

The Breeze

A PUBLICATION OF



Serving the warehouse industry from Virginia to Florida to Louisiana. Education, information, community.

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August 2011



Will Storit visits Distribution Technology in Charlotte, NC



Will arrives today via US Airways whose main U.S. hub is located in Charlotte. We shuttled Will to our corporate

He was amazed that we process over 125 inbound trailers per day through this cross-dock!



office and after a meet and greet with our management

staff we took him on a tour. First we showed Will our dedicated crossdock facility that we run for a large retail client. Will had to be careful while walking through



the building because there is so much activity going on and he's, shall we say, vertically challenged.



Next we took Will to our transportation operations. He met with our staff who explained to him that we tender over 10,000,000

lbs. of freight every week going all over the country. Will loved inspecting our new fleet of company tractors and meeting Mike, one of our drivers and a 31 year company associate.



Will got a little nervous when we told him our next stop was to our dedicated hazardous and flammable chemical facility. His fears were tamed though when we told him about our strict handling policies and procedures and showed him our state of art fire suppression systems.

(continues on next page)

Will Storit - Distribution Technology... (cont.)



Next it was off to our 400,000 square foot rail-served grocery facility. Will gave the floor a "white glove" test thinking that some dust would appear, but was astounded when

there was nothing. We told Will that we have scrubbing machines that we use daily to be sure the



floors are spick and span so as not to jeopardize our ASI "Excellent" rating. Will was also relieved when we walked through our air-conditioned and refrigerated space because it was sooo hot that day!



After telling Will about our record management company, our Foreign Trade Zone operation, our dedicated transload operation just outside of

Charlotte, our sophisticated warehouse management system, RF capabilities, 1.1 million square feet of operations, etc., etc., etc. he seemed a little overwhelmed! So we put him back on the plane for his next stop. **Cya Will!**



Webe visits



Greetings from East Aurora, NY! I am visiting the office of Jet Action Inc., located Southeast of Buffalo.

After my arrival, I was taken for a tour of the village which is home to Fisher Price Toys. This quaint village was also home to our 13th President, Millard Fillmore. His home has been restored and is now a museum. We then visited the Roycroft Campus where Elbert Hubbard founded the Arts and Crafts movement in 1895.

Back at the office, I learned about many types of forms, labels, and printing that Jet Action supplies to warehouses and logistics companies throughout North America.



I am pictured with a HazMat Placard and a Bulk Storage Retro Reflective Sign.

I really enjoyed my trip to Jet Action.

Until next time,

Webe Gladtohelpya



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EXECUTIVE DIRECTOR'S COLUMN



What's happening? At this time of the year there is little time for anything else but convention preparation. Registration forms to be gathered, processed and packets made, fees to be collected, hotel food & beverage orders to be finalized, program speakers to be coordinated, bills to be paid and the steady stream of phone calls and email mes-

sages from members who have waited until the last minute to take care of their convention plans. Actually that is kind of fun for it gives me a chance to connect! But I have to be honest, some frustration surfaces which is created by those few folks won't respond to a message left for them! Thought that was a common courtesy, good for both business and home!

SWA 66th Annual Convention

"Moving Forward, Giving Back"

The King and Prince Beach & Golf Resort
St. Simons Island, Georgia

September 8-10, 2011



We are ready to roll come September 8th! George Davis and Bill & Lauren Crow have been terrific! Business programs, social events and menus are set. The "Other Buster" (Franklin) is handling the golf tournament and Frank Anderson is captain of the beach Olympics which will offer you more than you bargained for! I sincerely appreciate the help and creativity of these good people.

To date we have a good group planning to join us on St. Simons! We expect 132 at last count with several more couples "working on it". Included in that total, which especially



pleases me, are several members who are either new to our organization or haven't attended in recent years. Such as Mark & Amy Wilhelm (Amware Logistics Services), Dieter & Karen Stoll (West Logistics Group), Rodney Brennan (Hartsfield Warehouse), Arch Thomason (Sunland Distribution), Arthur Barrett (Barrett Distribution), Keith & Nicole Bellanfante (Goggin Warehousing) and David Schmid (R & S Logistics).



