

the Loading Zone

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Sunrise MFG's publication of the latest news in load securement solutions and transit protection products, spiced with some tidbits of life!

Fall 2011

Chairman of the Cardboard

Jim Sewell, CEO, Sunrise MFG. Inc.®



Jim Sewell

Greetings everyone! Since our last issue, Sunrise celebrated its' 30th Anniversary with an all day open-house event (see photo at right). My thanks to all of you who were able to attend. It was a very special time

and honestly, still hard to believe that 30 years has passed—except when I look in the mirror! We also recognized two more employees that day who have worked at the company for 20 years. Lori Funk - our Senior



Sales Rep. and Dunnage Specialist, and Pat Henley, our long-term Plant Manager in California and now manager of our Washington location. Both of these folks have made tremendous contributions

to our success and received well-deserved recognition and \$\$\$\$ to take home! This issue and next issue I'm going to defer to the two "chips off the old block," my sons Justin (in finance and business development), and Matt Sewell (in sales), to contribute their expertise to this column. Take it away, boys!

By the Numbers...

Justin Sewell, Business Development

At Sunrise's 30th Anniversary this summer, I had the opportunity to share some of the insights about business that I have learned from our founder, (and my dad), Jim Sewell. One of my favorite "Jimisms" is Quality/Price/Service, pick any two." The two that Jim has built Sunrise on are quality and service, which have been the keys to long-term success.

Today's business environment is dominated by "commoditized thinking". It is a mindset that focuses almost exclusively on the near term, lowest item/commodity price, with limited appreciation for other elements of value such as quality and service. However, we know that the qualitative has great importance even when we cannot assign a numerical value, e.g. trust, expertise, knowledge, experience, etc.

At Sunrise, we apply the concept of stewardship. Stewardship is the responsibility to manage life properly with regard to the rights of others. Good stewardship involves acting with integrity and

looking for "win-win" solutions. At the core of Sunrise is a trust with our customers, suppliers and employees that they can be secure in our commitment to be responsible stewards and not sacrifice the future for the immediate, short-lived gains. One of the best parts of being a closely held company is that we do not have to please Wall Street with quarterly earnings per share data. We can make the right decisions for the long term, period.

Does this mean that you will not find spreadsheets with detailed ratio analysis, margin data and capital requirements projections at Sunrise? The short answer is "No". We use financial and statistical data to manage risks and allocate scarce resources. But, you can be assured that financial data is not used to supplant vision, values and good stewardship at Sunrise.



How Would You Rate Our Company?

- | | | | |
|---|--------------------------------------|--|---|
| 1. We call on you | <input type="checkbox"/> Too Often | <input type="checkbox"/> Often Enough | <input type="checkbox"/> Not Often Enough |
| 2. Our personal rep service | <input type="checkbox"/> Excellent | <input type="checkbox"/> Satisfactory | <input type="checkbox"/> Could be Better |
| 3. The product/services the company provides are | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Could be Better |
| 4. Our Accounting Department gives you | <input type="checkbox"/> No Problems | <input type="checkbox"/> Medium Problems | <input type="checkbox"/> Some Problems |
| 5. Our manufacturing schedules usually accommodate your needs | <input type="checkbox"/> Always | <input type="checkbox"/> Most of the Time | <input type="checkbox"/> Room for Improvement |
| 6. Our deliveries are | <input type="checkbox"/> On Time | <input type="checkbox"/> Needs Improving | <input type="checkbox"/> Not Always on Time |
| 7. Packaging of our products are | <input type="checkbox"/> Excellent | <input type="checkbox"/> Usually Adequate | <input type="checkbox"/> Needs Improving |
| 8. Complaints are taken care of | <input type="checkbox"/> Promptly | <input type="checkbox"/> Okay | <input type="checkbox"/> Slowly |
| 9. Has Sunrise treated you fairly? | <input type="checkbox"/> Yes | <input type="checkbox"/> So-So | <input type="checkbox"/> No |
| 10. Overall, you find us | <input type="checkbox"/> Excellent | <input type="checkbox"/> Efficient | <input type="checkbox"/> Less than Efficient |
| 11. As a customer you are | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Less than Satisfied | <input type="checkbox"/> Exasperated |
| 12. You would recommend us to others | | <input type="checkbox"/> Wholeheartedly | <input type="checkbox"/> With Reservations |
| 13. Is there a reason you should not buy from us? | | <input type="checkbox"/> No | <input type="checkbox"/> Yes |
| 14. Please list below anything you feel we could do to serve you better...contact information is optional.
Thank you for your participation! | | | |

Company

Contact Name

Phone

We value your input greatly and really appreciate your participation.

Please fax completed surveys to (916) 635-9730, scan and email the survey to teri@sunrisemfg.com, or drop in the mail to us at Sunrise MFG., 2665 Mercantile Dr., Rancho Cordova, CA 95742

TIDBIT TEST

See if you can match the following sayings with their author:

- | | |
|---|---------------------------------|
| 1. Every hour spent is lost forever. | A. Author Unknown |
| 2. In business it's quality/price/service. Choose any two. | B. Marcelene Cox |
| 3. How you spend your time is more important than how you spend your money...Money mistakes can be corrected, but time spent is gone forever. | C. H. Jackson Brown, Jr. |
| 4. Don't use time or words carelessly. Neither can be retrieved. | D. George Washington |
| 5. Life is like a camel. You can make it do anything except back up. | E. An Osage Proverb |
| 6. Everyone needs a hand to hold. Why lend yours? | F. Jim Sewell |





Over the Rails...

