



**OHIO LOGISTICS**



FINDLAY'S TALL TIMBERS  
DISTRIBUTION CENTER, INC.



**NORTHERN  
GEORGIA  
LOGISTICS**



**OHIO LOGISTICS  
TRANSPORTATION GROUP**



**WISCONSIN  
LOGISTICS**

**DSC**

DOCUMENT  
SERVICE  
COMPANY

A Division of Findlay's Tall Timbers Distribution Center



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

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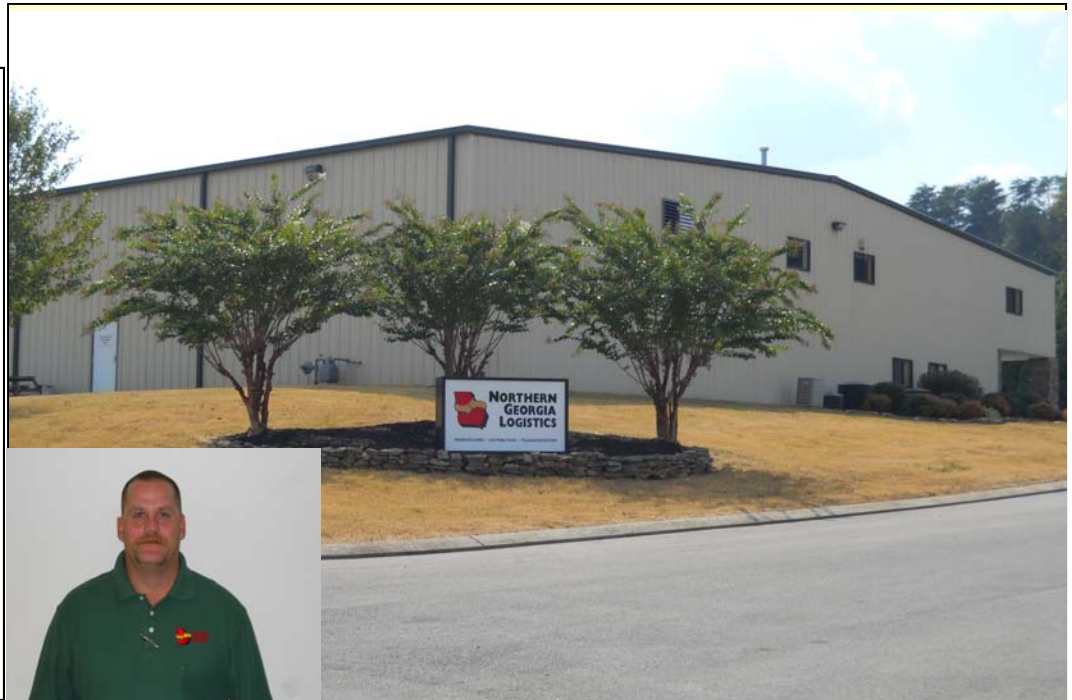
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*September 23rd is the first day of Autumn and the beginning of the fall colors we all enjoy in this part of the country.*

# Here We Grow Again!

On September 1, 2011 we opened our 17th location across 7 states. Our new facility is located at 296 Fields Drive, Rock Spring, ( Walker County )Georgia. Initially we will provide service to Nissin Brake Georgia and provide 30-40 direct and indirect jobs to the area. Our Facility General Manager, Phillip Irvin ( above lower left inset) has been busy getting the building & grounds into shape and undergoing training. Phillips' 18 years of experience in our industry will be an asset as we grow the business and expand in the future. We welcome Phillip to our team and look forward to many years ahead.



**The "Little Things" Do Count, Starting with How You Look**(taken from [www.businessstrategies.com](http://www.businessstrategies.com))

You can't judge a book by its cover, the saying goes, but many people still do. That applies especially when you're up there presenting. The first impression you make comes from the way you look.

People form impressions within the first few minutes of seeing or meeting someone. So the first impression you make as a presenter should be as strong as possible.

*Start with your choice of attire.*

How you dress is no substitute for the substance and delivery of your presentation. Still, it goes a long way toward supporting a well-prepared presentation. Your best guide :always dress for the audience and the event. More to the point, dress a small cut above your audience. So, for example, if your audience is wearing slacks and a shirt, you could add a sport coat.

*Dress appropriately.*

Business and social dress are not the same, so avoid attire that's overly formal or overly casual. If your appearance draws attention to itself, it'll draw attention away from you and what you're saying. You don't want your listeners to be distracted by your clothing, hairstyle, accessories, or any other aspect of your personal appearance. So save the sheer, tight, transparent, flashy, slick, or super stylish looks for the social life. When you're addressing a group of colleagues or clients every aspect of your appearance should subtly promote the company culture.

*You don't want your listeners to be distracted by your...appearance.*

So what's right and what's wrong?