Some new associate members are coming too — Brian Finnan and Frank Brice (Southeast Solutions), Jay & Paula Rao (Barloworld Integrated Solutions) and Daryl & Lori Perdue (Dematic Corp). Rumor has it that Chip Scholz, Randy Stephenson and Larry Trissel are actually bringing their wives this year! A good thing!

This year members are planning to be active — with four weeks to go before kick off, we have 38 signed up for the golf tournament, 36 signed up to test their luck at the beach Olympics and 34 for the Saturday morning ladies event on Jekylls Island.



So we will look for you on the island, St. Simons Island, GA in a few weeks! Kathy and I are looking forward to it, we hope you are too!

Dean



P.S. And we had an August Breeze edition to get out too! No wonder the days fly by!

**SWA'S
ANNUAL MEMBERSHIP MEETING
WILL BE HELD SEPTEMBER 10, 2011
BEGINNING AT 9:30 A.M.
LOCATION:
THE KING & PRINCE RESORT,
LANIER 11 & 111.**

New from Chip Scholz, Sue Nielsen and Tracy Lunquist

DO EAGLES JUST WING IT?

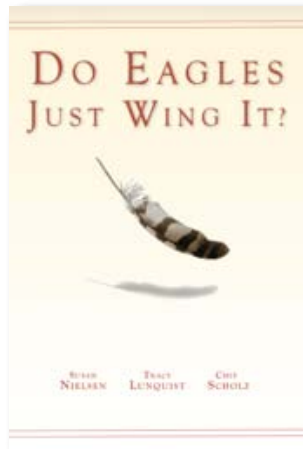
What do the words: Clarity, Focus, Attention and Intention have to do with you?

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Stephen R. Covey, author, *The 7 Habits of Highly Effective People* and *The Leader in Me*



But if you want a book full of great questions, you will discover many within these pages, and with them, you may just discover yourself.

About Co-Author Chip Scholz. He is Head Coach of *Scholz and Associates, Inc.*. A successful executive coach,

Chip works with CEO's and their teams across North America. His clients are more successful because they are:

- Clear on what's important to them
- Intentionally creating the future, not just letting it happen
- Paying Attention to new opportunities
- Focused on results

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Providing Effective Disaster Aid

Handling unsolicited in-kind product donations following a disaster is often referred to as "the second disaster." Disaster response organizations often use the phrase "cash is best" to inform potential donors how to make the best, most positive impact when responding to an event. In-kind donations are an effective way to help, but only when requested and coordinated with organizations capable of distributing to survivors. Two new blog entries from Ollie Davidson, advisor to the Business Civic Leadership Center of the U.S. Chamber of Commerce, explore how businesses can engage in effective in-kind donations and the true cost associated with them.

Learning Opportunities

FEMA is hosting a monthly webinar on continuity of operations. These webinars address topics including threat analysis, preparedness, response, recovery, and more. These 45-minute interactive webinars are held the first Wednesday of every month at 2pm EST. For more information, visit FEMA.gov.

Spring Storms and Flooding Update

Long-term recovery needs continue to emerge following recent tornado and flooding events. Items still needed include household goods and appliances for Missouri, construction materials for Alabama, and clean-up supplies for Tennessee. A full list of needs shared with ALAN is available on our [portal](#).

> [Contact us](#) if you can assist.

Giving Back

September is National Preparedness Month and the 10th anniversary of the terrorist attack on New York City. ALAN encourages you to remember this day by participating in the "September 11 National Day of Service and Remembrance," sponsored in part by the Business Civic Leadership Center of the U.S. Chamber of Commerce. Find out how you and your organization can participate in this very special event.



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Member News

Saddle Creek Opens Facilities in Chicago and Jacksonville

Saddle Creek Corp. announced August 11th, that it is expanding its nationwide network with the addition of two new facilities in Chicago and Jacksonville, Fla. The expansion is part of Saddle Creek's strategic plan to grow both organically and through new business.



