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THE COOL NEWS



LACS Engineers renovate and insulate the Sixth Floor of Fourth Street W/H

After a year of troublesome air leaks and dark corners, John Scherer, LA Cold's Manager of Engineering and his staff of Operating Engineers decided it was time to spruce up the sixth floor of the Fourth Street Warehouse.

Originally built in 1903 and completely renovated in 1991, the Fourth Street Warehouse continues to operate as an efficient multi-story frozen food warehouse for dozens of LACS customers. With almost 1.5 million cubic feet of freezers, coolers, repack and dry storage space, Fourth Street is an integral part of the LACS System of Service.

The structure stands proudly in downtown LA, only four blocks from the city center and within the seafood distribution center of Southern California.

Warehouse Superintendent, Thomas Rodriguez, who supervises the day to day op-

erations of the warehouse, (*who by the way will celebrate his 40th year of working in the Fourth Street Warehouse in September 2010*) was pleased to hear about the planned renovation of the sixth floor. Tom said warm summer temperatures on the roof of the sixth floor would frequently cause ice to



accumulate on the ceiling and corners of the floor below. Tom said, removing the ice was a daily chore and labor intensive. In addition Tom said, poor lighting in some areas of the large warehouse floor required the workers to carry a flashlight

when pulling orders.

Tom met with John and Chief Engineer Chris Samarin and together a plan was proposed to eliminate the problems. After discussions with insulation suppliers it was decided to add almost 10,000 cubic feet of insulation above the roof and inside the freezer room. The added "R" value of the spray on insulation would dramatically reduce summer roof temperatures and a new energy efficient "white" roof would provide the building protection from the sun and rain.

Tom soon discovered the most difficult aspect of the renovation was finding the time to empty the floor and to locate the space to store the goods that are normally warehoused on the sixth floor. This was no small task considering the millions of pounds stored on each floor of the warehouse.

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LOS ANGELES
COLD STORAGE



Mission Statement: The employees of Los Angeles Cold Storage are committed to protect and preserve our customer's product and to enhance their efforts with on time, accurate product handling.

Fourth Street warehouse roof and sixth floor are re-insulated in record time.

Continued from the first page.

During discussions with Tom and Chris, John decided to start the project in October 2009 and by working seven days a week he scheduled the project to be completed by the middle of November, just in time for the holiday rush. In addition to new insulation, many of the walls within the freezer were to be repaired and new bumpers would be installed to protect the walls from damage from forklifts.

In an effort to address Tom's concerns about inadequate lighting, Engineer Joe Giardina researched and recommended LED lights for the freezer. Joe determined that if we installed LED lights in the freezer they would produce 1% of the heat conventional light bulbs generate and the newer lights would provide a clean white light that would reflect off the new white insulation. With thanks to Joe, the successful installation of LED lights eliminated Tom's concerns about inadequate lighting in the corners of the freezers and at the same time help us reduce our energy consumption.

John credits the hard working team of Operating Engineers, warehouse workers and the professional staff of insulation experts at Wiltshire Urethane Foam Company of San Dimas California for helping complete the project on time and within budget. John said the new insulation will allow the freezer to better handle the new low temperatures our customers want, the energy efficiency we need and the safety our employees require.



Longtime Employees Celebrate Big Anniversaries in 2009.



All LA Cold employees congratulated Mike Hamano when he celebrated his 35 year anniversary in May of 2009.



Deby Clemens celebrated her 35th year in December of last year at a luncheon with her coworkers and other members of the LACS Twenty-Plus Club.



Ruben Gonzalez celebrated his 30 year anniversary with Larry Rauch and coworkers at Fourth Street in August 09.



Al Trejo celebrated his 30 year anniversary with a luncheon, cake and his coworkers in September 2009.



Larry explains how much he appreciates loyalty and commitment as Rafael Gonzalez celebrates his 25th anniversary in September 2009.



Larry Rauch congratulates Danny Hinojosa as he celebrates 25 years of service to LA Cold.



Marlo Acosta celebrated her 20th year with LACS late in 2009 and is planning her Twenty-Plus Club party for March 3rd, 2010.

Maria Solis joins the CSR team

The LA Cold Main Office was real pleased to welcome Maria Solis to the Customer Service team after she proved herself to be a very valuable temporary employee. Initially hired as a temp, Maria proved to be so valuable, we had no choice but to ask her to sign on as a regular.

Maria, who previously worked at a concrete company is a "solid" worker, who "pours" herself into every job and is quick to "cement" herself to important tasks.

Maria comes from a "bedrock" of family members, with three brothers, two sisters, her daughter Emily, Mom and Dad, a dog, a rabbit and a fish. Maria calls herself a "Plain Jane" but if you ask us, she has a "high strength foundation" and we are glad she joined our team.



Maria Solis

MEDIC FIRST AID/CPR COURSE COMPLETED BY TEN EMPLOYEES

Ten employees from eight different departments at LA Cold graduated from the most recent Medic First Aid and CPR class. In addition to learning the most up to date procedures for performing Cardio Pulmonary Resuscitation (CPR), the graduates practiced emergency response to a fallen comrade, assessment and bandaging.

The graduates were: Larry Rauch, Thom Thomas, Sam Reyes, Renee Ross, Alicia Carrillo, Wesley Coop, Jorge Escutia, R.B. Bickley, Gio Palucho and Gilberto Camacho. All graduates automatically become members of the LACS Emergency Response Team. Thank you for volunteering and for sharing in the "LA Cold Cares" spirit!



Los Angeles Cold Storage Always Cold....Always Careful



Isis Samarin has a smile in her voice.

