

# the Loading Zone



Spring 2012

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

## Chairman of the Cardboard

Jim Sewell, CEO, Sunrise MFG. Inc.®



Jim Sewell

Although I've never worked for a particular railroad, I've had freight railroading in my life since I was a boy. My Grandpa Hoffman was a section foreman from age 18 until retirement, and my Uncle Bob Hoffman retired as the manager of Damage Prevention for the CSX several years ago. I've always had an interest in freight trains, so it seems right that 50 years ago I was selling cardboard grain doors and steel strapping to the railroads, following the wheat harvest across the plains, then down South to phosphate shippers. Dick Brosnan of Southern Railway introduced the "Big John" Hopper Cars- top-filled and bottom-emptied with no grain doors needed, so my career path changed. I began selling cardboard versions of dunnage for other types of damage prevention.

In those days we had so many Class 1 Railroads they had to consolidate to survive. As you may know, we now have only five major railroads. The BNSF, (Burlington Northern Santa Fe),

the Union Pacific, the CSX, the KCS and the Norfolk Southern. The highways are crowded, roads are deteriorating and gas prices are high. The truck lines actually are now the biggest shippers by rail. I also respect the fact that the railroads are mostly self-financed for capital without public/government support. Let's hope that continues. The only real hazard that could "de-rail" the continued success of the American Railroad freight system would be too much government regulation. As you can see, I'm still bullish on the US Freight Rail System!

The freight railroads are challenged in many ways but the priority is now to build more capacity. Right now, on average, the freight system moves 40 tons of freight per person per year, and that is only going to increase. Amazingly, US Rail freight rates are the lowest in the world, and I view the US Freight Rail System as the best in the world.

Sunrise values their long years of partnership with the major Railroads, and is committed to new ideas and supplying effective damage prevention products to shippers by rail, truck and container.

## Product Profile M-Pak™ (trademark applied for) Reusable Bulkhead

M-PAK is Sunrise MFG Inc.'s newest damage prevention product. It is a reusable dunnage product made from high density engineered foam, with a high strength industrial coating. It's designed to provide a resilient impact absorbing cushion between certain units of product. M-PAK can be reused and is waterproof, meeting many of our customers' goals for costs savings and a positive environmental impact. M-PAK will not crack or leave debris upon heavy impact. Custom sizes are available. M-PAK meets and exceeds the AAR requirement for lengthwise void fillers of 1500 pounds per square foot. US

Patents are pending. Call or email Sunrise today at 1-800-748-6529 or sales@sunrisemfg.com for further information to see if M-PAK can work for you!



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## WELCOME ABOARD! Patrick Gilliam

Patrick Gilliam joined the Sunrise Team as Logistics Manager in August, 2011. He has an extensive background and over 23 years of experience working in operations, manufacturing and distribution. However, the world of dunnage has been a new and welcomed challenge. "It's a unique business and I'm thoroughly enjoying learning the processes and ins-and-outs of manufacturing and shipping our products", said Patrick.

Patrick and his wife of 21 years, Dana, have two children, Ethan and Alexandra, their first grandchild, Izobel, and the family pet- Julius, a basset hound. Patrick grew up in a small town named Gazelle, 20 miles north of Mt. Shasta. He and his family still visit and enjoy the camping, fishing and star gazing trips to this beautiful part of Northern California.

Patrick shared, "I can still hear my Dad's words growing up-"When at work, if you finish your job, look for something else to do and for someone else you can help." I think that those words ring true today at Sunrise and is



Patrick Gilliam

one of the reasons I enjoy working here so much. Everyone truly cares about what they do and are constantly helping each other, with very specific goals in mind-taking care of our customers and helping each other get the job done every day. I feel that I am truly blessed to be part of the Sunrise family and can't wait to see what the next twenty-plus years have in store!"



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## Five Trends Shaping the Future of the Workplace in America

Notes from an article by Bob Nelson, President of Nelson Motivation

- 1.** The growing shortage of skilled workers: Based on current demographic trends indicating a declining birthrate, combined with an aging population that is heading into retirement, the pool, of skilled workers is declining.
- 2.** The rise of the millennials: Those born between 1980 and 2000 (90 million), will soon make up the largest section of the U.S. workforce in number, and in attitude. Unlike previous generations, the millennials expect work to be part of their lives, not to define who they are. They also expect meaning in their jobs and are not interested in "paying their dues". Instead of a "career ladder" of steady promotions, this group expects a "career lattice", with varied work experiences.
- 3.** The rise of the Temp: The temporary employment segment has generated more jobs than any other segment in recent

years. Businesses have been hesitant to hire full-time with benefits employees due to the volatility of the economy. There are 22 million companies that do not have a payroll and only employ "temps".

**4.** The evolving role of virtual employees: Currently, 42 % of all organizations provide some type of flex time or option of telecommuting, job-sharing or alternate work schedule. However, the reality is that we haven't mastered how to make technology replace the social bonds in the workplace.

**5.** The globalization of the labor force: Geographic boundaries and bonds between the producer and the consumer are gone and jobs are more than ever transferable around the globe. For a competitive advantage do you move the work or move the worker?

