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**NOVEMBER 8
DON'T FORGET TO
VOTE!**



The right finishing touch: 5 ways to end interactions on positive notes

Customers will come back when you make a great last impression: The secrets of successful Communication
By Kevin McCarney

You may never have a second chance to make a great first impression, but you have numerous chances to make great lasting impressions on customers. Every time you finish interactions with customers is an opportunity to be positive and increase the likelihood they'll stay loyal. Here are five finishing touches for great conversations with customers.

Make Customers feel good.

1. **Leave it on a positive.** Be sure that the final comment from you is always a positive one.

Some examples: "It is always a pleasure to help where we can."

"We are always happy to help."

"I hope we can work together again."

2. **Follow up with a thank you.** Send an email, card or note recapping a situation that was beyond the norm. Thank the customers for their patience during a lengthy solution and applaud their good nature. Through a confusing issue and their loyalty when times are tough.

3. **Apologize.** Even after you've solved an issue or resolved a complaint and know customers are satisfied, apologize once more for the situation before parting ways, but don't over do it.

4. **Forgive.** Sometimes customers screw up, and they actually apologize for it. When it happens acknowledge the apology quickly, thank them for their sincerity and move on in a positive way.

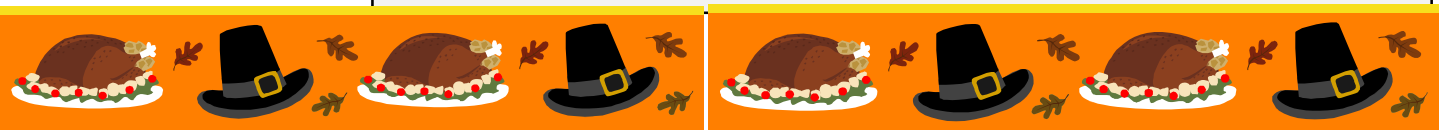
5. **Compliment.** Who doesn't like a compliment? Tell them their ideas are on target. Make them feel smart, professional and practical in terms of good business practices.

Avoid email abuse: 3 tips to be efficient

Stop Spell Check, get to the point and plan ahead *Source: Get it done Guy's 9 step's to work less and do more, by Steve r Robbins*

Email gets abused every business day. Complex things that are better resolved over the phone are muddled in lengthy messages. Minor things that don't need responses clog in-boxes.

- **Turn off automatic Spell check.** If yours highlights misspellings as you write, it will distract you and make the process of writing messages longer instead, do a spell check before sending.
- **Summarize the message in the subject line.** It will keep you focused on what should be covered in the body and help the recipient get the key information and hopefully know what to do with it.
- **Include your scheduling** information for a meeting by saying " Are you free tomorrow? I am available from 8am-10am."



*The following is an excerpt from a best seller “**Who moved My cheese?**” Spencer Johnson , M.D. *An A-Mazing Way to Deal with Change in your work and in Your Life.. (the main characters are Hem & Haw and they are mice with an affinity for cheese). See if you have ever been Hem or Haw....or most certainly have met their human counterparts. See what the mice have learned.**

After a while Haw made his way back to Cheese Station C and found *Hem* . He offered Hem Bits of New Cheese, but was turned down. Hem appreciated his friend’s gesture but said “ I don’t think I would like New Cheese. It’s not what I ’m used to. I want my *own* Cheese back and I’m not going to change until I get what I want.”

Haw just shook his head in disappointment and reluctantly went back out on his own. As he returned to the farthest point he had reached in the maze, he missed his friend, but realized he liked what he was discovering. Even before he found what he hoped would be a great supply of New Cheese, he knew that what made him happy wasn’t just having Cheese.

He was happy because he wasn’t being run by his fear. He liked what he was doing now. Knowing this Haw didn’t feel as weak as he did when he stayed in Cheese Station C with no cheese. Just realizing he was not letting his fear stop him and knowing that he had taken a new direction nourished him and gave him strength. Now he felt that it was just a question of time before he found what he was looking for. He smiled as he realized:

It is Safer to Search in the Maze than remain in a Cheeseless Situation. Haw realized again, as he had before, that what you are afraid of is never as bad as what you imagine. The fear *you let* in your mind is worse than the situation that actually exists. He’d been so afraid of never finding New Cheese that he didn’t even want to start looking. But since starting his journey he had found enough Cheese in the Corridors to keep him going. Now he looked forward to finding more. Just looking ahead was becoming exciting. His old thinking had been clouded by his worries and his fears. He used to think about not having enough cheese, or not having it last as long as he wanted. He used to think more about what could go wrong than what could go right.

