

# OUTLOOK

News from The World Group Companies:

American Cold Storage  
Henningsen Cold Storage Co.  
Merchants Terminal Corp.  
Mesa Cold Storage

NOCS  
Trenton Cold Storage, Ltd.  
U.S. Growers Cold Storage, Inc.

Vol. 17 • No. 1 • February 2002

## World Group Members Respond To 9/11

### Merchants Terminal Closest To the Tragedy

At approximately 8:50 a.m. on Tuesday, September 11, 2001, John Cronin, Director of Sales, emerged from his office to inform us that a plane had hit the World Trade Center. Minutes later, a second plane hits, and an hour after that, the Pentagon is hit by an aircraft. During phone conversations with our Landover, Maryland, facility, which is northeast of Washington, DC, fighter jets could be heard in the distance. Fortunately for Merchants Terminal and its family of employees and customers, no one was lost in these tragic events.

Within hours of the attack, our Vice President of Administration, David Eden, was in contact with the Washington Food Bank to discuss how we could be of assistance to support the people affected in Washington, DC, and Northern Virginia.

During the days and weeks following these events, our management team reviewed all our security and safety procedures. Fortunately, our management team, led by Ken Johnson, Vice President of Operations, maintains and reviews a Critical Control Point Checklist. At our next bi-weekly management meeting, each of the items on these checklists was reviewed for any weaknesses and modifications were made.

Additionally, we work closely with the International Association of Refrigerated Warehouses and American Frozen Food Institute in reviewing security procedures that should be followed by companies in the food industry.

As evil and sinister as the events of 9/11 were, we at Merchants Terminal have been inspired by the spirit of our nation in its response to terrorism. We have used these events as motivation to manage our operations better and to better care for our customers' product.

### MCS Has Warehouse Security Covered

Mesa Cold Storage is steps ahead of most warehouses in our industry with the latest technology in warehouse security. Our facilities are video monitored and recorded 24/7 with video coverage on every inside

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## Logistics Leaders

*We caught up with Keith Biando, publisher, Inbound Logistics magazine and asked him a few questions about his professional and personal life.*

### Professional

**What is your professional goal?** To continue the successful publishing of *Inbound Logistics* magazine. While the margins in the publishing industry have always been thin, and even worse now with many magazines suffering or shutting down, the power of the "Inbound" idea has helped keep *Inbound Logistics* magazine healthy and successful. What makes that success all the more rewarding is the fact that, over the years, we have brought concepts to logistics practitioners that enable them to make their jobs more secure, save money for their companies, and make their companies more competitive. My goal is to continue that.

**Biggest break professionally?** In January 1990 Thomas Publishing, our parent company, decided to fold the magazine *Inbound Logistics* magazine because it was losing money. As a salesman selling advertising for *Inbound Logistics*, I really believed in the concept but recognized problems in the way the magazine was being published. The magazine's final issue was March of 1990 and the president of Thomas published "a reluctant farewell" in that issue explaining why the magazine would close. I was able to get a serious hearing after the last issue published. The importance of bringing the idea to American companies, combined with an extreme cost cutting program and promise of no losses, part of which meant I got a "token" salary, eventually caused Thomas to reverse their decision. The catch was they wanted to appoint me as publisher. I had no publishing experience and the magazine was already shut down. That break astounds me to this day.

**Education:** St. John's University Queens NY BA History and English

**What's in your briefcase?** Computer, budgets, batteries, band-aids, flashlight, Cell Tel Ear Bud, pocketknife, Business cards, NYC Subway tokens, laser pointer, 3 copies of *Inbound Logistics* magazine

### Personal:

**What is your favorite meal?** I love to eat and I'm an omnivore. . . all types are good. . . Italian, Mexican, Seafood. I love to cook so I'll usually try anything.

**What did you want to be when you "grew up"?** A salesman like my Dad.

**Who is your hero? Why?** My father – taught me never to give up.  
Ronald Reagan – taught me that, sometimes, the force of will can actually change the world.

**Last book read?** From Dawn To Decadence, 1500 to the Present, 500 Years of Western Cultural Life: Jacques Barzun

# MESA COLD STORAGE Is Hot!

When it comes to growth, Mesa Cold Storage, the newest member of the World Group, is hot. "We've been in a growth mode for the past several years," says Sherry Perry, Mesa general manager. That's an understatement. Mesa has increased its staff nearly 400% in the past 3 years, added 42,000 sq. ft. to its downtown Mesa facility, opened a new Tolleson facility and is presently building a third facility in Chandler, Arizona, scheduled for completion later this year. When all is said and done, Mesa will offer the growing southwest more than 8,000,000 cu. ft. of frozen and refrigerated space.