From the Chicago facility, Saddle Creek will manage the integrated logistics needs of a major recreational vehicle manufacturer. The Chicago facility is located within the CenterPoint Intermodal Center, the nation's largest master-planned inland port.

The new Jacksonville distribution center will allow an existing Saddle Creek customer to optimize freight savings, improve transit time, and customize space for its temperature-controlled products.

As received from Chad Barrow and Richard Barrow, CLG – Garden City, Georgia:

Coastal Logistics Group, Inc. (CLG) is proud to announce the opening of its newest operation in Suffolk, Virginia as part of an ongoing regional growth strategy. CLG of Virginia will be located at 6701 College Drive Suite 100, Suffolk, Virginia 23435. This expansion will allow CLG to service its customers in the Mid Atlantic and Port of Virginia markets. The new location will act as a strategic hub for distribution, packing/crating, project cargo, sales, and logistics support services to this fast-growing market.



Kenco, a leading provider of integrated logistics solutions, real estate services, and material handling equipment, is pleased to announce a significant expansion of warehouse space managed for Green Mountain Coffee Roasters, Inc. (GMCR) at a new location in Robbinsville, N.J.



Since May 2007, Kenco has been managing direct-to-consumer U.S. distribution at two GMCR distribution centers (DCs): one in Chattanooga, Tenn. and the other in Chino, Calif. In July, Kenco opened a third DC for GMCR in Robbinsville, N.J., expanding its current GMCR-related footprint to over one million square feet.



“What do you do for fun at your company?”

Due to the pressures to produce more in less hours and the ever increasing pressure of competition, in too many companies today, humor and laughter have virtually disappeared. **If you want to boost productivity,**



then figure out ways to create a fun, happy work environment and most importantly, make people laugh.

Laughter can help people thrive during change, remain creative under pressure, work more effectively and stay healthier in the process. Make sure laughter is part of your every day work environment and watch your productivity SOAR!



Borrowed from: Consider This
by Robert Stevenson



DEMATIC

Creating Logistics Results

Daryl T. Perdue, *Strategic Account Manager*
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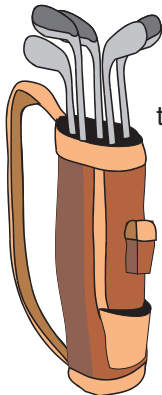
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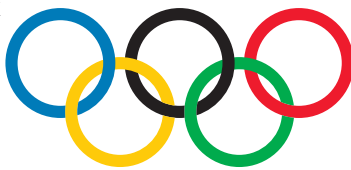
GET READY SOUTH GEORGIA!



Get ready South Georgia, the SWA is on it's way. We have new format, so make sure you arrive in time to attend the Theme Party which happens on evening number one (Thursday Night). What a great idea!



The scouting reports are in and it appears the favorite to win this year's golf tournament is "Will Pittman"; he took the last few years off nursing a bad kick to the knees, but is well now and ready to

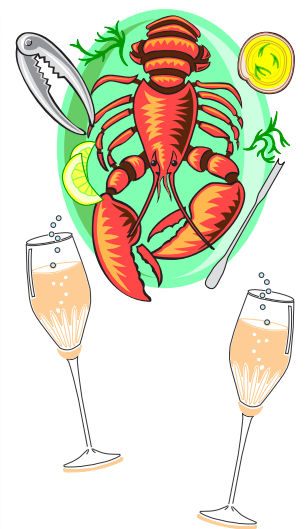


bring home the trophy. The ACC formally challenges the SEC and all other conferences to Beach Olympics Friday afternoon. Our diverse association has ACC fans and SEC fans alike — is there really another conference out there? It's fun for all to come play along or simply watch! (while I'm thinking of it, we do need a judge that has higher standards than that of most SEC coaching staff's! Let's Go Hokies!!!!)