There's no one set of rules for every occasion. If your company provides business appropriate logoed clothing it is often a good choice. Too often people in key positions interacting with clients forget to utilize company lettered/ logoed clothing as a branding tactic to promote their respective companies. Dress codes may be unwritten, vague, and/or flexible. In the end, you need to match your appearance to multiple aspects of your daily work, including your company's culture, but also that of an event or a client and to your role on any given day. If you work in IT, and occasionally need to crawl under desks, you probably shouldn't be wearing a fancy suit (or short skirt for that matter). On the other hand, if you have a meeting with the board of directors, you may want to wear a logoed sport shirt in an otherwise casual environment. Yet again, at many companies, anyone seen in a suit is probably interviewing for a job.

**Negotiating:** (taken from *Friendly Persuasion*)

*Try to get the other side to make the first offer.* You want to know what's on their mind before they find out what's on yours. You always want to be in the position of getting info before you give it. If you can get them to go first (and you won't always succeed) you may find you have made some false assumptions about what you thought they'd offer. Even if you don't get a firm dollar offer, it still makes sense to let them go first. The opportunity is there to gain valuable info that may alter your counteroffer. You may learn why they made their proposal or took their position. It isn't that difficult to get the other side talking first. Just ask, "What's in your Budget?" "What did you have in mind?" "What are you thinking?"

**Selling** ( taken from *Stop Telling Start Telling*)

We continually ask experienced, successful salespeople to identify the most common objections they encounter. Then in a role-play situation we ask them to respond to the objections. Invariably, in 95% of the cases, the salespeople respond with a product answer. There's nothing intrinsically wrong with that. But it's out of time and place— it's defensive. It communicates to a discerning customer that the salesperson's interest lies in the transaction, not the customer. In these situations, many people say they would ask a why question but in fact, in role-plays they don't. Most salespeople we see don't show empathy for what the customer has to say and don't ask why to go deeper and discern the obstacle.

**“ Have you ever noticed that anyone going slower than you is an idiot, and anyone going faster than you is a maniac?”**

~ George Carlin





# Care Package SENT TO STL SON

Nathan Hand ( Son of Mr. & Mrs. Lew Hand, STL ) and his unit will be receiving a very large care package as soon as we can get it to Afghanistan . Special thanks to Doug Gray for reaching out and allowing all locations to be a part of the project. A big thank you to all who gave to this effort. Our Findlay Building #1 has a real coupon queen in Donna McDaniel and we all appreciate her efforts and contributions to this worthwhile undertaking as well.

## Real Stories in Celebration of National Truck Drivers Week

September 11-17 in 2011 (taken from [www.Drivingtoday.com](http://www.Drivingtoday.com))

### When Extinguishers Failed

In the early morning hours of April 9 on Interstate 95 in Virginia, Morris Holley of Baltimore witnessed a vehicle slam into the rear of another vehicle, overturn and catch fire. Running from his rig, he tried to extinguish the blaze himself, and, when his efforts failed, he radioed for other truck drivers to help. The combined power of several truckers' extinguishers were unable to overcome the gasoline-fed inferno, and some bystanders, fearing an explosion, began to back away from the scene. This, despite the fact that an unconscious woman lay trapped inside the car. That's when Ronald McKee of Middletown, New Jersey, picked up a spent extinguisher, broke out the car's rear window and, braving the fire, dragged the woman to safety. Literally within seconds of McKee's dramatic rescue, the car exploded. Holley, McKee and other drivers tended to the crash victim until rescue crews arrived, and the woman survived her ordeal. **Holley drives for Swift Transportation Inc. of Richmond, Virginia, and McKee drives for Arctic Express of Hilliard, Ohio.**

### A Friend to the Rescue

On September 29, Jeffrey Wiles of Montpelier, Ohio, noticed a van weaving erratically through morning traffic on Route 15 near Bryan, Ohio. He contacted police by radio as he followed the van for more than a mile. At that point, the van veered off the road, struck a retaining wall and came to a stop on top of a gas main. The crash broke off the top of the gas main, and the vehicle was quickly engulfed in flames.

Wiles and two other motorists tried unsuccessfully to extinguish the fire, not knowing that a 20-pound propane tank and full 5-gallon gas container were in the back of the burning van. Then they broke out the rear window of the van and pulled the driver to safety.

Only after the driver was freed did Wiles realize that the victim was a friend he had worked with closely on the local EMS team. The driver, a diabetic, had gone into insulin shock while driving, but because of his buddy's fast action, he survived the accident.

**Wiles drives for Bryan Truck Line in Montpelier.**

### American truckers know this country mile by mile by mile.

From their big rigs, 18-wheelers, high in the cab, they've got a wide view: of factory and farm and what's moving on the highways; of grain bins and loading docks where they pick up; of the cities and towns where they drop off; of all the traffic and life in between.