Perry points to the company's emphasis on customer services as being critical. Mesa prides itself on same day delivery and on time delivery, as well as flexible, customer-oriented receiving schedules with "one hour or less" at the dock.

In addition to investing in new facilities, Mesa stays on the leading edge of technology. The company offers customers on-line inventory systems. EDI and AccuPlus RF scanning. More important than technology, however, are Mesa Cold Storage employees, whom Perry said are carefully selected for the right attitude and ability to work on a team... consistent with providing "above the norm" service. As an example, Perry pointed out that Mesa Cold Storage handles food and beverages for 85 to 95 percent of the fund raising events in Arizona, delivering food items to school and public events.

It's no surprise, coming from a cold storage company that's on a hot streak.

*"We look at ourselves as an extension of our customers."*

Bread company known as CDF Southwest. Interest in production warehousing from other companies looking to locate or expand in Arizona continues to

keep Mesa on a growth track.

"We look at ourselves as an extension of our customers," continues Perry. "Many of our accounts don't have warehouses. We're the people their customers will see."



## Mesa Cold Storage, Inc.

**Established:** 1990

**Number of Employees:** 56

**Headquarters:** Mesa, Arizona

**Number of Facilities:**

2 – Mesa, Arizona and Tolleson, Arizona

**Storage Capacity:**

220,000 total combined sq. ft. –

5,000 dry sq. ft.

60,000 refrigerated sq. ft.

156,000 frozen sq. ft.

**Temperature Range:** -20° to +45°F

**Rail Sidings:** Southern Pacific Rail Docks

**Distribution Services:**

Pick and pack, pool distribution, local delivery, freight consolidation, personalized service, offices for lease, emergency service weekend and evenings, cross docking, same day delivery, complete data inventory management with AccuPlus software computer system, on-line inventory service

**Graphic Region Served:**

Arizona, Southwestern states

**Type of Companies Served:**

Wholesalers, retailers, food processors and manufacturers

**Management Staff:**

Daniel Coury – Senior President

Sherry Perry – General Manager



**World Group Members Respond to 9/11**

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dock door as well as entry/exit doors. Both facilities are also completely wired and security alarm monitored 24/7 for any breach in these areas. Additionally, all warehouse admittance is limited to only those employees with authorized key fobs to swipe for entry and exit authorization. Any customers requesting warehouse admittance must sign in and out, and then can only be permitted entry or exit by an authorized employee.

Our refrigeration systems are also well protected by a computerized alarm system which monitors refrigerant leaks, compressor shutdowns or temperature variances of +/-3 degrees. This system will immediately dial out notification of an alarm status, so that an appropriate

response can be taken promptly. Mark Gasperich, our Tolleson warehouse manager, also maintains a top secret security clearance with his Air Force background.

**NOCS and employees raise more than \$2,500 for 9/11 relief funds.**

HCS too puts a high degree of focus on safety throughout the company. In fact, each management team member's measured goals and objectives include safety. We go beyond the regular local, state or federal compliance guidelines when it comes to safety practices in our operations. Some examples include all visitors must sign in and wear a badge while on premises. Security cameras are in place at a number of HCS facilities.

**Henningsen Pitches In From Both Sides of The Country**

Henningsen Cold Storage matched employee gifts to the 9/11 Red Cross Disaster Fund. Mike Henningsen, Chairman and President, is on the board of the local Red Cross chapter, and was very active in chapter activities raising local money to support victim's families of the 9/11 tragedy. Mike worked the phone bank at the American Red Cross for blood donations and later worked the KGW8 TV phone bank telethon featuring local musical artists from around Portland. Across the country, the HCS Scranton facility

came to the aid of Overhill Farms, whose loads of frozen airline foods were stranded in route from Culver City, California to JFK and Reagan National Airport. Jeff Carpenetti, Director of Warehouse Services at the Scranton facility, took the call from Bob Lang, Culver Director of Transportation and offloaded 86 pallets of frozen food on September 13. Over the course of the next month, Henningsen processed the replenish orders and stock transfers to the airline caterers.

