

the Loading Zone

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Fall Issue 2007

A quarterly publication of the latest news in load securement solutions and transportation protection products, spiced with some tidbits of life!

Chairman of the Cardboard

Jim Sewell, jimsewell@sunrisemfg.com, CEO, Sunrise Mfg. Inc.®



Jim Sewell

A little history about our Featured Product in the issue—TY-GARD®...

I met Dave Blatt, the founding owner of Walnut Industries in the mid-60's when he approached my then employer and me, to test Avi-Gard®, a load restraint product. Tests were not successful and the product was never approved. Many years later, in 1985, I was meeting with John Stricklin, VP of Southern

Pacific Railroad and a good friend, discussing restraint products, and he mentioned a product called TY-GARD®, manufactured by Walnut Industries and approved by the AAR. A "small world" moment. I traveled to Philadelphia and met with Dave Blatt. With a handshake for an agreement and guarantee, Sunrise MFG became the West Coast preferred vendor for Walnut Industries product, TY-GARD®.

TY-GARD® was and still is the best load restraint system. Its'

origin was in the Texas and Louisiana chemical industry—under the sharp eye of Wayne Vick. It was the only method that was approved for TOFC (trailer on a flat car), Hazardous Material and Bureau of Explosives shipping. Today, piggyback loading—a partial layer of products in multiple tier loading, is the most common method used. I might mention that TY-GARD® was AAR approved when the AAR slam tests were more severe, (4-6-8mph and 8 reverse) than they are today, (4-6-6mph and 6 reverse).

The shipping industry owes a great deal to folks like Dave Blatt, Harry Sykes and Wayne Vick for bringing this successful product to market. Now, 23 years later, I am happy to report that Dave Blatt's grandson, Matthew Bullock, is at the helm of Walnut Industries continuing the success and traditions that Dave and Harry started many years ago.

TY-GARD®, a load restraint product you can count on!

Employee Spotlight - Scott Reid, Sunrise MFG®, California

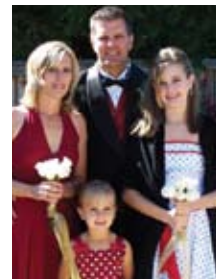
I am a native Californian and graduated from Sacramento State University in 1989 with a Business and Communications degree. I was fortunate to meet my wife, Andrea, in 1985 and we married in 1988. Our life has been blessed with two lovely daughters, Taylor, just starting her first year of high school, and Danielle, in second grade. We are very involved in all their school and sports activities and "Life Is Good"! My way of relaxing is to play golf with friends and for charities, and just have fun. I hit my first hole-in-one this past August 31st!

Through a mutual friend, I met Jim Sewell in 1993 and applied for an opening at Sunrise MFG®. I began as a customer service representative and then moved into inside sales. I am a motivated and ambitious person and worked to learn all facets of all the positions-inventory, job costing, purchasing, production and sales so that I could assist other employees with various projects—from the Shop floor to the Corporate office. I also advanced my educa-

tion and earned a Master of Arts degree in Organizational Management in 2002.

January 2, 2007, I became VP of Operations. It is an exciting new challenge for me. One of the top goals that I set for myself at Sunrise is to maintain positive relationships with everyone that I work with. At Sunrise, we take pride in practicing the "Golden Rule".

I consider the staff at Sunrise and many of the customers and vendors as second family. As I start my 15th year at Sunrise, I am thankful for the opportunities I've had to grow professionally and personally, working for a company that I love and respect.



Scott Reid & Family





Industry Meeting News and Notes

Association of Independent Corrugated Converters (AICC) Meeting Highlights

Minneapolis, Minnesota, October 2007

Tom Peters, who wrote the renowned book, In Search of Excellence, informed and entertained the meeting attendees with a 2 hour presentation entitled Excellence Always! Following, are some excerpts from his light-hearted, but profound speech.

- **The most successful are the ones most responsive to change.**
- **Don't be more frightened of losing, than anxious to win!**
- **The problem is not how to get new innovative thoughts into your mind, but how to get the old ones out.**
- **If cost cutting is your goal, it's a death spiral. It's got to be about revenue growth. Be top-line driven.**
- **Over invest in people and facilities.**
- **Herb Kelleher, Southwest Airlines: "A strategic plan is called doing things! Act from day one versus planning on how to plan."**
- **Sam Walton's secret from the start—be unafraid to fail. Reward excellent failures versus mediocre successes.**

- **Return on Investment in Relationships—the new ROI—is what it's all about.**
- **A 3 minute phone call could avoid a downward spiral in a relationship—you just can't be too busy to take the time needed and "emails" lack a personal touch.**
- **Bigger isn't always better—you can buy your way to growth; you cannot buy your way to greatness. (Jim Collins)**
- **Step #1: Buy a mirror...work on me first!**
- **HR: How you care about people is the differentiating HR factor for success.**

Tom Peters' Business Principles

Enthusiasm, Emotion, EXCELLENCE, Energy, Excitement, Service, Growth, Creativity, Imagination, Vitality, JOY, Surprise, Independence, Action, Spirit, Community, Value, Diversity, PROFIT, Innovation, Quality, Entrepreneurialism, Servant Leadership.