But that had changed in the days since he left Cheese Station C. He used to believe that cheese should never be moved and that change wasn’t right. Now he realized it was natural for change to continually occur, whether you expect it or not. Change could surprise you only if you didn’t expect it and weren’t looking for it. When he realized he had changed his beliefs, he paused to write on the wall: **OLD BELIEFS DO NOT LEAD YOU TO NEW CHEESE.**

Haw hadn’t found cheese yet, but as he ran through the maze, he thought about what he had already learned. Haw now realized that his new beliefs were encouraging new behaviors. He was behaving differently than when he kept returning to the same cheeseless station. He knew when you change what you believe, you can change what you do. You can believe that a change will harm you and resist it. Or you can believe that finding New Cheese will help you, and embrace the change. It all depends on what you choose to believe. He wrote on the wall: **When you can see that you can find and enjoy New Cheese you change Course.** Haw knew that he would be in better shape now if he had dealt with change much sooner and left Cheese Station C earlier. He would feel stronger in body and spirit and he would have coped better with the challenge of finding New Cheese. In fact, he probably would have found it by now if he had expected change, rather than wasting time denying that the change had already taken place. He used his imagination again and saw himself finding and savoring New Cheese. He decided to proceed into more unknown parts of the maze, and found little bits of cheese here and there. Haw began to regain his confidence. As he thought back on where he had come from, Haw was glad he had written on the wall in many places. He trusted that it would serve as a marked trail through the maze if he chose to leave Cheese Station C. Haw just hoped he was heading in the right direction. He thought about the possibility that Hem would read the Handwriting on the Wall and find his way. He Wrote on the wall what he had been thinking about for some time:

Noticing Small Changes Early Helps you adapt to the bigger Changes That are to come. By now, Haw had let go of the past and was adapting to the present. He continued on through the maze with greater strength and speed. And before long it happened. When it seemed like he had been in the maze forever, his journey—or at least this part of the Journey— ended quickly and happily. Haw proceeded along a corridor that was new to him, rounded a corner, and found New Cheese at Cheese Station N!

Don’t forget! You have a health care advocate service at your fingertips: ***Patient Care. 866-253-2273*** services provided for you as a company benefit to help you in claim problems, provider bills, understanding your benefits & more.

“Leadership is not so much about technique and methods as it is about opening the heart. Leadership is about inspiration- of oneself and of others. Great leadership is about human experiences, not processes. Leadership is not a formula or a program, it is a human activity that comes from the heart and considers the heart of others. It is an attitude, not a routine.” ~ author unknown



Lo Cal- Heart Healthy Hot Turkey Salad

1 heaping Tbsp beef boullion

3 Tbsp Smart Balance margarine

1/4 c. cooked rice

1-small carrot, sliced

1 stick celery, sliced

1 small bunch of chives chopped

2 large mushrooms (any kind)

2 Tbsp red onion

1/4 cup sliced zucchini

1/4 red bell pepper

3 sprinkles soy sauce

3 sprinkles red wine vinegar

2 cups leftover turkey

1 cup steamed broccoli

Directions: In a preheated cast iron skillet add all ingredients except for turkey. Stir-fry vegetables for approximately 12 minutes . Sprinkle the turkey on top and stir till warm (3-4 minutes) and serve 4 servings. Serve as an entree' with a dinner roll and a baked potato .



Veteran's Day November 11, 2011

Veteran's Day offers

On this day let us all recognize and remember our veterans, both those who have served in the past and those currently in service to our country. Without our men and women in uniform America and the world would be a different place .

Applebee's 11/11/2011 veterans & active duty Military eat for Free. (make sure you have a military ID or uniform or discharge).

Subway 11/11/2011 veterans and active duty Military get a free 6" sub. Call ahead to order and confirm because not all locations are participating (have proof of service with you).

Outback 11/11/2011 free blooming onion appetizer and a free non- alcoholic beverage.

Sam's Club is giving away free HUGO canes to veterans who are in need of mobility assistance. (Veterans need not be a member of Sam's Club to take advantage of this offer).

Chili's 11/11/2011 veteran's eat free at Chili's with proof of service

Golden Corral 11/15/2011 free meal 5pm—9 pm veterans and active duty & retirees (make sure you have a military ID)

Hooters is offering a free meal to veterans with a drink purchase

Texas Roadhouse 11/11/2011 free meal from open to 4pm (have proof of service with you).