**HENNINGSEN WINS OREGON FAMILY BUSINESS AWARD**

Henningsen Cold Storage Co. was one of seven Oregon businesses selected by Oregon State University's Austin Family Business Program to win Oregon Family business of the Year Awards.

Henningsen is this year's winner of the "Old Family Business of the Year," which honors firms in operation for 75 years or more. The company was founded in Portland, Oregon in 1923.

Michael E. Henningsen, Jr., Chairman and President, accepted the award on behalf of the company and the Henningsen family at the Family Business Day awards ceremony.

"Family business awards recognize the contributions that family-owned businesses make to their industries and to their communities," said Pat Frishkoff, who chairs the Austin Family Business Program. "In Oregon, more than 90 percent of businesses are family owned," she said, adding that nationally, family businesses employ more than half the country's workforce. As Oregon Gov. John Kitzhaber proclaimed Nov. 15 Family Business Day, Frishkoff said, "I think that this official proclamation emphasizes the importance that the state of Oregon places on the contributions of family businesses."

Award criteria include business development, family-to-business linkage, contributions to community and industry, innovative business strategies and practices, succession preparedness, and except for the "new" category, multi-generational family business involvement and longevity.

Based in Hillsboro, Oregon, Henningsen operates eight cold storage warehouses located in Oregon, Washington, Idaho, Oklahoma, North Dakota and Pennsylvania. For more information about the company, visit the web site at [www.henningsen.com](http://www.henningsen.com).

**HCS Leverages New Scranton Location For Faster Delivery**

HCS-Scranton has added pick and pack services for a specialty foods company based in the Pacific Northwest, which allows their customers in the Eastern U.S. to receive next-day shipments right to retail and food service establishment.

**Merchants Terminal Launches OnePlus Service**



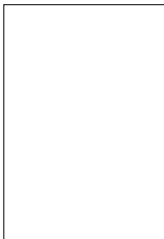
Merchants Terminal Corporation, Union Pacific Distribution Services (UPDS), and the CSX Railroad have teamed up to offer "OnePlus" service to the East Coast. Designed primarily for produce, this program provides 9-day transcontinental rail service, plus transloading and delivery for one price and with one phone call. Merchants is distributing to customers throughout Maryland and the east coast. Merchants Terminal's Jessup facility is in the center of the major mid-Atlantic food service providers including:

Alliant Food Service, C & S Wholesale, Giant Food (division of Royal Ahold), Marriott, Safeway, Sysco, and US Foodservice. Merchants' Jessup facility has an exemplary relationship with the CSX rail yard, is located on I-95, and is recognized for its reputation of providing high levels of service. Not only does this train coming from the west coast provide produce companies 9 day transload service, but it will provide frozen potato and vegetable shippers the ability to hitch a ride on this fast track service. As well, exporters wishing to send freight back to the west coast will have convenient and cost effective back haul pricing. Please call Harry Halpert for additional information.



**Schrecongost Joins Henningsen Cold Storage**

HCS has hired John Schrecongost as General Manager of our Scranton, Pennsylvania facility. Most recently, John was with Shoreland Freezers in Salisbury, Maryland. He was formerly with Schmidt Baking Company and worked in Allentown, Pennsylvania for Lehigh Valley Freezers, a division of Beatrice Refrigerated Services.



## The World Group Poultry Party

International Poultry Exhibit

Hyatt Regency Hotel, Atlanta, GA.



You may recall seeing the distinctive invitation — a pressure sensitive, peel off 5" x 8" American flag. Maybe that's why we enjoyed a record attendance for the Thursday evening World Group's "Celebrating America's Strength & Unity" reception. The event drew guests responsible for more than 90% of the export volume in the US poultry industry... and it was good time for all.

### A New Look For HCS Web Site

HCS recently updated its website, [www.henningsen.com](http://www.henningsen.com). This is the first major upgrade to the site in 6 years. It was enhanced to help complement Henningsen's current marketing materials and efforts.



## See Us In Monterey!

February 24-27, 2002

American Frozen Food Institute's (AFFI) Western Frozen Food Convention in Monterey, CA.

The World Group will host a customer golf outing as well as its signature dinner party event, "A Taste of Monterey." See you there!



### Dave Collins Joins American Cold Storage

Dave Collins recently joined American Cold Storage as Director of Sales and Marketing. Dave has 14 years of general management and senior level operations and sales experience in the refrigerated warehousing industry. Dave also has distribution management experience in the pork industry.

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FAX 1.503.531.5410  
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**Mesa Cold Storage**  
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