

# the Loading Zone

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



Spring/Summer Issue 2008

## Chairman of the Cardboard

Jim Sewell, CEO, Sunrise MFG. Inc.®  
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Jim Sewell

### "WOOD-KOR" "WOOD-PAK"®

Adolph Coors Brewing Company, Norm Kool  
Golden, Colorado, 1970

If you've been a regular reader of this column you may have noticed that all of my stories about this industry are vintage. So am I! The following story will give you a glimpse of the origin of one of the Damage

Prevention Products that is still being used today.

Norm Kool, the Warehouse Manager at Coors Beer was surveying the Honeycomb Drop Fillers that we were furnishing them. Norm said that to prevent the 30 lb. Kegs of beer from slamming into the bottles and cans, it was also necessary to use a 4' x 8' x 1" sheet of plywood as a divider in their rail shipments to California.

Could we supply something to replace the plywood? Since we were in the cardboard business—not plywood, I returned to California, went to the "drawing board" and began experimenting with ways to make something that would work for Coors. I laid a 48" x 96" 200# deck sheet on the floor, with 3 evenly-spaced pieces of 1" x 4" lumber, and then placed expanded honeycomb between the slats. I glued a top sheet onto it and presto—the birth of WOOD-KOR Bulkheads. Coors Beer tested the new product, had good results and still use this product today.

The exciting part was that, not only did it work, but at half the price—\$8.00 for the bulkhead vs. \$16.00 for a sheet of plywood—1970's pricing, of course! The other bonus was that it was lighter in weight than plywood—and with women now on the loading dock—WOOD-KOR became a winner for everyone.

## Employee Spotlight - Teri Bradley, Sunrise MFG. Inc.®

My background starts with a family business...my Dad put my three brothers and me to work at the age of 5 picking up nails in the parking lot of his company! From there I worked my way into the office doing accounting and other administration jobs. When the time came to "leave the nest", I knew I would be the happiest working in a family business. In December 1990 when I read an advertisement in the Sacramento Bee for the Office Manager position for a small manufacturing firm...Sunrise became my work family.

I am the VP of Finance & Administration and have been at Sunrise for 17+ years. In 1990, I was the only office staff member for the Rancho Cordova facility. Today, our office team is responsible for 38 employees in California, and also performs accounting and administrative functions for our Washington and New Mexico locations. Whether it's by increasing staff or investing in production equipment or technology, the Sunrise philosophy has always been to provide employees the best tools to perform their jobs proficiently. Each day is filled with new challenges and business opportunities. We have a great team!

My father was my first mentor, teaching me morals, principles, respect and a strong work ethic. Jim Sewell became my second mentor, showing me firsthand how a company becomes successful through hard work, dedication, honesty and integrity.

My husband Shane and I married in 1981 and have two beautiful daughters, Shannon, 24 and Kristin, 23. I'm a native Californian and live a little out in the country where I love to garden and spend time outdoors. I am blessed with a wonderful "real" family and a wonderful "work" family!



Teri Bradley



# A POSITIVE ATTITUDE TOWARDS BUSINESS CHANGE

Frank Domino, Sunrise MFG. Inc.®, Los Angeles

The business sky is falling! The Wall Street Bears are clawing and the Bulls are snorting! Interest rates are down! Fuel costs are up! Does all this mean gloom and doom?? What it really means is CHANGE—the constant we can count on. In business, “change” is the response to business challenges. How we respond to change is as important as the change itself. Having a positive attitude or a negative attitude is the all-important difference.

Three “A” words should be remembered when you are facing a major change in your business:

**ACCEPT:** When business changes come knocking, (and they will), embrace and accept the challenge. Look for opportunity and not opposition.

**ADAPT:** Be constructive with ideas and assist in implementing the change. Be an encourager to others and a team player.

**ACQUIRE:** Add new skills to your inventory that will help the company with the change. Everyone has a measure of time, treasure and talents. Take some time; mix in some treasures, and invest both into the further development of talents!