I get excited in anticipation of seeing our members and their spouses at the annual event...If you have not signed up please do so TODAY we have plenty of room and plenty of fun for everyone. If you have, THANK YOU, and I look forward seeing you all in a few weeks.

Collin





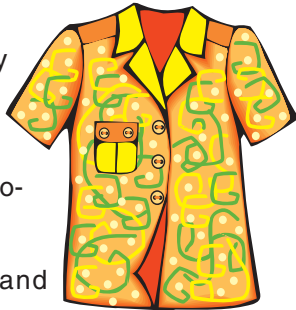
NEWS & (MOSTLY) VIEWS FROM THE HOMEFRONT



Greetings from the still HOT and DRY state of Georgia! As we continue to set records for temperatures and lack of rain, it is hard to believe that the summer is over – at least for all our area children who started back to school this week. (I remember when summer actually ended AFTER Labor Day Weekend!)

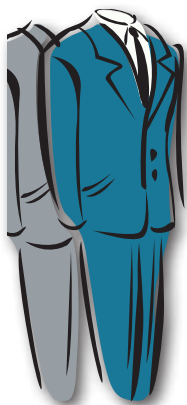
This year after Labor Day weekend we can look forward to a great convention at the King and Prince on St. Simon's Island - hopefully you have already sent your registrations and made hotel reservations for 9/8 through 9/10. We anticipate an educational and fun-filled time! To "assist" those first time attendees, here are some suggestions regarding attire for the meeting:

THEME PARTY on Thursday evening will be outdoors on the beach and have an island theme — Beach/island attire will be appropriate



BUSINESS MEETINGS and breakfast Friday and Saturday — Business casual attire - the rooms are often well air conditioned, so ladies may wish a light sweater

BEACH OLYMPICS outdoors — very casual clothing appropriate for "sporting" events in hot weather



PRESIDENT'S RECEPTION AND DINNER Friday evening — our only "formal" event - jacket and tie for the men and "party" dress/pants for the women

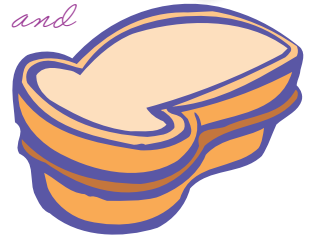
SPOUSES TOUR to Jekyll Island on Saturday — comfortable clothing for hot weather and walking



Should you have any questions, please feel free to contact me at dkmatheson@att.net or (706) 342-9915!

With the scarcity of "news" (a situation I hope to improve when I see you in September) and the return to school this week, I thought I might share some ways in which you know you are no longer a kid....

Just one peanut butter and jelly sandwich doesn't do it anymore.



Being "bad" is no longer cool.

Saturday mornings are for sleeping.

Naps are good.

Hitting girls is no longer considered flirting.

When things go wrong, you can't just yell, "do over!"

You leave concerts and ball games early to beat the crowd.

You WANT clothes for Christmas.



You remember when Saturday Night Live was funny.

You've bought an album on vinyl.

You look in the surveillance camera monitor at the convenience store, wonder who that guy is standing at the counter with the bald spot, and then realize it is a shot of you from behind.

From this "no longer a kid" reporter, enjoy the remaining time until we meet in September when we can enjoy some time together.

Kathy



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August Birthdays

- 2nd Fred Meredith
- 6th Dallas Sharp
- 7th Greg Hodges
- 8th Brenda Wellmon
- 11th Kevin Colley
- 12th Brian Johnson
- 17th Julie Duke
- 26th Paul Verst

September Birthdays

- 14th Deas Richardson
- 16th David Parham
- 18th Christine Andeson
- 18th Michael Meador
- 19th Scott Thornton
- 27th Sam Meador
- 30th Sue Verst

August Anniversaries

- 1st Dale & Beverly Ledford
- 8th Bill & Beth Banks
- 17th Brian & Julie Duke

September Anniversaries

- 15th Barbara & Larry Smith
- 18th Bill & Lauren Crow
- 27th Bill & Donna Stankiewicz



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