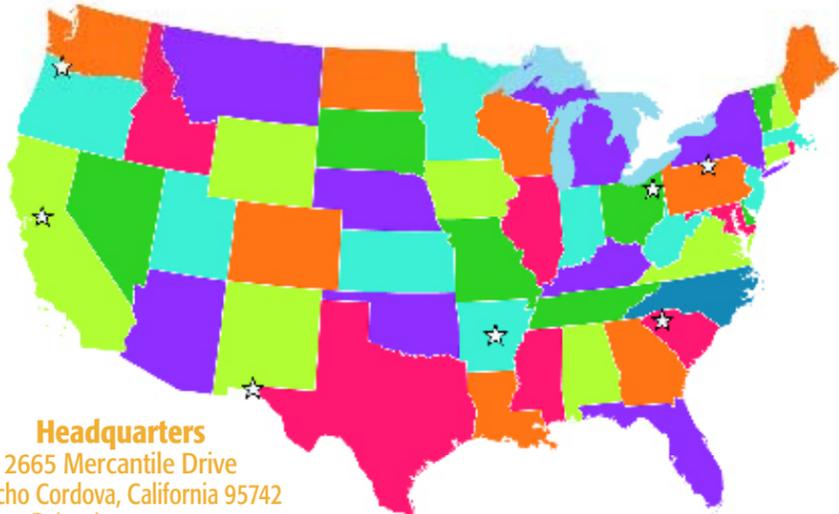
## AAR Damage Prevention & Freight Claim Conference, June 18th - 20th, 2012

This is your opportunity to come to Kansa City, MO and join hundreds of railroad, supplier and shipping industry professionals for an in-depth look at strategies and tools to ensure save and damage-free delivery of freight via the North American rail network. This years' theme is "Back to Basics".

Topics will include rail environment, load securement by package type, carrier dunnage requirements new technologies and many focused workshops. The keynote address will be presented by David Ebbrecht, Executive VPO, Kansas City Southern and a special presentation on the "Voice of the Customer". Conference attendance is open to all railroads, shippers, suppliers and companies involved in freight damage prevention and claims.

Register on-line at <http://www.regionline.com/DPFC2012>. We hope to see you there!

**Manufacturing & Distribution Locations**



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RAIL-PAK™ SADDLE-PAK® WOOD-PAK® ZRO-SHIFT™

## Excellence in Customer Service - The Hallmark of Sunrise MFG.

We are blessed at Sunrise to have a top-notch customer service department, who know our customers and our products well. Scott Reid, Mark Aday, Karen Shannon and Alex Zimbitsky are the team of professionals whose goals are to exceed expectations whenever possible! They work closely with our customers, the Sunrise sales team, vendors and the shipping and receiving department to ensure that the right products are delivered to our customers at the right time, (or before) and at the right price. Communication is key! Quotes, delivery dates, accuracy of orders, changes, purchasing distributed items, product specifications for manufactured items and any special requests are just part of what they do. They are also continually updating our customer data base to keep information current and correct, negotiating freight rates, resolving any issues that arise and performing day-to-day administrative tasks. Thank



you, Scott, Mark, Karen and Alex for all that you do for Sunrise and our customers.  
You're the best!

## The Unity and Beauty of the Declaration of Independence

When, in the course of human events, it becomes necessary for one people to dissolve bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should decide causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they have been endowed by their Creator with certain unalienable rights, that among these are life, liberty and the pursuit of happiness.

These familiar words taken from the Declaration of Independence, written by leaders of the original thirteen colonies, and adopted by Congress on July 4, 1776, are a powerful reminder of the power, sacrifice, honor and idealism that our founding fathers believed and embraced. Three important points that Larry P. Arnn, President of Hillsdale College in California made in a 2011 interview are:

These brave leaders were suggesting for the first time, a type of government different from the reign of Kings, the known world at the time of the American Founding.

It was a revolutionary document. The last sentence reads: "And for the support of this Declaration, with a firm reliance on the protection of Divine Providence, we mutually pledge to each other our Lives, our Fortunes and our sacred Honor". They were ready to die for freedom.

It opens by speaking of universal principles- it could be any time and any people. It is an act of obedience to a law

that persists beyond the English law and beyond any law that the Founders themselves might make. It is an act of obedience to the "Laws of Nature and of Nature's God," and to certain self-evident principles-above all the principle "that all men are created equal" with "certain unalienable Rights". It is a humble, yet grand and important document.

With politics, primaries, principles, protests and pride dominating the times and across the news media, let's read and reflect on the idealism and amazing insight and obedience that the Founding Fathers of the United States of America left to us. "Let Freedom Ring"!

### TREASURES & TIDBITS:

" Before you act, listen,  
Before you react, think,  
Before you spend, earn,  
Before you criticize, wait,  
Before you pray, forgive,  
Before you quit, Try. "  
Ernest Hemingway

" Things turn our best for the people who make  
the best out of the way things turn out "  
Art Linkletter