

THE Barrett Bugle

CUSTOMER SPOTLIGHT

Blending quality and innovation

Bake 'n Joy Foods, Inc. has been a leading manufacturer of top quality bakery products since 1941. Their product line includes frozen batters, dough, fillings, toppings, and the popular Boston Coffee Cake products. Their commitment is to meet the changing needs of the foodservice and supermarket industries and supply their customers with innovative products and unparalleled service.

In 1941 Abraham Ogan set out to build a business by helping busy corner bakeries. Equipped with one small blender, he began producing bread and donut mixes and selling them to local bakers, founding what is now Bake 'n Joy Foods, Inc. The company operates with a deep commitment to their customers' success—the key to their longevity.

Recognizing the unfortunate labor shortage trend in the baking industry in the 1980s, Bake 'n Joy created the first ever scoop-and-bake frozen batters. Since then, the frozen category has become paramount to the company's growth and has set the trend for product development. As an innovative leader, **Bake 'n Joy has been ahead of the curve in many consumer trends** by developing great-tasting niche products, such as Fat Free, Low Fat, Sugar Free, Fortified, All Natural and Trans Fat Free.

Boston Coffee Cake products have been heralded for their high quality and strong customer following since the brand's inception nearly 20 years ago. In 2009, a state-of-the-art bakery was built at Bake 'n Joy's North Andover, MA headquarters to produce the high-quality coffee cakes, loaf cakes and dessert cakes under the Boston Coffee Cake brand.

Due to their expanding business and extensive product line, managing inventory has become a major challenge for Bake 'n Joy. The space "crunch" intensified in 2010, due to an acquisition, and Bake 'n Joy partnered with Barrett to provide some relief. **"Barrett has played a vital role in helping us manage our growth; through their timely and cooperative efforts, all our needs are being met. The relationship with Barrett's customer service and warehouse associates has been a very positive experience for us,"** says Gary Nadeau their Inventory Control/Logistics Manager. 📦

—Chuck Collins



News and information for and about the customers and employees of Barrett Distribution Centers



July 2011

Barrett opens 6 distribution centers

I was honored and humbled when Bob Willert asked me to join his Implementation Team last year. Perhaps not as humbled as I became once I realized what that commitment meant for me and my family! **Since then Barrett has opened six distribution centers and moved two of them into new buildings for the second time without any negative impact on the customer.**

We moved the Baltimore operation to a new warehouse in July 2010. I helped Bob to hire and train the team that is handling this growing business. We would like to welcome **Justin Tew**—Lead Warehouse Associate and **Kenny John Jr.**—Warehouse Associate to the team. As this operation has prospered, we have added new pallet racking to improve capacity and handling efficiency.

We went into Virginia and California in September 2010, where we brought on a new customer, Cabinets To Go, and opened buildings for them in Colonial Heights, VA and Rancho Cucamonga, CA. Barrett Distribution welcomes both **Dawn Tyler**—Operations Manager and **Carla McGrath**—Lead Warehouse

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PRESIDENT'S PERSPECTIVE

Dani McDermott Employee of the Year

We are pleased to recognize **Dani McDermott as the 2010 Richard J. Barrett employee of the year at**

Barrett Distribution Centers. Each year there is one person who stands out as meeting the criteria for this award, and in the past year Dani McDermott has truly embodied that spirit:

- ▶ Exceeds expectations of customers
- ▶ Cares deeply about the success of Barrett
- ▶ Creates a great work environment with their positive attitude

Dani moved into a project-based role last year and has thrived in her new areas of responsibility. Dani has been recognized for her exceptional work from several executives at Cabinets-to-Go and at iDirect. She both wins and instills confidence, communicates our implementation plans extremely well, and executes at a high level. Dani's training material not only helps us perform, but has also been used for presentations to potential customers by our sales professionals.

Dani has been spending many weeks away from home, and does so with a very positive approach. One never senses any strain on Dani's part, despite the extensive travel. Instead, anyone who reaches out to Dani is met with a can-do attitude and an immediate positive response. **Please help us acknowledge and congratulate Dani McDermott as our 2010 Richard J. Barrett Employee of the Year.**

We have 5 other Finalists who also deserve recognition:

Renee Moglia has a critical job in Franklin as auditor of all our LTL orders. Renee was recognized for her knowledge, dedication, and desire to help teach and train our staff.

Dave Zadziejko is a Supervisor in one of our Advance Auto Parts operations who will do whatever it takes to service the customer at the highest level. In a pinch, Dave will close the building after midnight and open again the next morning, all with an eye toward superior customer satisfaction.

Rickey Forcer is another member of our Advance Auto Parts team who embraces the types of improvement that are critical to success in an ever-changing auto parts inventory. Rickey gets other hourly employees excited about the changes and helps them see the improvement in our operation.

Sandy McKee in Memphis embodies the essence of the customer service role at Barrett - making the customer's life easier. It is this frame of mind and commitment to customer satisfaction that builds loyalty (both internal and external) and creates a "customer for life".

Linda Skrzat, CSR in Mansfield, supports select customers in 3 different facilities and, from their feedback, she makes each customer feel like they are her only customer.

Please join us in recognizing our great employees for all that they do for our customers and their teammates everyday.

—Arthur Barrett, President

"Whether you think you can or whether you think you can't, you're right."