**SAFETY PAYS
BE SURE TO PLAY
YOUR BINGO
CARD!**

**SAM SAYS YOU CAN FORGET THE NURSE
IF YOU PRACTICE SAFETY FIRST!**

Isis Samarin, hmmm? Samarin, Samarin, where have I heard that name before? Here's a clue, Chris Samarin, LACS Chief Engineer agreed to lend us his daughter for a few months. Jumping at the chance, we put Isis right to work on the LA Cold switchboard. Isis Samarin is the friendly voice you hear when you call in, and she's that friendly smile you see when you walk into our lobby.

In addition to receptionist duties, Isis is also responsible for processing and scanning all LACS warehouse documents and she helps with multiple customer service duties.

Isis is a home schooled graduate of Oak Knoll Alternative School in Glendora and in her spare time she enjoys literature and hanging with the family.

Gee...I wonder if Chris has anymore kids like Isis we could borrow?

Los Angeles Cold Storage is a proud member:



"...serving the global food industry."



The Rauch Report

Larry Rauch, President-LACS

This edition of the Cool News is timely because it gives me the opportunity to look back at 2009 and also look forward to 2010. It will not come as a surprise that 2009 was a challenging year for the economy, not only for the United States, but for the rest of the world as well. A weak dollar, high unemployment and difficult credit conditions along with a variety of other factors encouraged our customers to act very conservatively.

Throughout the economy, food service inventories shrank and restaurants suffered as consumers began to save and were less inclined to spend on dining out. Fortunately, even with money being cheap (have you checked what your savings account is paying lately?) inflation stayed in check and there was actually deflation (lower prices) in some segments of the economy.

The term "The Great Recession" has been used to describe the last 12 to 24 months. The good news is that better times are coming, although it will take some time. The stock market had a very good year and is considered a leading indicator of the economy in general. This is particularly good as it has helped our pension and other retirement plans recover. Those employees who participate in the 401k plan are certainly happier. Reports from companies that have reported their earnings show some cautious optimism and thankfully, the Christmas buying season was not nearly as dismal as expected. In other words, those little green shoots that the economist's are talking about seem to be real and are growing.

I am optimistic that 2010 will be an improvement over last year and I believe 2011 will continue to grow as our economy improves. Make no mistake about it, we have a long way to go, but as the economy stabilizes and people feel more confident, business will improve. Americans are an entrepreneurial group and we like to consume. If given a reason to be optimistic, I believe we will look for ways to start doing positive things.

However, the one thing we really need is for our government to work together to tackle our problems. Both at the state and federal level, we need the Republicans and the Democrats to put party politics aside and focus on what is good for all Americans. Unemployment, healthcare, and financial reform are just a few of the issues that must be addressed if we are to have a positive, stable economy. We need our representatives to join together and find ways to address the issues. It will take compromise, but that's what politics is all about, and we, the people deserve their attention to our needs.

Here at LA Cold during 2009 we welcomed 66 new customers and we continue to work on expanding our customer base. In 2010, we will actively invest to upgrade and improve our operations. We are already planning additional investments in our physical facilities with improvements to freezer doors, roofs, refrigeration systems and warehouse security scheduled. We will also continue to invest in our support systems such as warehouse management software and hardware upgrades. And most importantly, we will continue to invest in our employees with training and education opportunities. For example, many of our Operating Engineers are attending RETA certification classes and Sub Foreman Alex Vargas just returned from the WFLO Institute in Atlanta. We have interesting times ahead. These efforts and more will keep us strong and prepared for a brighter future.



Do you have customer service attributes?

More importantly, do you have the attributes that supports *excellent* customer service? You're not sure? Then let's first review the definition of the word "attribute". **Attribute (a.trib'ute) is a inherent quality or character.** So I will ask the question again, but a little differently. Do you think you have the inherent quality or the character to be a provider of excellent customer service?

We think you do, if we didn't, you probably won't be working for Los Angeles Cold Storage. None the less, let's review some of these important personal qualities (attributes) you should have while working for LA Cold and then I will ask the "big" question once again.

Are you a courteous person? Do you respond to our customers in a way that demonstrates care and respect? Do you show concern when a customer or driver is delayed and look to help resolve the delay?

Do you have the right attitude? Our customers' most basic expectation is to be treated with respect while we perform our job. A good attitude also means performing your tasks error free, accurately and promptly.

Are you knowledgeable and take pride in your job? You should take pride in your skills and set personal goals that includes a high standard of excellent customer service.

Does our appearance reflect professionalism? As the appearance of our facility represents our organization, so does your personal grooming. Does your appearance reflect respect for our customers? We must remember to present ourselves in a manner that exceeds our customers expectations, take pride in our facility, and do our part to maintain a professional appearance while keeping a litter-free, safe work place.

Do you realize that communicating is another word for understanding? We must listen to our customers in order to fully understand their needs. Our communication with customers should be delivered with clarity and care. We must avoid confusing customers and we should use terminology they can easily understand. This applies to greetings, introductions, telephone etiquette, giving directions, information and when helping educate our customers in company policy.

Do you have a sense of ownership? Every employee should feel a sense of ownership toward their job. We should take pride in what we do, be responsible for the outcome of our efforts and you should recognize your hard work is a positive reflection of yourself.

Have you made a commitment to your co-workers? We are linked by a common purpose, to serve our customers. Our co-workers are our teammates and they deserve our respect. Without our co-workers contributions, none of us would have our jobs. Just as you rely on your co-worker, they rely upon you, remember we have an obligation to each other.

So what do you think? Do you have the right "attributes" for the job? Do you have the right quality and character for a career at Los Angeles Cold Storage? If so, then be proud and put your commitment to excellent service on display, every hour, every day and with every customer.