They're celebrated in song. They're worked hard on the highway. They know what's up with the economy — they're carrying it.

And they are listening, from their cabs, to the life of the nation.

*We celebrate our drivers and all truck drivers with a deep appreciation for all they do to keep our company and our country prosperous.*

### Our Year in Trucking at a glance

2010-2011 has been a year filled with changes , challenges, and incredible opportunity.

We have seen some of our seasoned drivers retire and new drivers ushered in for the future.

Our drivers have done humanitarian aid projects in Joplin Missouri. We have delivered shipments for NASA with a Bill of lading listing Moon Rocks as the pay load. Our Drivers have competed in Rodeos and pulled together to help each other in times of need and regularly go the extra mile for our customer. We are " fortunate and thankful " (As Chuck says...) to have a group of drivers , dispatchers and management team so dedicated to task and willing to think outside the box to ever pursue our goals of safety and service to our community, our customers and profitability.

THANKS FOR ALL YOU DO

Good stuff.

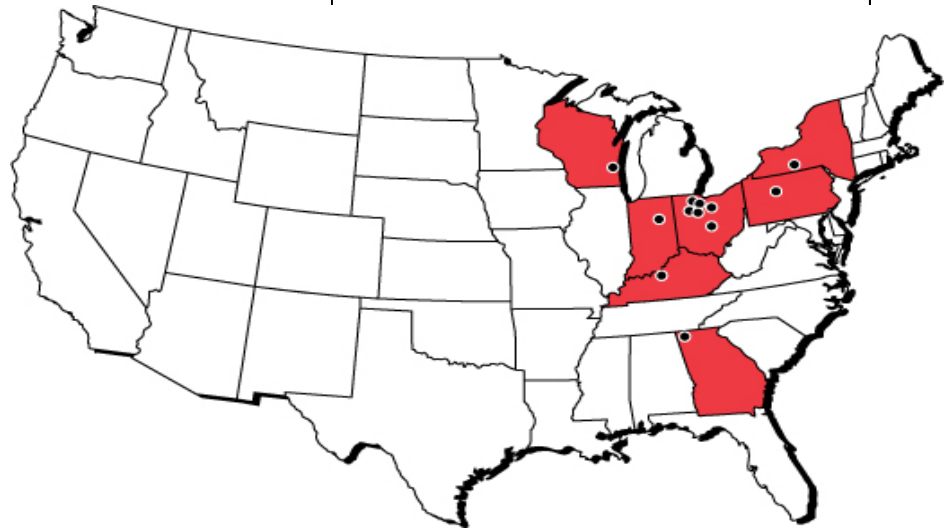


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Member of:  
IWLA  
Grant County Chamber  
Greater Louisville Incorporated  
NAFTZ  
OTA  
ATA  
CBICC  
Greater Findlay Inc.

**"Failure is only the opportunity to begin again more intelligently."**  
- Henry Ford

**"Nothing Great is ever Achieved without Enthusiasm."** - Ralph Waldo Emerson

**"Patience and tenacity of purpose are worth more than twice their weight in cleverness."** ~ Thomas Huxley

**HAPPY BIRTHDAY!!**

Building 1

Diana Myers—09/04  
Brian Lantz — 09/08  
Chuck Bills — 09/09

Building 2

Peggy Schmitz 09/15

Building 3

Meadow Davis—09/05  
Dave Lenartavage —09/06  
Rebecca O'Connell — 09/19  
Robert Parker — 09/23

Fostoria

Kate Hendricks — 09/09

Trucking

Ron Lawrence — 09/20  
David Tong — 09/18  
Dan Wikel — 09/08

NKL

Whitney Hensley —09/15  
Terry Stout — 09/13

STL

Dan Bailey — 09/12  
Roger Goodrich — 09/08  
Juliene Henry — 09/22  
Dennis Saxbury —09/28  
Arthur Vandermark — 09/19  
Dennis Negri — 09/18



Taken at the National Cemetery in Minneapolis on a June morning - as it appeared in the Minneapolis Star/Tribune.

On **September 11, 2011** we celebrate and remember all those that gave their lives on that fateful day in New York City and in Washington D.C. & a Pennsylvania field. May we never forget how we as a nation were touched and forever changed as a people.

**Service Anniversaries**

Transportation

Dennis Mompher 09/09/00  
Terry Naveau 09/18/00  
Jerry Overmyer 09/13/00

Building 2

Randy Dorman 09/25/90

STL

Joe Hale 09/15/08  
Scott Potts 09/15/08  
Jeffrey Rinick 09/15/08  
Richard Wood 09/20/10  
Building 3  
Jim Long 09/26/05  
Rebecca O'connell 09/22/05

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

**THANK YOU**

