

CUSTOMER SPOTLIGHT

Bringing families together

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amilyTimeFun creates and manufactures award-winning Family Dinner Games—a new category in the toy & game industry. These unique games are for families to play while they eat. To distribute this product line to consumers, the company utilizes small specialty retail stores, mid-size retail chains, web sites and catalogs throughout the U.S.

Four years ago this small Massachusetts company introduced its first family dinner game to help create classic interaction and fun around the dinner table. It has since launched 2 more at-home Dinner Games and a Restaurant Game. Now families can play while they eat at home or at restaurants.

FamilyTimeFun offers Beginner Dinner Games (ages 3-6), Original Dinner Games (ages 6-12), Gather 'Round Electronic Dinner Games, and the new Restaurant Game. Easy and quick to play, the games are **designed for families to use the precious time they have together while eating dinner**. No game board or game pieces required; just family and food. The games are educational, promote creative thinking, and are intended to improve social communications skills. But most of all the games were created to add fun to dinnertime and bring families closer together.

John Pandiscio, owner and founder of FamilyTimeFun, is a husband and father of two young children. As his time was becoming more and more limited he decided to take advantage of his family time around the dinner table. He and his wife Sandi started playing simple word games with the kids while they ate. His children loved it. John figured other families could enjoy and benefit from these games he created, and so FamilyTimeFun was born. John believes "the games not only add fun to dinner, but bring families closer together. It's a great way to get your kids to talk about their day. **We're out to promote family interaction.**"

Having created a new niche and category in the toy industry (Family Dinner Games), the business has been a huge success for John and Sandi. **The founders are proud of the strong and consistent growth in the first 4 years of operation.** It is a niche that they plan to expand with new products and alternative channels of distribution. The product line is now carried in over 1,000 specialty stores as well as Hallmark, Target.com, BarnesandNoble.com and several widely distributed mail order catalogs. Borders, Books a Million, and Barnes & Noble stores are expected to pick up the line this summer.

FamilyTimeFun was excited to start working with Barrett Distribution Centers in 2008 so they could focus on marketing and product development. Barrett's systems and retail expertise has also allowed FamilyTimeFun to handle complicated orders for the likes of Target.com and large catalogs such as HearthSong. **"Without Barrett's proficiency in handling retail EDI, FamilyTimeFun would not have the opportunity to grow to the next level. I truly see Barrett as my business partner."**

—Chuck Collins, Operations Manager, Mansfield

EMPLOYEE OF THE YEAR

Two employees take the top honor in 2008

We would like to congratulate two very worthy and outstanding employees as winners of the Richard J Barrett Employee of the Year for 2008. **Jordan McLaughlin and Amado Santos** are co-winners of this year's award. While we often have a hard time deciding on a winner for this prestigious award, we are usually able to narrow it down to one candidate who ultimately outshines all the other worthy contenders. This year, we had another long list of outstanding nominees. Ultimately, we felt that we had two finalists who were equally deserving of special recognition. Our feeling was heartily confirmed at the awards ceremony when both candidates received loud and enthusiastic applause from their peers. Clearly, **the feeling that Jordan and Amado deserved the recognition was universal among the Barrett team.**

Jordan McLaughlin has blossomed in a new role in our IT Department. He has become an

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"We are the Champions!"

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y youngest son turned 5 last month and we celebrated his birthday at Monster Golf, one of those birthday party "megaplexes" where you can play video/arcade games before and after the event. My kids have been to this place for numerous birthday parties, but this is my first venture and so they sense my gullibility right away. As soon as we walk in the door they ask me to put \$5 into the change machine and get them some quarters. I quickly realize that this place is a mini casino with slot machines. You put in 50 cents, play the game, and based on your performance the machine spits out reward tickets from a raffle roll. You then cash in these tickets and redeem a prize, values ranging from 50 tickets for a pair of scary false teeth to 300 tickets for a cheap plastic sword to 10,000 tickets for a real prize.

Kevin, the 5-year-old, only wants to play the bowling game, but the balls are too heavy and he wins just one ticket. So I strike a deal with Michael (7, and ultra competitive), to let me buy his tickets for \$1 so he can play two more games and Kevin can use Michael's tickets to get the plastic sword.

Ten minutes later it's time to leave, and Michael is upset. I realize that he does not even have 50 tickets for the false teeth. So I ask Michael to go up to the counter and let me know what prize he wants, and maybe we can strike a deal. "I don't want any prize." So I'm thinking, "Great, let's go then!"

Ah, not so fast, Dad. I soon realize it is not about the prizes at all. The satisfaction comes from the act of redemption. I am not talking about a Sunday morning sermon topic here. I am talking about the immense pride that a child derives from bringing forth the day's largest catch of award tickets. Michael (ultra competitive, remember) only cares about presenting more tickets at the counter than any other member of our birthday party. He does not care about the prizes, he just wants to feel like a champion!

What's the real point of this story? Well remember, we can learn so much from our kids. We play the Great Game of Business (GGOB) here at Barrett. We just completed our third successful year of playing the Game, and now we are competing in 2009 in a time of great economic uncertainty. Our profits are down a bit compared to 2008 YTD, but we are winning the Game and it is important to let our employees know that they are on a winning team.

How are we winning? Let's look at the scoreboard. We have improved our productivity by 4% year to-date over 2008. We have signed several new contracts and we have opened three new locations since January 1st this year. These are tremendous examples of our skills and efficiencies paying off!

