

Border to Border
July, 2008



WILLSON



Unmatched Service Across Borders

PRESIDENT'S CORNER: 90 YEARS OF UNMATCHED SERVICE



Summer is upon us, and for Willson that means our year is winding down. In our next newsletter we'll talk about how we did in our past financial year, and the key objectives we attained. The leadership team is working now on plans for next year and ensuring our priorities remain focused and aligned between our various groups.

You should have received by now our new mousepads. You'll see our 90th anniversary logo in the bottom right corner and this is now being used on any promotional/communication pieces to keep our customers aware of our long-term success and business strength.

More importantly, the mousepads are a daily reminder of our Core Values. In training I have been giving to small groups throughout the company over the last year, we have focused on customer service, and what that means for our customers. In our business, be it brokerage or freight, our main message is that we provide better service than our competitors. In the creation of a customs entry, given the same information and the need for compliance, we should produce the same entry that our competitor would. The basics of freight forwarding are to move goods within the timelines necessary, damage free. It's hard to be different when the base expectations are so defined.

We know we aren't the cheapest, so why do people pay us more to do what others can, and how do we convince prospects that they should pay us more.

The services we deliver through our Core Values, Constant Improvement, Courage, and an Exceptional Sense of Urgency and Purpose are how we define service. Examples are always finding ways to work smarter, telling customers the truth and what they need to hear even if they don't want to hear it. Responding to calls, questions and requests promptly. Doing what we say we are going to do. Exceptional Service doesn't mean error free-it means we are responsive and corrective. Our values of Community and Family hopefully create a place you want to come and work. And if you are happy working at Willson that will show itself in the way you work with our customers.

I hope everyone has an enjoyable summer.

Peter

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BEFORE I CAME TO WILLSON by Paul Badger

Recently-hired Junior Sales Representative **Neale Koumbiadis** spent the 2006/2007 hockey season as an Air Canada flight attendant assigned to the NHL's Ottawa Senators.

A fan of the Toronto Maple Leafs since childhood, Neale's time spent working in close proximity to the Senators changed his hockey allegiance for good. He recently shared some of his experiences with us.

How did you begin your career as a flight attendant? I was looking for a summer job while in college and there was a cattle call. There weren't too many men applying, plus I spoke Greek, so they said "Welcome aboard." That was in 1998.

Tell us about how you became assigned to the Senators. There's a subsidiary of Air Canada called Jetz, which strictly does charters for professional sports teams and the like. The assignment is considered top tier for Canada. When you applied for it, you didn't know which team you would end up with. There's not much better you can do.

Were you a Senators fan when you started? I was a Toronto Maple Leafs fan. When people asked which team I would prefer, the Senators were my last choice. I wasn't overly-enthusiastic when I found out my assignment.



Neale Koumbiadis and fellow flight crew members show their allegiance outside of HSBC Arena in Buffalo, NY

Are you still a Leaf fan? I have to say that after two weeks, I was converted. From the players, the coaches, the management, it was such a warm and welcoming environment. Everyone with the team really appreciated what we did. It felt like we were teammates with the guys.

What sort of aircraft was used? It was a reconfigured Airbus A320. Instead of having 140 seats, it only had 60. It had bigger seats, better TV's, and a few tables where some of the guys would play cards.

How did the guys treat you? They were a little standoffish at first because they didn't know me. After our first long road trip, we got to know each other better and it became a great relationship. Normally, after a game, you fly back home the same night. We were in Tampa after a day game, and didn't leave until the next day. The two women I worked on the crew with went out with the team and we all got to know each other on a personal level.

Who are some of the players who stood out? Christoph Schubert, Dany Heatley, Martin Gerber, and Chris Phillips were really good to me, the guys I was closest to. Chris Phillips' wife and my wife were pregnant and both due to deliver the same day. So even though we were in vastly different income brackets, we shared the fact that when the wife tells you to do something, you do it!

Hockey players are well known to pull pranks on one another, especially when on the road. Ever get involved in any escapades? Hmm...one's I can talk about? We did the old shaving cream on the face trick. Chris Neill did it to Anton Volchenkov. He was such a bad flyer anyway, so whatever happened on the flight, he got very nervous and upset. He's one of the best shot-blockers in the NHL, yet he's a big baby at heart (laughs). We also tied guy's shoelaces to the seats a couple of times, stuff like that.

The Senators went all the way to the Stanley Cup final last year before losing to Anaheim. What was it like being part of that run? I guess the best word would be exhilarating. I remember returning to Ottawa after the Senators won the Eastern Final, and there were 15,000 people waiting at the airport. I was always the first one off the plane, and everybody started screaming. I didn't play for the team, but I sure felt like I did at that point.

