com](http://www.millstreamspeedway.com)



**April dates**

Palm Sunday April 17

Good Friday April 22

Easter Sunday April 24

Administrative Professionals' Day

April 27



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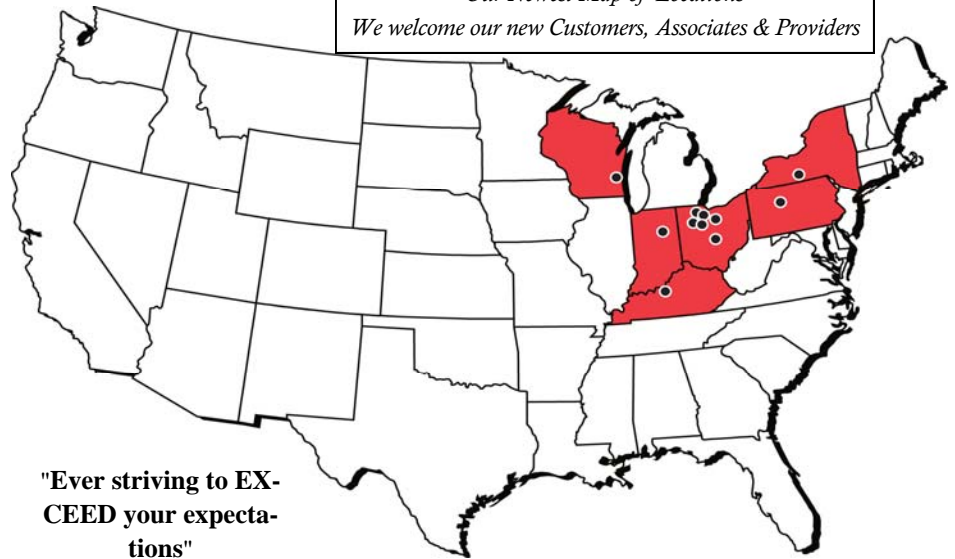
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Member of: IWLA  
Grant County Chamber  
Greater Louisville Incorporated

NAFTZ  
OTA  
ATA  
CBICC

Greater Findlay Inc.  
Chemung County Chamber

*Our Newest Map of Locations  
We welcome our new Customers, Associates & Providers*



"Ever striving to EXCEED your expectations"

**" Self Worth Beats Net Worth" ~ Author unknown**

**" Change your thoughts and you change your world." ~ Norman Vincent Peale**

Happy Easter  
April 24, 2011

**Attention Walkers!!! This spring brings the next March of Dimes Walk for Babies. Please check your area and recruit associates to participate in this worth-while cause. Have questions?? Feel free to contact Pam Brodman at 419-425-4906**

*HAPPY BIRTHDAY!!*

<u>Building 2</u>		<u>STL</u>	
Jennifer Wagner	4/10	John Armstrong	4/18
Larry Showalter	4/06	April Blauvelt	4/24
<u>Building 3</u>		Robert Moon Jr	4/08
Nikki Harris	4/18	Richard Wood	4/26
<u>OLG</u>			
Randy Buckmaster	4/16		
Norm Hinkle	4/27		
Scott Landel	4/14		
Joey More	4/04		
Andrew Peterman	4/06		
Luther Schrouf	4/26		



Please don't forget April 15th  
IRS DEADLINE  
Avoid fines & interest and file early.

**Signs of an Insecure Leader**

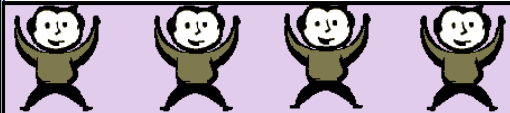
The best leaders are people who are self-confident and secure. They know their weaknesses as well as their strengths, and they know how to influence people. But not all leaders are secure, and the signs of insecurity should be noted. These are a few clear signs of insecure leadership:

- The weak leader cannot celebrate the accomplishments of others.
- The best leaders give more than they take.
- Micromanagement is common in insecure leaders.
- The weak leader may hide information that should be shared.

Taken from February Ackerman Warehousing Forum

*Service Anniversaries*

<u>Building 2</u>		<u>169</u>	
Kevin Rexrode	4/22/96	Mike Yanis	4/12/09
Mark Wilson	4/26/10	Phillip Zabst	4/12/09
Jennifer Wagner	4/23/07	Scott Miller	4/12/09
<u>Building 3</u>		<u>Penn Centre</u>	
Todd Finsel	4/28/08	Mike Mann	4/09/01
<u>DSC</u>		William Schreffler	4/18/05
Don Thompson	4/8/00	<u>Southern Tier</u>	
<u>OLG</u>		Kenneth Longwell	4/23/07
Erin Schmenk	4/9/10	Dale Aylesworth	4/01/02
Ron Lawrence	4/23/07	<u>Ottawa</u>	
Ricky Hix	4/12/09	Kyle Brown	4/18/07
Darrell Heral	4/13/09	Deb Nuveman	4/4/05
Dean Crookshanks	4/27/10		



**THANK YOU**