We have a lot to be grateful for at Barrett—efficient resources, solid processes, successful customers, and great employees. Let your fellow employees know every day that they are doing a great job. They do heroic work every day, competing in a tough economic climate, driving cost out of our operations, and responding efficiently and expeditiously to customer demands. Redeem their great work every day by recognizing their great accomplishments with heaping helpings of praise. Make them feel like champions! 🏆

—Arthur Barrett, President



BRIGHT IDEA!

Jim Lambert suggested a new pallet configuration for full trailer-loads of Calbee product being transferred from our Fairfield, CA facility to Franklin MA. The new configuration was followed and now the product is arriving in perfect condition on almost every load, reducing damaged cases by 85%.

—contributed by Bill Daly





Barrett goes West

After 68 years as a 3PL with a primary focus in the northeast, Barrett is expanding west. On January 2nd, we started up our first west coast operation in Fairfield, California. We launched this operation with a great new client, Calbee America. Calbee needed a solution that offered extensive web-based sales support and precise, real-time inventory reporting. Calbee's due diligence led them to Barrett based on our proven reputation and focus on customer service. Calbee needed a partner with a presence on both coasts. Because of our focus on technology and customer service, Calbee asked Barrett to set up a mirror image operation in Fairfield CA. **"Barrett has raised our service levels and provided the web reporting we need to run our business effectively. Opening the new Fairfield facility was a tremendous success and we appreciate the efforts of the Barrett team,"** said Calbee Logistics Manager, Mikio Tozaki.

A smooth startup demonstrated the strength of our team. Many people contributed to this successful launch, specifically:

▶ **Mark Marino, Jordan McLaughlin and Diane Alfred**, whose initial setup on the system established the foundation for our new operation.

▶ **Tom Maloney** traveled to California and trained the Fairfield staff on our Synapse WMS, and helped implement Barrett's Blueprint™ process.

▶ **Keith Lawton** trained the new customer service staff.

▶ Our staff additions in California, especially **Justin Raddatz, Jessica Gonzalez** and **Salvadore Briseno**, have done a fabulous job working on the account in Fairfield.

We must also attribute our success to the strong support and consistent communication we enjoyed in working with the

great people at Calbee America!

The opening of Fairfield has created tremendous interest among our east coast customers. In March we started receiving product in California for M.A. Gedney. Several other east coast customers have begun evaluating the benefits of a west coast dispatch. For many businesses it makes sense to have a presence on both coasts to raise service levels and reduce shipping costs.

With our quality systems and strong team, we were in a good position to expand into the west coast market. We appreciate the trust that Calbee and Gedney placed in us. We look forward to growing in the California market as we continue to seek out new opportunities on the east coast. 🚚

—Tom Shiels, Director of Customer Services

A CASE STUDY

The Customer: Tivoli Audio

The Challenges:

- ▶ Analyze Tivoli picking process and implement the best method for increased productivity for seasonal volume.
- ▶ Increase Units Picked Per Hour (UPH) by at least 9% before the next holiday rush while maintaining 99.97% pre-audit accuracy.

The Solutions:

- ▶ Reengineered the floor layout by extending gravity rollers —**Renee Masse**
- ▶ Performed analysis on Replenishment tasks and recalculated units per pallet quantities to fill the pick fronts efficiently —**Peejay Laureta**
- ▶ Performed ABC analysis with new SKU line and reengineered pick sequence —**Renee Masse**
- ▶ Set up Sequential Picking and ordered larger Pick Carts which handled more volume, thus eliminating frequent trips —**Chuck Collins**
- ▶ Set Picking Goals for selectors and created enthusiasm by posting results —**Chuck Collins**

The Results:

- ▶ **Realized a 30% increase in picking productivity (UPH)! 🚚**



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excellent communicator, both internally and externally. His concise, accurate, clear, and complete communication is valued by everyone and has made a huge difference in driving employee and customer satisfaction. He has gained the complete confidence and trust of peers, management, and customers alike. Jordan looks to take on challenges and is focused on getting results. He is intelligent and very quickly understands the issues. He has a terrific demeanor and does not allow anything to distract him from helping to resolve issues and create value.

Amado Santos also took on a new role as a leader in our Mansfield shared warehouse operation. Amado is the model for how

we describe our dedicated employees when we are talking to customers. Amado is attentive and selfless; he does everything the "Barrett Way" by embracing accuracy and productivity, and taking no shortcuts in processes. Amado's goal every day is to ensure every task is complete, every order is perfect, and every customer is satisfied. He instills confidence which carries over to his peers. His own confidence drives the faith that our customers place in the Barrett team.

Other 2008 Finalists for Employee of the Year were Doug Davis, PeeJay Laureta, Matt Whall, Linda Skrzat, Gary Therrien, Beverly Tetreault, and David Maldonado.

Criteria for the Richard J Barrett Employee of the Year Award are based on the fundamental principles that our brother, Rich Barrett, dem-

onstrated every day:

- ▶ Exceeds expectations of customers
- ▶ Exceeds expectations of peers
- ▶ Exceeds expectations of management
- ▶ Thinks first about what is best for the team over what is best for self
- ▶ Creates a great work environment through positive attitude
- ▶ Cares deeply about the success of Barrett Distribution Centers
- ▶ Integral in Barrett being recognized by customers as a leader and best in class 3PL

All of our finalists demonstrate these values to their peers and customers every day. Please congratulate them when you get the chance! 🎉