Of all the cities you visited, which ones stand out? The one I probably enjoyed visiting the most was New York City. There were always all sorts of attractions to check out, and it was a great place for people watching. However, my favourite city in the world is San Francisco. The topography is interesting, the architecture is outstanding, and the people are fantastic.

What made you hang up your wings? I had achieved everything I had wanted to. There was so much travel. Of the 200-plus days of the hockey season, I was only home for about 50. When my wife was expecting during the Stanley Cup final, I wouldn't even stay over when the team was in Anaheim. I'd fly in with the team, then hop a flight and come right back.

Why did you end up at Willson? The company philosophy really seemed to mesh with mine. I'd been involved with Sales in the past, and wanted to get back into it. Being a flight attendant was fun, but it wasn't overly stimulating. I needed to get my mind working again, and I'm looking forward to doing that here.

So, what did YOU do before you came to Willson? Remember, this feature is not limited to just the working world. Do you have stories to tell from your college or university days? How about past volunteer work? Everybody has a story to tell, so that's why we'd like to hear from you. If you have past experiences, work-related or otherwise, please let us know at newsletter@willsonintl.com

YOU'RE INVITED TO THE WILLSON SUMMER BBQ!

This years summer picnic is being held at Marineland on **Saturday August 16th, 2008**. Please join us for a BBQ lunch and all day passes to rides, shows and the petting zoo. Lunch will be served at 12:30 P.M. and tickets will be sent to you prior to the event at your branch location. Please send your confirmation of attendance to ptidsbury@willsonintl.com, along with the following information:

EMPLOYEE NAME: _____
LOCATION: _____
OF PEOPLE IN FAMILY 0-4 YRS: _____
OF PEOPLE IN FAMILY 5+ YRS: _____
OF VEGETARIAN MEALS: _____



For directions and information about Marineland you can visit their website at www.marineland.ca. Hope to see you there!

FORE!! THE ANNUAL WILLSON GOLF TOURNAMENT



Come one, come all for fun, sun and hitting golf balls!

The Annual Willson Golf Tournament is fast approaching and we wanted to send out invitations early so everyone can schedule holidays and vacations around it.

This years venue will be at the Fort Erie Golf and Country Club on **Saturday, August 23rd 08** beginning with a 3:00pm SHOT-GUN START. It will be a 4-ball scramble to ensure all levels of golfers will have a fantastic time. Willson Employees and one guest (if applicable) will each receive a free 18 hole round of golf, golf cart, snack and beverage at the 9th hole. This will be followed by a chicken and rib dinner and a fantastic prize ceremony.

There is no experience necessary, especially to have fun! Please RSVP no later than August 1/08, indicating if you will be bringing a guest. If you are golfing in a group of 2, 3 or 4 please include all of the groups' participates of your group.

We have arranged discounted hotels rooms close to the course, therefore let Garth know, if one is required. All interested parties can contact: **Garth Miller** @ gmliller@willsonintl.com, **Patrick Connelly** @ pconnelly@willsonintl.com, **Dianne Flake** @ dflake@willsonintl.com

THIS MONTH'S RECIPE: RHUBARB CUSTARD PIE

1. Preheat oven to 400 degrees
2. Line uncooked pie shell with 4-5 cups fresh or frozen rhubarb

Custard:

3. Beat 2 eggs
4. In a separate bowl stir together: 1 ½ cups white sugar; 2 tbsp flour; pinch of salt
5. Add two eggs then spread over top of rhubarb and cook for approximately 1 hour

That's it, no fuss, no muss!



WELCOME ABOARD!

Please join us in welcoming Willson's new employees. Willson is dedicated to delivering customs brokerage services consistently and on time, and your contribution is important to insure our sustained success and growth.

FAYE TAYLOR	IMPORT ANALYST	FORT ERIE
DANIELLE MORIANA	MARKETING MANAGER	ARGENTIA
LAURA MCMANUS	TECHNICAL SERVICE REP	STONEY CREEK
JEFF LAMONT	ACCOUNT EXECUTIVE – FREIGHT	ARGENTIA
ZAMINA KHAN-SINGH	ACCOUNT EXECUTIVE - BROKERAGE	ARGENTIA
DENIS KNEZ	JNR SALES REP	ARGENTIA
THERESE DE LEON	COLLECTOR	ARGENTIA
RAVI HARRYPERSAD	JNR SALES REP	ARGENTIA
LINDA GALLAGHER	IMPORT ANALYST	ARGENTIA
CHRISTINE CRAFT	IMPORT ANALYST	FORT ERIE
LOREEN SZACHOWICZ	IMPORT ANALYST	FORT ERIE
AGATA ROSA	IMPORT ANALYST	WINDSOR
PAUL ARBUTHNOT	ACCOUNT EXECUTIVE - BROKERAGE	ARGENTIA
MIKE HALLETT	IT HELP DESK	FORT ERIE
NEALE KOUMBIADIS	JNR SALES REP	ARGENTIA
ABDUL AHMED	JNR SALES REP	ARGENTIA
CHERIE KNUTT	IMPORT ANALYST	FORT ERIE
KEVIN RAMSBOTTOM	IMPORT ANALYST	FORT ERIE
ALISHA CARPENTER	ADMINISTRATIVE CLERK	FORT ERIE
MARIA TAYLOR	IMPORT ANALYST	FORT ERIE
SHARON DOERNER	IMPORT ANALYST	FORT ERIE
DOROTHY MCNEIL	IMPORT ANALYST	FORT ERIE
MELINDA BORDEN	IMPORT ANALYST	DETROIT
MICHAEL BENSON	IMPORT ANALYST	DETROIT

