



WHAT'S BREWING

A BOYD COFFEE COMPANY PUBLICATION

VOLUME 7

ISSUE 47

NOVEMBER 22, 1991

AUTOMATED WAREHOUSE SYSTEM COMING

Boyd's will have a state-of-the-art automated distribution and materials management system in place by next Spring. A 5,604 square foot mezzanine containing an automated batch-pick carousel and conveyor system and 360 square feet of additional office space will be built over the existing loading docks. Bill DeWitt says the new system will, "maximize the use of the current warehouse facility and eliminate the immediate need for building expansion." It also allows flexibility for future growth.

Remodelling will start at the beginning of the year. The existing rack structures will remain as they are now except that the shelves will be at different levels to accommodate various pallet sizes. A

warehouse slot management system (computer network) with radio frequency (RF) communications will manage all items in the warehouse. It will assign inventory locations, and track those locations, quantities, and dates of receipt. The use of RF handheld terminals to pick orders will organize orders to provide the most efficient (and paper-free) means of picking, eliminate the use of printed lists, allow add-on orders after computer release time, provide immediate inventory updates as items are picked, and allow workers to perform a finished product cycle count as they travel through the warehouse pulling orders. The easily expandable system also provides management reports.

The additional space will produce increases in productivity, accuracy, and efficiency. It will be possible to batch five or more orders at one time. One order filler, instead of as many as 10, will pick all single unit items. A conveyor belt will move those items from the mezzanine to ground level (case items will still be stored in the current warehouse space). The computer program will tell the employee where a product is located. Computer directed picking and packing will almost eliminate errors. Time sensitive paper handling and checking will be eliminated, and the storage area needed for unit pick items will be halved, resulting in less travel time to pull each order. The order of picking, directed by the computer, will move from heavy, non-crushable items to medium to light weight items, and like-sized cartons will be combined in groups when it's conducive to weight requirements. Safety conditions will also be improved.

Bill says, "I think there will be even more gains out of the system than we anticipate." ■

SUPER SALESMAN, LADD BRADY

Ladd Brady has been promoted from Today Foods Sales Rep to Pacific Northwest National Accounts Sales Executive. Ladd will serve as a "super salesman" for Washington, Oregon, and Canada (where he's been working with Total Beverage Systems, Boyd's Canadian distributor). He joins Ren Brunatti, Frank



Ladd as, "A great coffee solicitor who loves the coffee business, and loves to sell coffee."

Ladd will celebrate his thirty-third anniversary with Boyd's December 5. He started as a route salesman in Salt Lake City with Cook Tea & Coffee, and then moved to Pocatello, Idaho for five years before returning to Salt

Lake City. Pete says that Ladd has such an excellent following of customers that the people he served in Utah and Idaho remember him from way back and still talk about him. Pete recalls that Ladd had many amusing misadventures. Several involved a Great Dane named "Stormy" who caused Ladd many problems at the El Bambi truck stop. Stormy

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Coronado, and Wayne Sillineri on the National Accounts team. Ladd will be called in to assist with some of the bigger and tougher sales. Ladd will also have some training responsibilities with our newer reps, and will work closely with the RMs. His former manager, Steve O'Brien said, "His leadership qualities and intimate knowledge of accounts in the Pacific Northwest will assure his future success." Pete Richards describes

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SUPER SALESMAN, LADD BRADY

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once broke a gallon jar of mayonnaise, and ultimately consumed all of it. Ladd can probably tell you some other horror stories about the dog. Ladd once picked up a hitchhiker who was wearing nothing but an overcoat. The hitchhiker told Ladd a convincing "sob story." When Ladd pulled into a truck stop, they warned him to watch out for a man who had recently escaped from prison. Ladd also had a penchant for losing his hand truck. Eventually, he painted a picture of one to put in his truck.

Ladd relocated to the Pacific Northwest in 1975 to become a District Manager in the Seattle-Tacoma area. A highlight of his career occurred the following year when he was promoted to Regional Manager in Spokane. In 1980, he went

back to the Seattle area to serve as the RM for Region II. Ladd says nothing has been more fun than watching people he's had a chance to help progress



through the ranks. Although pressed to come up with any particular account he's proud of bringing to Boyds, Ladd mentioned the restaurant on top of the Space Needle in Seattle as a highlight.

In his new capacity, Ladd will keep his home in Seattle. He is married with five children. Ladd enjoys piloting airplanes, although he just sold his own airplane. He also likes golf, skiing, and mountain climbing, and is planning to climb Mt. Rainier again.

