



BARRETT
DISTRIBUTION CENTERS

The Barrett Bugle

Customized Solutions – Proven Performance

ISO 9001:2000 Registered

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Best Buy Delivery Operation #1 in Customer Satisfaction

by Linda Skrzat, Supervisor Best Buy DC

Best Buy Distribution officially kicked off a new initiative on March 1, 2004. The initiative is a Customer Loyalty / Satisfaction Survey used to gather customer information about recent Best Buy purchases.

For the month of March, Barrett/Best Buy was the highest rated operation in the country!! Barrett/Best Buy Home Delivery is now serving as the benchmark for other home delivery services.

The survey seeks to gather information spanning from the buying experience at the store to the home delivery experience. Barrett is especially interested in the results, since we provide call center services for all of Best Buy's New England deliveries.

Customers rate Barrett/Best Buy Home Delivery using the following ratings:

- Overall, how satisfied are you with Best Buy's Delivery service.
- How likely you to use Best Buy's Delivery service in the future.
- How likely are you to recommend Best Buy's Delivery service to others.

Points / Scores are awarded to each respective call center provider only when customers answered all 3 questions.

Comments from some satisfied New England customers: "My entire Best Buy purchase has been superb. I have already made numerous recommendations to my friends to make their HDTV and large equipment purchases at Best Buy for this reason".

"Your delivery men were the BEST... just like your name BEST Buy! Keep up the good work and good reputation. Delivery was very smooth. Received a call the night before and the truck was prompt. Delivery personnel were quick and neat. Good job!"

If your company is in need of a premier call center provider please contact Mark Sotir, Director of Customer Relations at 508-553-8800.



**The Best Buy
Customer Service Team**

Employee Spotlight

Gabriela Flores: The Meaning of Independence Day

The Fourth of July for most Americans is only about barbecues, parades and fireworks. For those who have just received their American citizenship, this holiday has a very different meaning. Barrett Distribution Centers is pleased to introduce Gabriela Flores, Customer Care Liaison, as she describes what Independence Day means to her now that she has her American citizenship. Congratulations Gaby!

This Fourth of July will be the first that I will celebrate as an American citizen. This year as I sit around the barbecue to celebrate this country's independence I will no doubt share my story about the tough civic procedures I followed in order to become a citizen.

I was born in Caracas, Venezuela. My mother is from Colombia and my father is from Spain. I always thought that the United States was the dream country; a country where all dreams can come true if you work hard. My cousin, who lives in the United States, called me and invited me to come and live with her. She knew how much I wanted to come here to learn the language and accomplish many other goals. I will never be able to thank her enough for giving me such a great opportunity.

I came to the United States in 1996, leaving my family, friends and college behind to follow my dream of a better future for my family and me. My first years here were very difficult for several reasons: I did not have my mother and sister with me; I worked very hard to send money home to support them and at the same time, I was trying to learn a totally different language to get a better job and continue with my career. I took many English courses and even went back to high school (after doing 2 years of Industrial Engineering in my country) for one and a half years because I knew that it would help me learn the language and get the diploma I would need to continue college here.

In 2001, I was finally able to bring my mother and sister to live here with me. Once they were here, they gave me the support I needed to keep working hard to achieve my biggest dream, the dream of becoming an American Citizen.

In the process of applying for citizenship, I was asked by the Immigration and Naturalization Service (INS) to swear on three forms, on three occasions and in three locations, that I wasn't a communist. I also checked boxes swearing that I was not a Nazi, prostitute, torturer, habitual drunkard or illegal gambler, among other undesirable habits. The first time I was asked these questions was on the form I mailed last year, with my photo (right ear showing, as the INS requested) and a \$370 application fee. Four months later, on April 28th, I was called in to the offices of the INS in downtown Providence, RI for an interview.

The waiting room was packed with other people seeking citizenship. Every plastic chair was taken. I used the time to review a heavily photocopied sheet the INS sent me listing 100 typical questions and answers about the United States. "What do we call a change to the Constitution?" (an amendment); "Who said, 'Give me liberty or give me death?'" (Patrick Henry); and the brain-buster, "Where is the White House located?".

After half an hour, my name was called. I followed a young woman into her cubicle. She was not so nice and with no introduction, she shot out several questions: Had I ever received a speeding ticket? (Yes.) Did I pay it? (Yes.) Did I pay my taxes? (Yes.) and then, the following questions:

1. How many stripes are there on the flag?
2. How many changes or Amendments are there to the constitution?
3. What makes up Congress/What is Congress?
4. How many representatives or voting members are there in Congress or The House of Representatives?
5. Who becomes president if the Vice President dies?
6. Who is the Chief Justice of the Supreme Court?
7. What were the 13 original states?
8. What were the 49th and 50th states added to US?
9. What Holiday was celebrated for the 1st time by the American Colonists?
10. Who was the first President of the United States?

(Can you answer these? The answers appear on the next page.)

Continued on the next page....