WILLSON PEOPLE PROFILES

Name: Linda Chapman

Branch & Job Title: Head Office, Credit & Collections

Started at Willson: June 2004

Place of Birth: Glasgow, Scotland

If I were not working at Willson, I'd be: Travelling

Tim Horton's, Starbucks, Second Cup? Or: Coors light

Favourite Movie, Book or TV program: Wizard of OZ

Interests/Hobbies: Baseball & Golf

Most unusual or worst job I have ever had: Dishwasher at a restaurant

Greatest Accomplishment: Raising my son

Words of Wisdom: Appreciate what you have today, it may be gone tomorrow

Name: Boris Bendzar

Branch & Job Title: International Freight Ocean Import Coord.

Started at Willson: Jan. 17, 2000

Place of Birth: Ulm Germany

If I were not working at Willson, I'd be: Sitting on a beach under a palm tree

Tim Horton's, Starbucks, Second Cup? or: William's

Favourite Movie, Book or TV program: Lost (beaches & palm trees)

Interests/Hobbies: Traveling, scuba diving, photography & remodelling our house

Most unusual or worst job I have ever had: Working on a barge on Lake Erie drilling and dynamiting for a new dock at Nanticoke

Greatest Accomplishment: Managing to convince Eva to keep me for 38 years

Words of wisdom: Don't tailgate on the Queen Elizabeth Highway and watch out for red lights

CAN YOU SOLVE THIS PICTURE PUZZLE?

The first 3 people to get all the puzzles or most of the puzzles correct will win a \$25.00 Gift Certificate of their choice!!!
 Entries must be submitted to **Stephanie Nojadera (Head Office)** via email or inter-office mail by Friday July 25th, 2008.
 Good Luck Everyone!!!

1,2,3,...,38, 39,40 LIFE	TAILR RIALT LIRTL TLRIA	JOBINJOB
TRY STAND 2	VA DERS	COVER COVER HEAD COVER COVER
KNEE UR FULL OF	FAREDCE	WINEEEE
ABCDEFGHIJKLM NOPQRSTUVWXYZ	give get give get give get give get	PumPkinPie
ECONOMY	LE VEL	Corporate

ANSWERS TO LAST NEWSLETTER'S SUDOKU PUZZLE

Thanks to all that participated in last issue's Sudoku Puzzle. Our winners are **Stephen Chu** (Head Office), **Debbie Chan** (Head Office), **Michelle Parent** (Windsor Office) and **Michael Horab** (Tonawanda Office).

Seeing the difficulty of this puzzle we have decided to choose the 4 individuals that answered this puzzle correctly. Winners will be contacted and will receive a \$25 Gift Certificate of their choice. Congratulations!

5	9	6	1	4	7	3	8	2
3	2	8	5	9	6	4	1	7
4	1	7	8	3	2	5	9	6
2	7	1	3	8	9	6	5	4
6	4	5	2	7	1	9	3	8
8	3	9	6	5	4	2	7	1
9	6	2	7	1	3	8	4	5
1	8	4	9	6	5	7	2	3
7	5	3	4	2	8	1	6	9

FOCUS PHILLIPINES By: Ruben Delgado

Rodelio Dizan was born in Philippines and has been working for Willson International since September 2006. We thank him for selecting the topic for this article.



In south-east Asia, a group of islands were called "Philippines" in honor of King Philip II of Spain. This group of islands, regarded as the only Hispanic nation in Asia after nearly four centuries of Spanish colonization, is what is nowadays Philippines. The Republic of the Philippines is an island nation comprising an archipelago of 7,107 islands. With its cosmopolitan main cities: Manila, Cebu, Baguio, Bohol; eye catching curiosity like the tarsier and the "hanging coffins" and its impressive Banaue rice terraces, makes the Philippines one of the prime tourist vacation destinations.