A little boy was overheard talking to himself as he strutted through his backyard toting a baseball bat and ball, “I am the greatest hitter in the world!”. He tossed the ball in the air, swung hard and missed. Strike one. He repeated, “I am the greatest hitter in the world!”. Second toss, second strike. Undaunted, he repeated “I am the greatest hitter in the world!” He threw the ball in the air a third time, swung mightily, and missed the third time! He then cried out, “Wow! Strike 3! I am the greatest pitcher in the world!”

Now there’s a positive attitude!!



## Industry Meeting News and Notes



### Association of Independent Corrugated Converters (AICC)

Spring Meeting 2008, Palm Desert, CA

**Note Highlights:** Speaker- Steven J. Klinger,  
President & COO Smurfit-Stone

**Theme:** Attracting and Keeping Talented People

- Have a passion for what you do.
- Managers plan and budget; Leaders define the future and lead change.
- Consider your investment in talent as a key to your success; don't consider it an “expense” but an investment.
- Hunt for talent, don't just fill a position.

**Note Highlights:** Speaker- Harvey MacKay,  
President of MacKay Envelope Company

**Theme:** Problems, Concerns & Challenges-Sales

- More changes in business in the last 5 years than the previous 20.

- Sales Persistence is essential...call on an account until you die!
- Everyone is a salesperson in his company in some way—the TEAM!
- Relationships are everything—people won't care about what you know, until they know you CARE. Trust is essential to successful relationships.

### UPCOMING MEETINGS WE'LL BE ATTENDING. HOPE TO SEE YOU!

**WERC Annual Meeting,**  
May 5-7, Chicago

**American Frozen Food Institute,**  
Texas-Mexico Frozen Food Council Fiesta 2008  
May 15-17, Puerto Vallarta, Mexico

**Association of American Railroads (AAR),**  
Damage Prevention & Freight Claim Conference  
July 14-16, Niagara Falls, Ontario

## Product Profile: Stretch Film

Randy Freeman, Sunrise MFG. Inc.®

Stretch Film is a cost effective load containment alternative to strapping, banding or shrink wrapping. Over the past few years, and at the request of several long-term dunnage product customers, Sunrise MFG. became a distributor of both machine and hand applied stretch film. We currently offer a variety of products and a new generation of highly engineered, technologically advanced thin-gauged film, which is designed to compete against the heavier gauged conventional products. Both the hand wrap and machine films that we currently market, are engineered with a premium resin on state of the art equipment.

We offer hand wrap in many different gauges, with



45 gauge and 47 gauge being the most popular. This product has been successfully sold to replace the 70 and 80 gauge products. Our machine film performs on equipment that exceeds 300% pre-stretch. We have the ability to down-gauge against commodity films and offer equivalent or superior performance without sacrificing load containment. Our goal at Sunrise is to provide the utmost economic value along with top performance stretch film. We're in the business of damage prevention and effective loading solutions. Call our Stretch Film experts at Sunrise MFG. today for advice and a competitive quote.

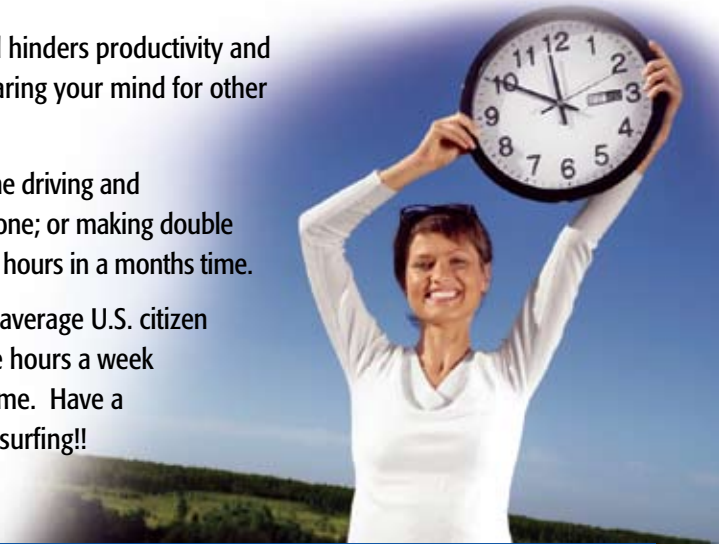
## Eight Ways to Get More Hours Into Your Day—(Continued)

**6. Write It Down:** Constantly cycling through a to-do list in your mind hinders productivity and creativity. On a pad or in a Blackberry, jot down what's got to be done, clearing your mind for other things and new ideas! Time savings—up to 60 minutes a day.