The Meaning of Independence Day, *continued*

Next she asked me to write the sentence, "The boy threw a ball" I was suspicious of the simplicity of the request. Eventually I realized that she was just testing me for English skills. I wrote the sentence the way she said it. I felt silly showing her such a simple line. She took my piece of paper and nodded. Then she handed me a new form. It was the exact same list about whether I was a communist, Nazi, torturer and so on. I checked the "no" boxes again, and signed it and I was free to go.

A month later I received a letter in the mail to attend the final ceremony to receive my Certificate of Citizenship. I joined 597 people from 80 countries. We stood patiently -- grandmothers, businesspeople and babies, from all races and economic levels. Once inside, a worker handed me a piece of paper. It was the "form" again, reduced to a few questions including whether I was a communist! No, I checked. No, No, NO! Was it possible to become a communist in only two weeks? I wondered. Surely it took longer.

Reluctantly, I surrendered the green, plastic alien card I had carried with me "at all times". In exchange, I received my Certificate of Citizenship, a form letter from President Bush, material from the League of Women Voters on how to register to vote and a booklet containing the Constitution and a few pages of patriotic writings.

Civil servants herded us into a large hall and we were seated. We listened to a speech by a judge about the joys of jury duty. Eventually, the audience was instructed to rise. Led by a speaker, we collectively denounced our countries of origin and agreed to take up arms against them. We were officially pronounced as citizens of the United States. A few camera bulbs flashed. Now I have the right to serve on a jury, and vote and work for the government. Fortunately, I don't need food stamps, but at least I'm eligible.

Becoming an American Citizen means so much to me. I am thrilled that for the 2004 Independence Day my dream has come true. It feels great to know that all my hard work is now paying off. This is the beginning of a new life, where many doors that were closed are now open for my family and me. I will never forget where I came from; but America is now my home and where I belong.



Answers to the 10 questions:

1. 13 Stripes
2. 27 Amendments
3. The Senate and the House of Representatives.
4. 435
5. Speaker of the House (Dennis Hastert)
6. William H. Rehnquist
7. ME, NH, VT, MA, RI, CT, NY, NJ, VA, DE, SC, NC and MD.
8. 49th = Alaska and 50th = Hawaii
9. Thanksgiving.
10. George Washington

Traffic Alert Democratic National Convention

To our New England Customers: Deliveries inside the Route 128 area between July 26-29th will be severely restricted in the afternoon each day. Please try to avoid scheduling deliveries during this time. If you have any question please contact Chuck Collins at 508-553-8800.

Kudos to

Sal Zitano, Driver, for the fantastic job he did with an inside delivery -

“Sal lugged 5 pallets of product down to my storeroom. He is a great guy and is a real workhorse!”

*Ames Stevens,
President, Ames
Holdings*

Bill Johns, Supervisor, for his cooperation with people we do business with--

“For what I need, Bill IS ALWAYS on his game!”

*Hank Marley, Manager
Spirit Trucking*



**Pass on a hearty
congratulation to:**

***Francisco Lopes
and Jose Araujo***

**on their recent
promotion to Lead.
Jose works in our
Mansfield operation
and Francisco in our
Franklin operation.
Way to go guys!!**

Shoreview Distribution *by Jason Whittaker, Customer Care Liaison*

Shoreview Distribution is a national dealer of high-end electronics from several well-known manufacturers such as Sony, Philips, and JVC. They have been with Barrett for six years. During this time, Shoreview has grown significantly. When we began doing business with Shoreview, they housed less than ten products with us. Today, Shoreview distributes hundreds of different items from Barrett's Mansfield facility.

Recently, Shoreview's business has expanded even further creating the need for a separate distribution center on the West Coast. At the same time, Shoreview wanted to keep a single point of contact for both locations. Barrett was able to accommodate Shoreview through our partnership with San Jose Distribution, a third-party logistics company in San Jose, CA. I was selected to fly to California to work with Shoreview and San Jose to ensure a smooth start-up and meet the individuals that I will be working with in the future.

This particular project was especially significant for me. Not only was I being trusted to represent Barrett on the other side of the country, this was my first time on an airplane, and also my first solo trip outside of Boston. Needless to say, the thought of all of this was intimidating to me at first – but after all was said and done, none of my worries was justified. The trip was smooth (and very long for a first flight – a total of fifteen hours in the air over the course of three days) and it was truly exciting for me.

Once there, I briefed San Jose Distribution on the details of Shoreview's logistics requirements, and we discussed the fine details of the Barrett Processes. Since both Barrett and San Jose use the same inventory management system, this is an ideal partnership. Reports generated by either facility will be immediately understood by the other. Data can be transmitted between facilities electronically, increasing productivity and reducing the chance of error.

This is just another example of the Barrett employee development philosophy which supports employees to take on new challenges. I am truly grateful for the experience – I can't wait to see what's in store for me next.