—Henry Ford



Barrett opens 6 distribution centers, *continued from front page*

would also like to welcome **Hope Hancock** who was promoted from Customer Service Representative to the Lead Warehouse Associate and **Brad Schaefer** and **Oscar Barajas** –Warehouse Associates to our CTG-SoCal team.

In October 2010 we moved Ken's Foods to its own warehouse in Northborough, MA where we have added a new team to handle their needs. We welcome **Walter Hickman**—Supervisor, **Clayton Harnois** and **Paul Murdock**—Warehouse Associates.

December 2010 we acquired the 650,000 sqft operation of Meritex Logistics in Memphis, TN. We would like to welcome to the Barrett team **George Bell**—Operations Manager, **Rhonda Holland**—Customer Service and Human Resource Manager, and **Rick Hipp**—Facilities Manager who are running the facility.

Our DC in Sterling, VA was opened in February 2010, for our newest customer iDirect. We would like to welcome **Mark Brickman**—Operations Manager and **Colby**

Smith—Lead Warehouse Associate to the team.

You are all doing a wonderful job. Keep up the great work and once again, welcome to the Barrett family. 🗣️

—Dani McDermott

Editor's Note: for all of her great work in setting up all these new locations, Dani McDermott was named Richard J. Barrett Employee of the Year for 2010. (See related article.)

Barrett employees go above and beyond

In this issue of the Bugle, we didn't have enough room on the back page for all of the letters that we received. Here are three examples of our employees going above and beyond. The kind words continue on the back page in our Kudos section.

Felicia Brown

I want to recognize and give KUDOS to customer service representative, Felicia Brown, in paving the way for Sunco Cabinets to stay operational in a desperate time of need.

On February 2, 2011 Sunco's building collapsed due to the weight of heavy snow. Almost immediately following the collapse Felicia was notified by her contacts of what had transpired. After the initial shock, Felicia without hesitation took charge to minimize disruption and help to calm the fears of not only the Sunco employees, but also their customers.

Felicia stayed in constant communication via her personal cell phone and personal email for the first few days until Sunco found some temporary space. She took calls directly from panic stricken customers and relayed the messages back and forth. She helped organize Barrett trucks to pick up product that survived the wreckage and had it delivered to Barrett. She re-routed containers originally consigned to Sunco to be re-delivered to Barrett. Every night for a week Felicia met up with a Sunco employee to exchange paperwork and keep orders flowing until Sunco was able to get their office back online.

Felicia embodies the definition of what it means to go "above and beyond". Her support and dedication to Sunco and all of her accounts is evident. She is truly an asset to Barrett and to her customers.

Good news: Sunco is now again fully functional in their temporary space as they plan to move back to their original location in Easton, MA. The new building is slated to be completed by January 2012.

—Laura Orlando

Marcelino Rodriguez

On Friday, June 10, I made a sales call at your facility. As I was exiting my vehicle to make that call, I was greeted by one of your employees, Marcelino Rodriguez. Marcelino informed me that I had a flat tire and immediately offered to replace it with my spare. On that very hot and humid day he was remarkably pleasant and extremely respectful. After I accepted his offer, he began the grueling task with a calm smile on his face.

When I asked if there was some way to repay him, Marcelino replied "No, nothing – I am just glad to help and do a good deed today. If my wife were stuck on the side of the road with a flat I hope someone would stop to help her." I thanked him repeatedly and stood there in amaze-

ment.

It is rare these days to find someone so openly willing to help a complete stranger. I am grateful for his assistance and I thought you should know the level of character your employee has.

Twila Guy

Twila Guy received an edible bouquet from Celestial Freight Solutions thanking her for everything she does. Over the phone, Charlie Thorn talked about his appreciation for Twila and the rest of the employees. He said that there is no basket large enough to show his appreciation for what they do! 🗣️





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KUDOS!

// **Twila and Clarence** were a tremendous help to our team today. In appreciation, I have enclosed two gift cards. Thanks for everything you do!"

Donna Kimbrell
President and CEO
Botanoceticals

// Just wanted let you know how much we appreciate everything **Diane Alfred** does for us. With all of the juggling she has to do with my team of 11 CSR's here at Vibram, she is always willing to go above and beyond, take care of any issue we have and all with a smile on her face. She is fantastic to work with and the team here really enjoys the partnership with her."

Jim Simpson
Customer Service Manager
Vibram FiveFingers

// I wanted to reach out to you and let you know if it wasn't for Team Barrett San Diego Showroom would have not opened on time. I am pleased with **Hope, Brad, and Oscar's** quick accurate service they have provided to my store as well as to our valued customers. I am happy with the new direction this warehouse team is headed."

Jim Ricker
Store Leader/San Diego
Cabinets To Go

// **To Fairfield, CA staff.** I just wanted to say thank you for all you did to get this container in and these orders shipped. You did a great job and we appreciate it more than you know. "

Kristin O'Brien
Morgan and Milo

// So far everything we've done with Barrett—every interaction with every one of your employees—makes us feel all warm, fuzzy and confident. "

Tom Hannaher
President
ZVOX Audio

// Hello Everyone, Thanks again to all of you for the hustle on today's Air Freight delivery. Much appreciated!"

Rick Thomas
Inventory Analyst
Vibram FiveFingers