As a member of the Washington State Restaurant Association, Ladd has made numerous invaluable contacts. Steve O'Brien noted, "Washington restaurateurs look to Ladd for answers to their questions about coffee. Ladd says, 'I'm excited to come back to selling coffee again.' He's also looking forward to working closely with Pete Richards again. Pete said Ladd earned the promotion by his expert handling of customers, and the outstanding public relations job he does for Boyds. Ladd rarely loses a customer. ■

BOYDS BENSON STORE OPENS

The new Boyd Coffee Store at the Benson Hotel in Portland opened as scheduled November 12. The "official" opening was Friday, November 15. Kathryn Whitaker, Director of Stores, said they had the opportunity to work out the "bugs," and complete most of the decorating in between.

David Boyd said, "This unique, non-traditional location, in one of Portland's premier hotels, offers us the opportunity to make out-of-town guests and local customers alike feel right at home with the best gourmet and specialty coffees anywhere. Here in the Northwest, the



Benson and great Boyds coffee are both synonymous with warmth and hospitality."

The 78 year-old Benson Hotel was recently restored. When it opened, the Benson was considered the most luxurious hotel in the city. The \$17 million

dollar restoration project brings back the elegant atmosphere of the early 20th century. With 290 rooms, two restaurants, and meeting facilities, the hotel will host many potential customers for our new store.

Friday's grand opening went very well. We gave out free Boyds ceramic mugs (with rubber bases) to the first 350 customers, and the mugs were gone by 9:12; a little over three hours after the



store opened. After the supply of mugs ran out, we dispensed free drink coupons, so no one was disappointed. Kathryn reports that the day's sales exceeded a typical day at our Seattle or Pioneer Place stores. On a couple of occasions, the fast-moving line of customers was too long to fit in the store.

Customers expressed their pleasure that Boyds has a store in the Benson, and our hot chocolate received compliments. Kathryn says she expects the day after Thanksgiving to be another big day for the newest Boyd Coffee Store, as well as for our Pioneer Place store. ■

WITH SPICE IT'S TWICE AS NICE

This week's spice article has been postponed to accommodate a greater than usual volume of timely news.

NEW COFFEE PRICE PAGES

New coffee price pages will be mailed to you the week of November 25. Prices for Gourmet Medallion, Cascade, and Decaf will remain the same. Some of our gourmet coffees, and all of our flavored coffees will have new prices. There will be an equal mix of increases and decreases.

Flavored coffees are going up in price because of increased costs for flavoring agents. Other changes reflect changes in our actual costs for the individual coffees (for both varietals and blends).

One-pound hand-packs are being removed from the price pages. Evaluate other coffees in our product line that you can convert to a similar blend, variety, or

roast. If it's appropriate for the account, substitute whole bean coffee, and lend a grinder. Otherwise, you can sell portion packs or set up the account on mail order, which may be more appropriate for very small accounts. A new mail order list will be sent to you in December.

Boyd's offers 50 of the best gourmet blends you can get. They are available in numerous pack sizes. Please promote them whenever possible. ■

HOT BEVERAGE SALES LEADERS

These Reps are the sales leaders in each region after the first two weeks of the Fall Hot Beverage Promotion:

Region	Rep	SA	Sales
I	Mike Olson	78	\$5,275
II	Jim Pingel	48	3,843
III	Jerry Ritsema	3	5,439
IV	Marty Smit	61	2,984
V	Steve Peterson	103	1,618
VI	Tony Cevalco	102	1,545
VII	Brian Rendon	88	8,487
VIII	Craig Christopherson	79	9,228
IX	Glenn Foley	87	4,192
X	Russ Oestereich	138	80

New leaders emerged in Regions III, IV, V, and X. Your name could be on this list next week. ■

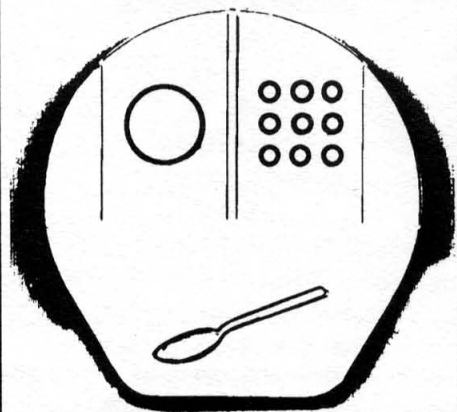


401(k) PLAN CHANGES

The deadline for making changes to your 401(k) plan investment option for the next quarter is Monday, December 16. You can only make these changes prior to each calendar quarter. New employees become eligible for the profit sharing plan after one year of service. If you wish to change your investment directive, Marcy Beasley (ext. 294) will provide the appropriate form. ■

NEW LIDS

One-pound metal spice cans will have new lids. It will no longer be neces-



sary to puncture a hole in the lid. You can open the lid to either the "pour spout" or the "sprinkle spout." ■

CLASS "SPARKS" INTEREST

contributed by Dennis Seely

On Wednesday, November 11, 30 Equipment Department employees attended an after-hours class on basic electricity taught by Dean Samp. This was the first in a series of classes to upgrade necessary job skills for veteran employees, and increase the knowledge base of newer employees to build their skills for future job openings. I was particularly impressed by the number of people who volunteered their own time to attend the class, and would like to thank them for their interest. ■

CUSTOMER SERVICE TIPS

These are some of Jennie Murphy's top ten customer service tips:

- Realize that a customer is the most important person on the premises. Treating customers well is everybody's job.
- Welcome criticism. The complaining customer can be won back. Upset customers who do not complain are generally through doing business with you.
- Under-promise and over-deliver. Give your customer more than is expected.