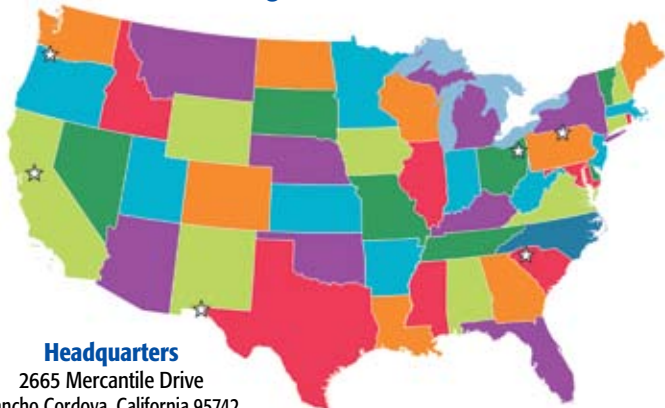
**7. Think "Half-Time":** Whether it's serious car-pooling, meaning less time driving and waiting; wearing a wireless headset—to be able to multi-task while on the phone; or making double batches of many things you cook—for future use, saved minutes can turn into hours in a months time.

**8. Monitor Time-Sapping Additions:** A recent survey found that the average U.S. citizen watched 3.2 hours of television a day. Reducing your television time by five hours a week adds up to 11 extra days a year! Internet surfing can also eat up valuable time. Have a timer by your monitor and decide how much time you want to use or lose, surfing!!

Each day is a gift. Use it wisely and joyfully!



### Manufacturing & Distribution Locations



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#### Protected by US and Canadian Patents

Diamond-Pak® Diamond-Corr® Diamond Corr® II  
Match-Book® Saddle-Pak® Saddle-Pak® II Wood Pak®

## Business Book Recommendations & "Snippet" Reviews:

**It's Not About Coffee: Leadership Principles From a Life at Starbucks**  
By Howard Behar with Janet Goldstein

Starbuck's philosophy—"It's all about the people—not the coffee! If you grow people, people grow your business. That's the No. 1 priority. At Starbucks, we're not in the coffee business serving people, we're in the people business serving coffee". It's easy to get caught up in the activities such as marketing, QC, R & D, Sales strategies and acquisitions rather than in the people whose passion, drive and purpose are essential to accomplishing those objectives. This strategy has helped keep Starbucks grounded on the people side of their business and great success has been the result.

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## Welcome Aboard!



*Mike Larsh*

### **Mike Larsh, General Manager, Sunrise Washington, Inc.**

Sunrise MFG Inc is fortunate to have Mike join our Staff in our Vancouver, Washington location. Mike brings many years of Sales, Plant and Management experience. "I am excited to join the Sunrise family. It's a refreshing change to be a part of such a fine and established organization". Mike and his wife of 25 years, Marti, have three adult children—Angie, Jodi and Brandon. Mike said that his three kids always have a project for "good ole Dad", though he loves it and keeps him energized.

Mike and his family enjoy boating in the San Juan Islands, dining with friends, and visiting the Saturday Market in Portland.

"I look forward to bringing some good changes to the Vancouver location. We have an excellent team and we plan to do great things here in the Pacific Northwest." Contact Mike at [mikel@sunrisemfg.com](mailto:mikel@sunrisemfg.com), or call him at 888-485-4085.

### **Karen Shannon, Customer Service Representative**

Karen Shannon recently joined our staff as a Customer Service Representative. Karen has spent many of her professional years in the travel industry and brings lots of experience working with customers to the table. Karen is the mother of 2 adult children—Melissa and Bobby, and loves sports of all kinds, sewing, camping and playing lots of Bingo! Karen's cheerful voice will often answer the phones at Sunrise MFG—so give us a call!



*Karen Shannon*