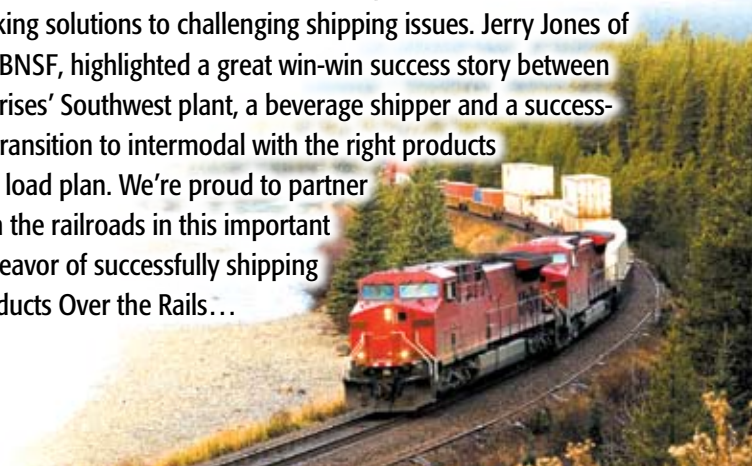
Lori Funk, VP Dunnage

The 2011 AAR (Association of American Railroads) annual Damage Prevention and Freight Claims Conference was held in New Orleans in late June and proved to be an informative and worthwhile time. The theme was "New People, New Ideas. Old World Charm & All That Jazz". This theme played out successfully over three days of meetings, seminars, social events (great food), and good old fashioned "chats". It was a good time to renew old friendships and acquaintances and make new ones. If you've never attended an AAR conference, I would encourage you to make the next one a priority. The 2012 meeting will be hosted by the Kansas City Southern in Kansas City in late June.

The current importance of "going green" and the focus on reusability of products and processes is a perfect fit for moving freight by rail. The railroads are more fuel and cost efficient and are fully privately funded versus over-the-road transportation

on clogged highway systems that are subsidized and funded by our tax dollars. The last statement is particularly good news for Sunrise since that's what we do best—provide products to brace loads from shifting in transit and being damaged!!

The meeting included many speakers sharing new products and services. We enjoyed success stories focused on the cooperative efforts of rail customers, rail personnel and vendors, seeking solutions to challenging shipping issues. Jerry Jones of the BNSF, highlighted a great win-win success story between Sunrises' Southwest plant, a beverage shipper and a successful transition to intermodal with the right products and load plan. We're proud to partner with the railroads in this important endeavor of successfully shipping products Over the Rails...



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Bar Code Trivia...What you always wanted to know about bar codes—or not!

Did you know that bar codes reveal the country of origin of that product? Indeed they do, and if that matters to you, here's a brief bar code lesson. The first 2 to 3 digits indicate the country where the product was made as follows:

- 1-9..... USA & Canada
- 30-37..... France
- 40-44 Germany
- 49 Japan
- 50 UK
- 471 Taiwan
- 690-692 China

CONGRATULATIONS LORI!

Sunrise is proud to announce that our very own, Lori Funk, VP Dunnage Sales has been selected to serve on the AAR's Damage Prevention and Freight Claims Committee. She is one of only two non-railroad employees. This committee reviews new dunnage materials, systems and load patterns. Lori's primary responsibility is to the Associate Member Board posting relevant and interesting developments to the AAR website. As a committee member, she will also have a roll in planning the annual conference as well as a limited voting role on rule changes and new dunnage applications (when appropriate) in the interest of fairness and objectivity. "I am honored to have been selected, and pledge to do my best as a committee member", said Lori when asked to respond to this article. Congratulations, Lori and our best to the Committee.

Note - many products no longer print where they were made, but only give where the distributor of the product is located—another good reason to know how to read bar codes.





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**EMPLOYEE SPOTLIGHT -
 Oleksiy (Alex) Zimbitskyy**

Here is some information about myself and my family that I hope will help you get to know me. The most important one true thing about me is that I believe that the word of God is true and I depend on him to live my life. I'm from Ukraine. I was born and grew up in a nice, Christian family and have one brother and three sisters. My Father was a pastor and my mother worked in accounting. When I was 19 I graduated from a bible school in Aleksandria. My first job was working as a nursing aid in an emergency hospital. I experienced unforgettable times working with people and helping them in tough situations.

When I married my wife Angela, we moved to another city, Donetsk, and I worked in various positions there. My mother moved to the USA and soon after that invited us to move there also. So in September, 2007, me and my family moved to the United States of America. Since I did not speak or understand any English, I soon enrolled in a school to learn English. I also wanted to learn more about America's history, culture and people and knew I needed to

know English to succeed in our new life here.

I was hired to work at Sunrise MFG. in 2009. My first position was not very exciting, (Bent Saw Stocker), and it was dusty and a little boring, but, I met other people who had started in the beginning positions and were still working in the plant in various jobs 10 – 15 years later! That gave me encouragement to stay and do my best and to learn other jobs. This past June, I was promoted to a new position as shipping and receiving clerk. I really like my job and the people I work with. It is rare to find people so friendly, helpful and supportive and that also like their job!

God has blessed my life greatly with a wonderful wife and children. Our best times are when we are doing things together. I Love my new country, respect the law and appreciate my job at Sunrise MFG.



Oleksiy (Alex) Zimbitskyy