Jennie Murphy is a Customer Service instructor at Salt Lake City Community College. ■

BOYDS SUES BOYERS

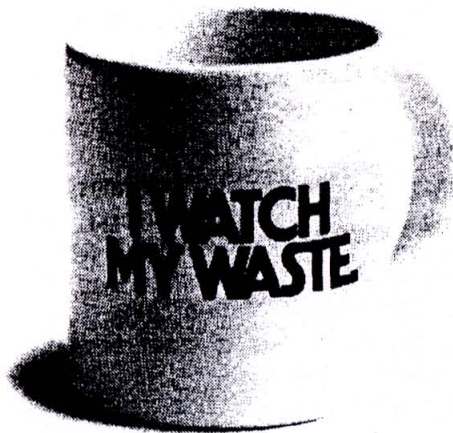
Friday, November 15, Boyd Coffee Company filed suit in federal court to permanently restrain the Denver-based Boyer coffee companies from using the Boyer name.

Boyd's has sold products using our name since 1903. The Denver company uses the names "Boyer International," "Boyer Gourmet Products," "Boyer Coffee," "Boyer Bros.," and "Boyers." Boyd's suit charges that the use of the "Boyer" name and their other trade names is trademark infringement, and "causes the like-

lihood of confusion, deception, and mistake."

About one year ago, Boyd's initiated action through the U.S. Patent and Trademark office to revoke Boyers trademark registration. Boyers has not yet responded to the Patent and Trademark office's cancellation notice. The current lawsuit in federal court is a separate legal action.

The legal action was reported in the Saturday, November 16 *Denver Post*. ■



WHITE PAPER

Now that Boyds has an office paper recycling program for white paper, inserts to *What's Brewing* will be printed on white paper whenever possible. *What's Brewing* is printed on Medallion (what else?) recycled paper, and can also be recycled. Our regular Boyds letterhead is printed on recycled paper with 50% recovered fibers content. Although both papers are made from partially recycled material, they meet Environmental Protection Agency requirements for being called "recycled."

If you work in the Portland plant, and don't wish to save your newsletter or insert, please toss them into one of the recycling barrels. ♻️

HOLIDAY SHIPPING SCHEDULE

All orders must be received in time to be released from the computer one day early from now through the day after Thanksgiving. Please use any method necessary to help the Shipping Department meet this schedule. ♻️

"COFFEE GURU" TURNS 60



Ron was serenaded by "Fatima." (Left)

Fatima gave Ron the one thing she

said he's always wanted: a nice pair of balloons. Later she danced with Ron, and was impressed with his wiggle. He may be 60, but Ron has only 11% body fat.



BIRTHDAYS

Dorathy DeWitt	11/27
Bobbe Brown	11/28
Peter Winning	11/28
Earline Normand	11/30
Glenn Foley	11/30
Mike Bailey	12/1
Larry Winkler	12/2
Sandy Couture	12/2
Kieth Kaber	12/3



Boyds retiree Veda Younger had a hole-in-one at the Heron Lakes golf course Monday, November 11. The former Secretary-Treasurer hit a 100-yard shot with a 6-iron.



THE SEARCH IS ON

If you are interested in one of the following positions, please contact Dianne Burt-Green.

PORTLAND PLANT

Inventory/Route Auditor
Transport Driver (temporary)
Purchasing Assistant

REGIONAL MANAGER

Region IV (San Francisco Bay area)
Region V (Anaheim)

DISTRICT MANAGER

Phoenix

SALES AREA REP

Austin, TX

SALES REPS

Salt Lake City
Tacoma

OCS ACCOUNT EXECUTIVE
Boise, Denver, or Salt Lake City

BOYD COFFEE STORES

Sales Associates- Portland
(full- and part-time)
Sales Associate- Seattle
(part-time)

JOB HOT LINE
669-5408

ANNIVERSARIES

NAME	POSITION	DATE	YEARS
Jim Van Wormer	Service Technician	11/27	2
Neva Brekke	Executive Secretary	11/28	3
Doug Schneider	OCS District Manager, Portland	11/29	9
Jeff Henry	Shipping & Receiving	12/1	8
Jim Mosteller	Component Assembly	12/1	5
Gary Bruchmiller	Maintenance	12/2	6
Dave Hamilton	Component Assembly	12/3	1
Joe McDonald	Component Assembly	12/3	1