The City of Manila is the capital of the Philippines and one of the cities that make up the greater metropolitan area of Metro Manila. Manila is the center of government in the country and one of the central hubs of a thriving metropolitan area home to over 14 million people. It is located on the shores of Manila Bay just west of the geographical center of Metro Manila, also known as the National Capital Region (NCR), which lies on an strip of land

etween Manila Bay and Laguna de Bay in southern Luzon.

Cebu is the second most important metropolitan city in the country. The city lies on the eastern shore of the island of Cebu and is the first Spanish settlement in the country. It is the country's main domestic shipping hub and is home to more than 80% of the country's inter-island shipping companies. Cebu is also the main hub, outside of the capital, of international flights into the country and is the most important center of commerce, trade, and industry in the Visayas and Mindanao, the southern parts of the country. It is because of this, and other important aspects that Cebu City is dubbed the Queen City of the South. According to the official 2007 census, it has a population of 798,809 people.

The City of Baguio is a highly urbanized city in northern Luzon in the Philippines. Baguio City was established by Americans in 1900 at the site of an Ibaloi village known as Kafagway. Baguio City was designated by the Philippine Commission as the Summer Capital of the Philippines on June 1, 1903 and incorporated as a city by the Philippine Assembly on September 1, 1909. There is a presidential mansion, as well as supreme court and legislative offices in Baguio. Baguio is the seat of government of the Cordillera Administrative Region.

Bohol is an island province of the Philippines located in the Central Visayas region. Bohol is a popular tourist destination with its beaches and resorts. The Chocolate Hills, numerous mounds of limestone

formation, is the most popular attraction. The island of Panglao, located just southwest of Tagbilaran City, is home to some of the finest beaches in the country. The Philippine Tarsier, considered by some to be the smallest primate, is indigenous to the island.

The Philippine Tarsier is a tiny animal, measuring about 4 to 6 inches (15 cm) in height. The small size makes it difficult to spot. The average mass for males is around 134 grams, and for females, around 117 grams. The average adult is about the size of a human fist and will fit very comfortably in the human hand.

Like all tarsiers, the Philippine Tarsier's eyes are fixed in its skull; they cannot turn in their sockets. Instead, a special adaptation in the neck allows its round head to be rotated 180 degrees.

Sagada is a 5th class municipality in the province of Mountain Province, Philippines. Sagada is famous for its "hanging coffins". This is a traditional way of burying people that is not in use anymore. Not anyone was qualified to be buried this way; you had to, among other things, be married and have grandchildren.

The Banaue Rice Terraces are the main tourist attraction in the province. These 2000-year-old terraces were carved into the mountains without the aid of machinery to provide level steps where the natives can plant rice. In 1995, they were declared a UNESCO World Heritage Site.

@ the Branches

WINDSOR

A big congratulation goes out to **Patricia Gatto** (Import Analyst, Windsor) and her husband Paolo. On May 7th, 2008 at 1:41 PM and weighing in at 6 lbs 3 oz, they welcomed their daughter, Sabrina Gatto, into the world.

STONEY CREEK

A double congratulation goes out to **Barb Wagenaar** (Stoney Creek) and her husband Dave. On June 13th, 2008 they welcomed the early arrival of their twin boys, Michael and Ian. Both weighing in at just over 4 lbs. each, this was an early surprise for mom and dad as they weren't expected to arrive until late July! Both mom and boys are recovering well!



Proud mom Patricia Gatto with baby Sabrina



Beach-bound newlyweds
Joanne and Scott

HEAD OFFICE

Congratulations to **Joanne Cuttriss** (Account Executive, Head Office) and her new husband, Scott Hagerman. They were married on May 8th, 2008, at the Riu Palace in Cabo San Lucas, Mexico.

NIAGARA FALLS

A belated congratulation goes out to **Ellery Chandias** (Import Analyst, Niagara Falls) and his new bride, Charity. They were married at the Welland Brethren In Christ Church on October 6th, 2007, with the reception following at Legends.



Congratulations to
Ellery and Charity
Chandias

"Beth, Nancy, Suzanne and I attended the Niagara District School Board Co-Op appreciation dinner at the Buffalo Canoe Club in Fort Erie along with 3 of the 4 of our co op students.

We were presented with certificates of appreciation, which we will put on display in our new training room. The best part of the night was seeing all three of our students wearing ties! They were definitely the best dressed in the room. The all said they have really enjoyed working with us and have given us some ideas on how to improve the program. They mentioned again how much they enjoyed Peter's visit, and I have invited them all to our grand opening.



Niagara District School Board Co-Op Appreciation Dinner

Beth and Suzanne did a great job designing the program and the nucleus of that program has become the groundwork for how we bring new employees into operations. Nancy continues to do a great job supervising the students and they really enjoy working with her.

For our first program, I think it has been a great success and it will only improve. Great team effort everyone!"

- Mark Lidkea, V.P. CDN Operations