Sears, Dollar General 11/11/2011 all awarding 10% discounts for veterans (with proof of service).

Krispy Kreme and Tim Horton's 11/11/2011 free donut (with proof of service).

National Park's free admission 11/11– 11/13/2011 for all veterans with proof of service.

Bed & Breakfast's and Inn's across America 11/10 a veteran & guest stay free at 400 participating Bed & Breakfasts across America for our men & women in service past & present to our country.

Lowe's are offering 10% off on any purchase to our men & women in service past and present from **November 6 to November 11** on any purchase up to \$5000.



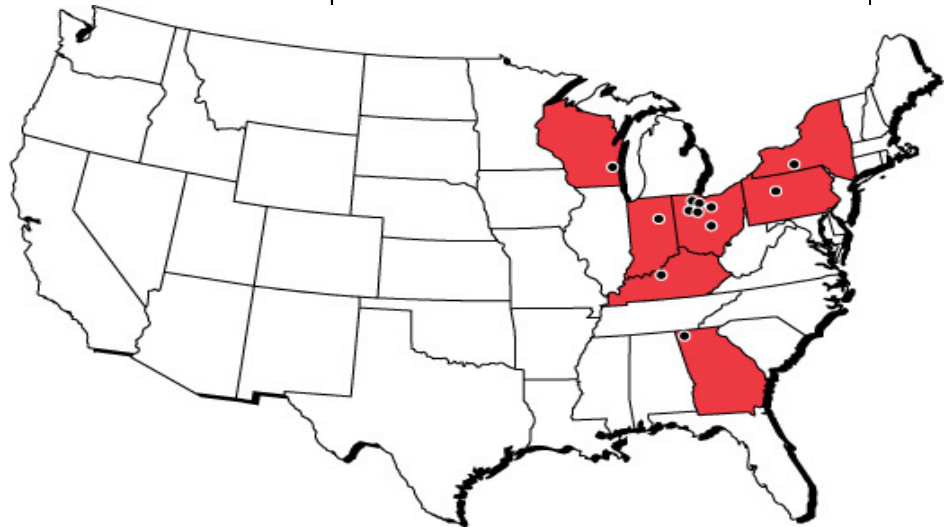
Our Newest Map of Locations

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WWW.OHIOLOGISTICS.COM



Member of:
IWLA
Grant County Chamber
Greater Louisville Incorporated
NAFTZ
OTA
ATA
CBICC
Greater Findlay Inc.

As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them. ~John Fitzgerald Kennedy

The smallest act of kindness is worth more than the grandest intention. ~Oscar Wilde

November 11—Veteran's Day
November 24—Thanksgiving Day

This year on November 24th let us remember to be thankful for our many blessings in our jobs, our customers, and our partners .

Happy Thanksgiving!

HAPPY BIRTHDAY!!

Findlay B#1

Robert VanAtta 11/10

Findlay B#3

Dennis Andrews 11/25

Transportation

Robert Johnson 11/12

Jason Young 11/17

Ottawa

Rose Imm 11/16

Fostoria

Charles Jordan 11/20

Angela Smith 11/08

Fred Herringshaw 11/29

Columbus C#1

Matt Larmor 11/16

Columbus C#2

Dan Perkins 11/10

John Weed Jr 11/06

Ohio Maintenance

Tony Weaver 11/02

Milwaukee

Jordan Villegas 11/17

STL

Jack Barker Jr 11/20

Jared Knoll 11/10

Brittany Newman 11/2

Robert Proctor Jr 11/28

Alan Turner 11/03

Michael Wood 11/17

169

Allain McCoy 11/10



**DAYLIGHT
SAVINGS TIME
Ends on
November 6th**



**Remember to
"fall back" on
Sunday the 6th
and set your
clocks back one
hour!**

Service Anniversaries

Transportation

Scott Landel 11/24/2010

STL

Matt Mould 11/08/2004

Dennis Saxbury 11/5/2007

Louisville

Wesley Sellers 11/30/2009

Terry Stout 11/15/2010

Jeffrey Sturgeon 11/15/2010



Glossary term for November: Contract Carrier:
A carrier that does not serve the general public, but provides transportation for one or a limited number of shippers under a specific contract.

Thanks to our staff for dedicating their service to the company and our customers.

THANK YOU