Motorcycles and More...

Harley-Davidson, a great company that did things right. "We sell the ability for a 53 year old accountant to dress in black leather, ride through small towns and have people be afraid of him". They make great motorcycles, and they fulfill dreams!

Association of American Railroads (AAR) Meeting Moments in Nashville, July, 2007



Jim and Matt Sewell of Sunrise MFG® with the sales force of Allegheny Industrial Associates.



Lori Funk on the golf course!



Jim Sewell, Cheryl Sewell and Rob Rice of CSX Transportation and this years AAR Meeting Chairman.

Next years meeting will be in Niagara Falls, NY in late July. Visit the AAR Website for full details. Hope to see you there!

Product Profile: TY-GARD 2000®

Lori Funk, Sunrise MFG®

TY-GARD 2000® freight restraint is not just an excellent method for restraining hazardous lading, but also can be used for many other shipping needs. TY-GARD® is a 15" banding/taping system that is approved by both the AAR (Association of American Railroads) and the Bureau of Explosives. It is truly the easiest and most efficient way to secure your placarded products. Because TY-GARD® is manufactured from the best raw materials and high tensile fibers, it will adhere to most surfaces. It works exceptionally well with poly-woven super sacks, drums of any kind, buckets, pails, any size bagged products and palletized loads. TY-GARD® offers more flexibility than other banding systems. It is not limited to lading anchors or e-track locations. In addition, TY-GARD® does not require much storage space.



The TY-GARD 2000® system consists of Pre-Bond, Ty-Patch and a tool kit for application. To install, simply determine your loading pattern and where you will be placing the system. Cut two strips of Pre-Bond and one strip of Ty-Patch per band, then follow installation instructions using the proper tools. TY-GARD® is often used in conjunction with dunnage products to secure loads. Please contact any of us listed in your area on the back of this newsletter. We would love to give you more information to determine if TY-GARD 2000® can be a load restraint successful solution for you!



Eight Ways to Get More Hours Into Your Day—Up to 7!!!

1. Handle things once (saves 15 - 20 minutes). When it comes to e-mail, voice mail and paperwork, take instant action—ie., read, answer, delete, print, file—so you don't have to come back to it. The accumulated time saved can add up to 10 hours per month!!!

2. Don't watch or listen to the news first thing in the morning (30 minutes saved). Depressing or upsetting reports can distract you from efficiently accomplishing you're AM routine—getting ready for work, family functions, mentally preparing for the day etc.

Look for the next two suggestions next issue!

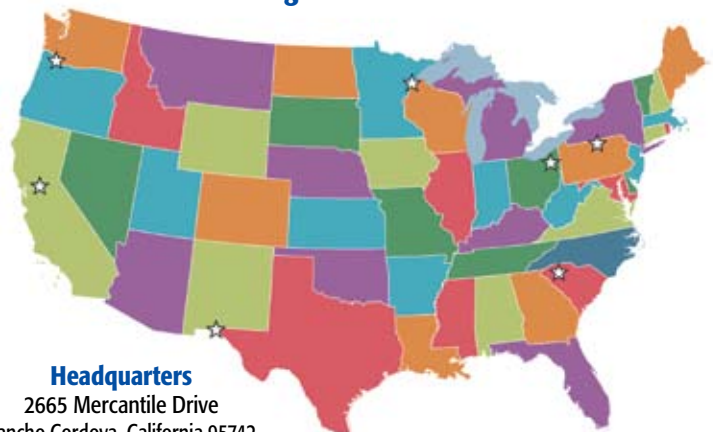
Celebrating 10 Years of Service!

Happy 10th Birthday to Sunrise Washington! Located in Vancouver, WA, just across the Columbia River from Portland, OR. Our Pacific Northwest location is celebrating their 10th anniversary as part of the Sunrise family of companies.

Dan Morey is our Plant Manager and has been with us since the first day. Congratulations to all of you in our Washington location!



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**Don't Let This Happen
To Your Products**

Words of Wisdom

“Finish every day and be done with it... You have done what you could; some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day; you shall begin it...serenely, and with too high a spirit to be cumbered with your old nonsense.”

– Ralph Waldo Emerson