

June 1, 2010

# Priority News

## Upcoming:

### June – Brand/Marketing

- Customer Touch Points  
Associates opinions count!

## Graduates:

- **Heather Collins** (daughter)  
Melanie Feerer  
Vandalia Butler H.S.  
Two Scholarship Awards!  
MVCTC/Adult Ed. LPN  
\$2000  
Dayton Right to Life –  
Elizabeth Yox Scholarship  
\$1000
- **John Tilton** (son)  
Ron Tilton  
Mercy Nursing School
- **Thomas Karnes** (son)  
Jason Karnes  
Horizon Science Academy

## Courier Enterprise Go Live Dates!

### PDI – PLG WMS June roll-out:

- Staples CMH, 6/22
- Louisville, Zip Express, 6/15
- Lexington, Prestige, 6/28
- Charleston, U.S. Cargo, 6/8

## Top of Mind:

### Service – Superior

Customer Service will be best achieved when we stay committed to two priorities: High Quality Performance & Personal Commitment.

### Efficiency – We will

continually strengthen our performance to ensure better execution.

### Growth -- We will maintain

steady, sustainable, profitable growth for our Customers & our Company.

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## Monthly Strategy Update!

Updated Strategic views for the Priority News....

Once a month, the Priority News will feature an up-to-date summary of each of the Strategic Drivers along with the sub-categories within the Delivery Event Management System™. The SRS Team hopes that this “strategy snapshot” strengthens our communication and brand recognition which all of us must build and sustain.... **EVERYTHING & EVERYONE COMMUNICATES!**

Priority’s Strategic Framework consists of seven drivers. Each driver has a Champion to oversee the implementation of our Growth Strategy. During the once-a-month Strategy Review Sessions (SRS) the Strategy Team, composed of Terry Holbert, Kathleen Grady, David Castator, Eric Chesson, John Detling, Robin Spivey, Jeff Thomas, Ann DeHaven, Dan Walter and Beth Dusha will discuss a roadmap of what has to be done, how the Strategic Drivers will interact and how to define the “Priority Way” of getting to finished.

### From the Strategy Review Session, held on May 28

**Superior Customer Service** – We are ready to launch the new Customer Satisfaction Survey. Key Account Managers (KAM’s) are developing action plans to achieve their targets. Relationship Managers have been assigned and ready to hit the field. (Terry Holbert, Champion)

**People & Knowledge Sharing** – Standardized IC Orientation Package developed by HR and IC Contract Coordinator teams will be launched this month! (Kathleen Grady, Champion)

**Delivery Event Management System™** -- All Champions and Sub-Champions are hard at work creating the MOP’s to support the Delivery Event Management System™ (DEMs). Great progress! (David Castator, Champion)

**-Critical Initiatives** – At this point, our focus has clearly shifted to Courier Enterprise. The coordination of individual requests has been challenging to prioritize. (Eric Chesson, DEMs Sub-Champion, Critical Initiatives & Technology)

**-Technology** -- Priority Dispatch has come a long way in the past year since DEM’s was first conceived. I’m excited for the full implementation of DEMs into our culture. (John Detling, DEMS Sub-Champion, Technology Advantage)

**-24/7 Customer Support** – Has started call monitoring throughout the Team. (Robin Spivey, DEMs Sub-Champion, 24/7)

**Sales** – We are currently analyzing current target markets and exploring new, emerging markets for sales growth. (Jeff Thomas, Champion)

**Brand & Marketing** – We are solidifying our marketing communication of DEMs and are getting anxious to take it to market. June Associate “Customer Touch Points” Survey – Customers form perceptions of Priority and its brand based on their experiences during Pre-Purchase, Purchase and Post-Purchase. What do we need to do to improve our image and bring powerful results? (Ann DeHaven, Champion)

**Operational Excellence** – In Ops Excellence, Champions will finalize the Key Process Inventory. These processes will bring DEMs to life! (Daniel Walter, Champion)

**Fiscal Control** – Continued progress with the Billing Efficiency project. Two locations (CMH & CLE) with approximately 25 hours per week saved, in total! (Beth Dusha, Champion)

Priority