



# Outlook

The World Group

Vol. 24 No. 5 September / October 2007

Your Alternative Refrigerated Logistics Network

# Re-Introducing The World Group to the World



**Take a look:** the World Group has launched a new website showcasing the organization and its nine member companies. This initiative is part of the continual efforts to promote the World Group identity and to continually improve the marketing communications among our members.

*Theworldgroup.com hosts information and contacts for each member, along with an overview of the regions served.*

## Why The World Group?

The goal of the World Group is to provide an alternative refrigerated logistics network that delivers high quality service in the respective markets. Customers have access to the brightest, most experienced professionals in refrigerated logistics, across US, Canada and Mexico. Each member company is competitive, cooperative and committed to giving customers greater buying power with high quality resources.

Because culture and infrastructure varies across the many regions of North America, World Group member companies offer the additional value of working in their 'backyard' so to speak, allowing them to offer an in-depth regional expertise that is invaluable and distinguishes World Group members from satellite facilities of national chains. This helps increase the efficiency of customers' supply chains.

*Between the senior executives of our member companies, the World Group offers more than 500 years of experience*

The network is able to share solutions in warehouse procedures and logistics, access the right people and share a world of import and export expertise. This bank of invaluable knowledge is available to all customers, across the network.

Each World Group member has to meet stringent pre-qualification criteria before joining the World Group. These requirements assure customers that they are dealing with a company that adheres to industry standards for safety and sanitation, operational excellence and an open, collaboration approach to supply chain successes.

## Henningsen Announces Promotions and New Hires



**Henningsen Cold Storage Co.**  
1.800.791.2653(COLD)  
FAX 1.503.531.5410  
Locations: 8 in Idaho, North Dakota,  
Oklahoma, Oregon, Pennsylvania  
and Washington  
Contact: Tony Lucarelli  
tony.lucarelli@henningsen.com



**Eric Mauss** has been promoted to the newly created position of Chief Financial Officer. Mr. Mauss is a CPA and has been with the company for eight years, most recently our Controller. Mr. Mauss' responsibilities range from overseeing all accounting and finance operations to investment management, internal auditing, health and welfare, 401k and retirement plan administration. He also advises the executive staff and board of directors in various regulatory, governmental and compliance matters.



**Paul Henningsen** has been promoted to Vice President, Corporate Development and Engineering. Mr. Henningsen joined the company in 1987 and has held various positions. Mr. Henningsen is responsible for the development, design, construction and management of all capital projects at Henningsen Cold Storage Co. Mr. Henningsen is also President of Henningsen subsidiary company, Rose City Sand & Gravel, which owns and manages various property and buildings in the Portland, Oregon area.



**Greg Chavez** has been promoted to Warehouse Superintendent at our Portland, Oregon Logistics Center. In his new position, Mr. Chavez will be responsible for all daily warehouse operations including scheduling, truck traffic and load planning. Mr. Chavez has been with the company two years and has over 17 years experience in the grocery and logistics industry with his most recent assignments at P&O Cold Logistics, Ralph's Grocery Company and UPS.



**Alan Schill** has been appointed to the newly created position of Administrative/ Customer Service Manager at our Portland, Oregon Logistics Center. Mr. Schill will be responsible for the daily management of office and customer service operations. Mr. Schill brings over 30 years of grocery and distribution experience to his new position. Mr. Schill joins Henningsen after serving 24 years with Safeway Stores.

## Henningsen Participates in National Dairy Month

In celebration of National Dairy Month in June, Henningsen's flagship logistics center in Portland, Oregon was featured on the local FOX affiliate, KPTV 12, and their "Good Day, Oregon" morning news program. Henningsen was highlighted several times throughout the morning, including Henningsen's promotion of National Dairy Month. Lifestyle reporter Joe Vithayathil toured the operation and was able to experience temperatures ranging from 50 degrees to -20 degrees. Joe also enjoyed sampling various flavored milk and ice cream.

Henningsen has also entered the quest for the Golden Penguin, sponsored by the National Refrigerated and Frozen Food Association (NFRA). The Golden Penguin is recognized

throughout the industry as a symbol of excellence and will be awarded at the NFRA's Annual Convention in October in San Antonio.



Henningsen's logistics centers in Portland, Oregon; Seattle, Washington and Scranton, Pennsylvania specialize in serving the dairy industry, and they look forward to participating in National Dairy Month each year.

If you would like to see the video of the visit with Fox 12, go to [www.henningsen.com](http://www.henningsen.com) and click on the link.

## Imperial Receives Russian Approval, Whew.



**Imperial Freezer Services**  
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Location: North Carolina  
Contact: Brian Davis  
brian@imperialfreezerservices.com

For the fourth time in the 11-year history of the company, Imperial Freezer Services has been approved for export of poultry and pork to Russia. The Russian government sent three teams to randomly selected warehouses. Each team consisted of two veterinarians and one translator from Russia, plus a representative from USDA and an American translator. Each team covered a specific area of the country. They

reviewed warehouse paper work, sanitation, temperatures and other procedures. Failing the inspection meant the facility would be de-listed by the Russian government and unable to export product to the country. "It was a tense review, but we passed with flying colors," said Imperial VP of Operation, Chuck McCarthy.

## American Cold Storage Announces Promotion



**American Cold Storage**  
1.214.692.0220  
FAX 1.214.692.0234  
Locations: 5 in Kentucky, Tennessee,  
Indiana and Oklahoma  
Contact: Sam C. Bradshaw  
samcbradshaw@yahoo.com



American Cold Storage is pleased to announce the promotion of Mr. Gus Lazrovitch to the position of Corporate Engineer / Compliance Officer. Gus will be reporting to Terry McClafin, Vice President of Operations. In

Gus's new assignment, he will have the overall responsibility to assure that all ACS facilities are in compliance with all engineering standards and regulatory agency requirements. ACS wants to offer its full support and congratulations to Gus's new opportunity.

## Question & Answer

### What is The World Group?

The World Group is a network of independently owned, industry certified refrigerated logistics and warehousing companies serving the food industry in and outside of North America. Services provided by our members include supply chain solutions, warehousing, temperature-controlled storage, consolidation, distribution, import, export, LTL and rail and truckload transportation.

### What Advantage Does The World Group Offer?

Each geographic market is different and what's needed in one location is not necessarily what's required for another. The network is able

to offer customers specialized regional expertise without the risk of "putting all of one's eggs in one basket." Also, unlike big corporations, the World Group members' priority is performing to customer expectations, and not providing returns for shareholders.

### What About Industry Leadership?

World Group members take an active leadership role in all industry associates, including the IARW, WFLO, AFFI, NFRA, SCMP and many regional organizations, and often offer customer seminars and workshops for educational purposes.



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1.800.STA.COLD  
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**Merchants Terminal Corporation**  
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**Great Lakes Cold Storage**  
1.888.248.9600  
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pgorbett@glcsinc.com



**U.S. Growers Cold Storage, Inc.**  
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**Fria's Frigorificos**  
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**Trenton Cold Storage, Inc.**  
1.613.394.3317  
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Visit our website at [www.theworldgroup.com](http://www.theworldgroup.com)

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