



Include: NewsPhoto 1: Caption: Julie Thomas, Vice President (left); Jeff Thomas, President of Priority Dispatch (center); and Dick Thomas, Founder (right)

## Priority Dispatch, Recipient of Family Business of the Year, Goering Center, University of Cincinnati

Priority Dispatch, a Cincinnati-based company with ties throughout the Mid-West, was recently honored as the Family Business of the Year, in the 25 — 74 year Division, by the Goering Center for Family and Private Business at the University of Cincinnati.

Jeff Thomas, Chairman and President, is the second-generation owner of Priority. Throughout Jeff's tenure as President, the company's growth has included multiple delivery centers and an updated business model. He attributes the Family Business of the Year Award to the company's continuous focus on achieving an unwavering standard of excellence in the courier and transportation industry. "By remaining committed to improving procedures, standardizing processes, and creating a quality Strategic Initiative, Priority has attained a successful second-generation transition," says Jeff.

The Goering Center at the University of Cincinnati is a leading educational and resource center for family and closely held businesses. This year's award was based on three best practices: Strategic Planning; Performance Management; and Development of Future Leaders. "People are anxious to have a relationship with a company who has a solid history and is one they can trust," according to Jeff. "When a customer commits to using Priority to deliver their product, they know they are buying me, and my values, and my commitment."

For almost 40 years, Priority, founded in 1973, has been recognized throughout the Mid-West as a leader in delivery and logistics services. Year after year, Priority has provided affordable, reliable solutions for businesses that require efficient and secure deliveries every time. Jeff and his sister Julie Thomas, Vice President, along with the rest of Priority's Executive Team have successfully developed a Strategic Plan to create the Priority360 Delivery Event Management System™. "Excellence is never an accident," adds Jeff, "it is always the result of high intention, determined effort and skilled execution."

Readers are encouraged to visit [www.prioritydispatch.com](http://www.prioritydispatch.com) to learn more about Priority360™ along with the bestowal of this prestigious award. **MCW**

## SDS Employee is Fitness Expert

### Senia Perez gets into top shape to get into the pro fitness circuit

Nearly every day after her shift as Accounts Receivable Coordinator at SDS, Senia Perez heads to the gym—where she works out for hours at a time. She is disciplined in what she eats morning, noon and night, and for years she has done this just for her own well being. Now, after prodding from other fitness enthusiasts, Ms. Perez is starting to compete. And while she has excelled on the amateur level, the stakes are getting a little higher. Starting this November, this up and coming athlete will be participating as an NPC Figure /Fitness competitor in several prestigious events along the East Coast. If she performs well in those events she may have an opportunity to be a competitor in the Musclemania & America World event in Las Vegas.

With enough strong outings she may qualify for her pro card. We all wish her the very best in her pursuit and congratulate her on the significant achievements she has already attained. **MCW**