Francisco Lopes began his career at Barrett five years ago in Norwood. He was instrumental in expanding our business to Franklin and transitioning new accounts. He was a key contributor to our success with SuperValu by controlling the inventory and managing up to 17 full trailer inbound receipts and 6 full trailer outbound orders per week. Recently, Francisco assumed a key role in managing the Guida account. His consistent dedication to quality work and his "can do" attitude led to his promotion. Francisco can be relied on to provide excellent customer service at the highest level. Bravo Francisco!!

Jose Araujo began his career in Norwood four years ago and transferred to Mansfield in May of 2002 to assist in the start-up of a new customer. His excellent work ethic and commitment to accomplishing a task both accurately and timely has been instrumental to the triumphs of the operation in Mansfield. Jose has been chosen to represent Barrett at several off-site projects with potential customers. He consistently represents the company in a very professional manner and our customers enjoy working with him. Mansfield works a split shift and Jose is currently responsible to open and supervise the building in the morning. Magnificent Jose!!

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Outsourcing of Logistics Continues to Grow

by Mark Sotir, Director of Customer Relations

Globally, and certainly here at home, companies continue to rely on 3rd party logistics providers to perform core services. In North America, the 3rd party industry is realizing an annual growth rate of 20%. It is estimated that approximately 20% of all logistics activity in the U.S. is provided by 3PL'S, which is up from only 10% in 1992. Companies are moving towards outsourcing for a variety of reasons, including:

- Reduced operating cost
- Increased customer satisfaction
- Reduced IT spending
- Release of capital

Manufacturers want to concentrate on their core competencies, and outsource warehousing and distribution functions to the experts in that field. Merchandisers can better utilize their talents developing, selling and marketing their products. Retailers and wholesalers that rely heavily on seasonal sales can also realize substantial cost savings by not having to cover the cost of physical assets and people on a year round basis.

As 3rd party industry services become broader and more sophisticated, companies will place greater reliance on distribution professionals and improve their competitive edge.



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Third Quarter Birthdays

Have a sizzling birthday this summer!

July

- Kimberly Colman
- Edy Molina
- Kevin Milligan

August

- Shannon Shippee
- Jason Whittaker
- Debora Doyle
- Melissa Hogg
- John Bacci
- Luis Sequen

September

- Tim Barrett
- Buddy Cannata
- Bob Willert
- Pee Jay Laureta
- Renee Moglia



Length of Service Award

Awards will go out in July to the following employees:

1 year = Edel Blandon

5 year = Paul Johnson,
Francisco Lopes, Troy Young

Customer Spotlight

The Lagoon Group *by Michelle Sicard, Customer Care Liaison*

In this issue, we'd like to feature one of Barrett's growing customers, The Lagoon Group. The Lagoon Group designs & manufactures unique toys, puzzles, books and other gift items.

Lagoon was founded in 1987 by Simon Mehuish. Simon is responsible for the company's creative direction and is the genius behind many of Lagoon's great innovative products. Ninety-nine percent of the company's products are developed by Simon and Heather Watherson, Managing Director, and the Lagoon team of about 24 employees. In 1997 The Lagoon Group purchased Loncraine Broxton adding a wide range of executive gifts to its product range. Loncraine Broxton was a great addition to Lagoon, since it was an internationally recognized brand.

In 1999, Samantha Morgan assumed responsibility as Operations Manager for the US Boston office. Ann Heffernon, National Sales Manager, US joined the company in 2003 and put a sales team in place. She has had a significant impact on the company's growing sales. You can find Lagoon products worldwide. In the U.S. these gifts may be found at many Mom & Pop stores as well several well known chains including Calendar Club, Brookstone, Urban Outfitters & Spencer Gifts. Lagoon's DVD "The Instant Adoring Boyfriend" has been featured on Fox News. More of their gift products will be featured on a new decorating television show "Knock First" in the fall.

Lagoon features over 250 products which can be classified in three different divisions:

- Lagoon Games: puzzles; jigsaw; multimedia gifts (ie DVDs and Internet Puzzles); wooden puzzles and outdoor products for kids.
- Lagoon Books: the publishing arm that printed its first four puzzle books in 1996 and now has a catalog of over 72 titles plus *IntelliQuest*, the amazing new book with a brain.
- Loncraine Broxton: the executive gadgets and gizmos division that includes everything from Levitating Pens (Pen Ultimate) to Dexterity Toys (Frazzle) and Abusive Stamps (new in 2004).

Lagoon and Barrett have been partners for five years. When asked how Barrett has helped Lagoon achieve its goals, Sam responded: "Subcontracting our fulfillment works really well for Lagoon, but only if the warehouse we work with, works with us and are interested in growing with us. Barrett Distribution is a wonderful company to work with and over the last 12 months we have worked hard together to make sure we are providing the best service and turnaround time in the industry. We certainly look to Barrett as an integral part of the Lagoon 'team' and as part of our success."

As Barrett continues to exceed Lagoon's expectations, Lagoon can continue to focus on sales and successfully conquer their biggest challenge: To continually develop great new products and keep up with new trends in the ever growing Gift Industry.

To learn more about Lagoon and their products please visit their website at www.lagoonqames.com



The Girlsville Craft Kits won Gift of the Year in the U.K in 2003.