



Our recent success was praised in the January issue of Refrigerated Transporter Magazine.

Birthdays this Month

- Tom Carangi 3/16
- Richard Nolan 3/18
- Jodi Rock 3/24

Employee of the Month

Herman Waters
Herman is our local driver in the Ohio area who delivers daily shuttles from Solon to Orrville OH. He also is responsible for positioning equipment in/out of the Solon Warehouse during the day light hours when Ed is not there. Herman has been with GLCL since May of '08 and in that time has demonstrated a true dedication towards his work. Considering that Herman just drives "locally," you wouldn't think that he racks up the miles. But, in an average week he drives 1,800 to 2,100 miles depending on his schedule and drops & hooks 5 to 8 trailers every day!
Thank you Herman for a JOB WELL DONE!

Upcoming Events and Reminders

- Easter Ham Rush
-Expect to see more ham stores on Fresh Mark loads
- Safety Meeting
-May 9th
- Driving Rodeo
-Coming to a corral near you this summer.

Great Lakes Cold Logistics

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From the desk of the VP...

With our economy in a state of turmoil and seemingly no sign of improvement soon, several folks have been asking how our little company is doing and how things look for 2009. First, let me THANK each and every one of you for the hard work in 2008. We ended the year on a very positive note with gross sales up 62% over 2007. Although our net income did not improve by the same margin, we did end the year on the plus side of things. Looking to 2009, we again are expecting a good year for Great Lakes Cold Logistics. Although January and February were tough months for us, we are hopeful for steady improvement over the remainder of 2009. It's going to be a tough, challenging year but, with hard work and focus, we expect to come out of it standing. In order for us to remain the strong, successful company we're striving for, we must all be aware of the following:

SERVICE is our #1 goal. We MUST differentiate ourselves from our competitors with outstanding SERVICE at all levels. It is SERVICE that holds our customers with us and allows us to keep our rates at pricing that supports our growth and quality requirements.
QUALITY is another key factor in us remaining successful. Everything from well maintained equipment, temperature management, appearance, attitude, etc. must be at top levels. We must see ourselves as better than the rest and ensure we put our actions behind that attitude.
SAFETY is certainly no less important than service or quality. It is absolutely imperative that we all focus on SAFETY and compliance. Again, we cannot achieve our goals as a company if we're not at top levels in all areas of performance. I would ask that each and every employee understand our SAFETY requirements and stay focused on getting us where we need to be.
COST. Although revenue is the lifeblood of any company, cost management is certainly the key to turning revenue into profit, or not. I mentioned above that 2008 was a great revenue year, and it was. It was cost management that really kept us from achieving an outstanding profit year. Although there are many costs that are fixed and/or we can't control, there are many costs we can, and must, control. Equipment maintenance and tire expenses were way higher than they should have been. Are we achieving the best fuel efficiency that we can? Fueling at the cheapest locations, minimizing idling time, etc., etc., etc.??? We MUST each manage cost to the greatest extent possible every day if we expect to remain a strong, viable company.

So, to sum it up for 2009, I do fully expect Great Lakes Cold Logistics to be standing strong when this recession is over. With the new customers we're working to get on-board soon, I would like to see our revenue grow another 30% this year. In order to ensure that our company remains successful, we MUST all focus on the 4 items above (**SERVICE, QUALITY, SAFETY, and COST**). For those that do care enough to closely focus on these key results, you have our pledge we will do everything we can to maintain our pay scales and benefits above average and keep your families safe and secure during these hard times. 2009 can, and will be, another great year to be with Great Lakes Cold Logistics.
~Howard Schillinger

Message of the Month...

"Pay it forward"

Growing up, you all heard your Mother say that famous line, "do unto others....," and I'm sure you have noticed the signs on the rear doors of some of our trailers, "perform a random act of kindness." All of these sayings lead to the same ending..... don't leave a dirty trailer for the next guy to sweep out. Don't drop a trailer with less than 1/2 tank of fuel. Don't drop a trailer with lights that need replaced. Be considerate of the other people who are trying to do just as good of a job that you should be.

Dispatch

It's no secret that the trucking industry & our country have fallen on hard times. While Great Lakes Cold Logistics continues to thrive, we are not immune these harsh economic times. We have to continue to make a concerted effort to offer our customer's unparalleled service, while keeping an eye on unnecessary costs. As a driver, you are the "front line", our eyes and ears on the road. As your dispatchers we try to keep up with all the current trucking issues & opportunities, but we need all the help we can get. If you see an opportunity to save money, pick up new freight, or a way to operate more efficiently, please bring it to our attention. With your help, Great Lakes Cold Logistics will continue to be a force to reckon with in the Refrigerated Transportation industry.

Safety

As we are entering spring and our busy season, it is very important that all drivers keep their logbook current at all times. Everyone is aware that as the weather gets nice there will be more DOT checks. We need to work on our SafeStats and getting them improved. Also as we try to work on cutting costs we need to be careful about where we purchase fuel. Try not to buy fuel in Ohio and Indiana. The best states are Illinois, Pennsylvania and New York. If you have an incident I need to know about it. Call and leave me a message at ext 34 before I arrive at the office in the morning or call me ASAP after I arrive.
We will be having a mandatory safety meeting May 9th. **I plan on seeing ALL of you there.**
"REMEMBER SAFETY IS EVERYONE'S JOB ALL THE TIME"

Accounts Receivable

PODs = \$\$\$\$\$
Proof of deliveries (PODs) and corresponding receipts for charges incurred on a load are the money our company runs on. Therefore it is extremely important for our drivers to get paperwork submitted as soon as possible after a load has delivered. This enables Holly and myself to bill for these loads quickly and in turn, collect money for work that has been completed. Why is this so important? Think of all the expenses incurred in moving a load - everything from insurance costs to truck/trailer expense, driver wages to most importantly, FUEL. These costs are all paid out prior to receiving any money from doing this work. The sooner we can send out the invoice, the sooner we can initiate our collection efforts to recoup those funds.
GLCL drivers are doing a fantastic job getting this paperwork submitted and we want to say THANK YOU! Keep up the good work!

Customer Service

Check calls have improved a lot but we are still missing calls when drivers are doing trailer moves (mostly at the end of the week) for dispatch. It is very important that we know where our equipment is at all times. If you are on your way to Canton or Solon to pick up your load and you are taking an empty with you we need to know that. If you are dead-heading home from your last delivery we need to know that. This is all part of payroll and if we don't get a check call, it isn't entered in the computer and therefore payroll may not be paying you for that move. There are still a few drivers not reporting their times when they're leaving out of Canton or Solon at the beginning of the week. We need those times as well. Also, please remember we are not speed-writers. Some of you talk a little too fast. If you could slow it down just a bit so we can get the information correct without having to listen to it 4 times to get it all, it would be much appreciated. Overall they have improved. Keep up the GOOD WORK.!

Payroll

Remember: Get approval numbers for all Freshmark lumpers, even self-unloads, and write the numbers on your receipts. Also, send in receipts for self-unloads. Get approval numbers for Freshmark detentions, and call Customer Service (Lynn or Faye) for ALL detentions. If we can't bill for detentions, then we can't pay you for detentions. Everyone has been doing a great job getting their paperwork in to payroll by Wednesday. If for any reason you think your trip pack might not arrive in time, please call and let us know. As always, please call us with any questions you may have concerning any payroll issues.

