

September 24, 2010

Priority News

Upcoming:

September - October
Brand/Marketing

- "What slice of the Priority PIE are you?"
 - Light Bulb moments!
 - Important experiences!
 - Customer service!

New Role

- Tim Voytko, CLE
Schedule Supervisor

CVG Chili Fest

- October 20 – Associate
cook-off competition!

Dean Hoffman

- The Priority family holds
Dean and his family in
their thoughts every
day. He continues to
amaze!

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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Priority Strategy Update!

Strategic Views for the Priority News....



Strategy Team Member Terry Holbert



Priscilla Scotland coordinates Share Point
For the Strategy Team



Strategy Team Member Dan Walter

Today's issue of the Priority News features an up-to-date summary of each of the seven Strategic Drivers along with the sub-categories within the Delivery Event Management System™. During the quarterly 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, discussed how the Strategic Drivers interact along with a roadmap of how to get to finished.

[Updates from the Quarterly Strategy Review Session, September 23, 2010. Next meeting is December 16.](#)

Superior Customer Service – Everyone in the company must maintain a high awareness that Priority is committed to Superior Customer Service. Our goal is to earn the customer's confidence and loyalty by building and providing personalized services to them. (Terry Holbert, Champion)

People & Knowledge Sharing – Contractor Coordinators and the HR team focus is on enhancing communication with the existing driver fleet. (Kathleen Grady, Champion)

Delivery Event Management System™ -- The internal DEMS™ process is still moving along. We are currently looking at new and exciting ways to make DEMS™ viewable to all Associates. More to come. (David Castator, Champion)

Critical Initiatives – Priority Associates participating in the Courier Enterprise TOL Project "go live" Planner include Mike Smith, Ron Healey, Dave Schimming, Chris Young, Aaron Carr, Kelly King, John Detling and myself. A great need has been met with the development of an updated line haul manifest structure. (Eric Chesson, DEMs Sub-Champion, Critical Initiatives & Technology)

Technology Advantage – Courier Enterprise will make a splash in Toledo when it "goes live" on December 1st! (John Detling, DEMS Sub-Champion, Technology Advantage)

24/7 Customer Support – Kelly King, our 24/7 Trainer/Lead is putting together monthly Power Point training tips to keep Dispatchers in the loop on how to go above and beyond the customer's requirements. (Robin Spivey, DEMS Sub-Champion, 24/7 Customer Support)

Sales – General Managers can now access Sales pipeline reports in Share Point. Thanks to Priscilla Scotland, Sales Managers can use the new filtering tools to better manage and track their sales deals. (Jeff Thomas, Champion)

Brand & Marketing – We are finding multiple ways to build our brand online through new website development. Our website is our welcome mat, and we'll be ready for customers to ring our digital front door bell. Partners in Excellence: September – October, Associates are being asked to speak to Core Values and positive experiences. Optimistic thoughts are on their mind! (Ann DeHaven, Champion)

Operational Excellence – The first round of MOP's has been created and is close to being finished. Specific details on roll-out plans are being developed. (Dan Walter, Champion)

Fiscal Control – The "Weekly Financial Forecast" report is now produced on a weekly basis and posted to Share Point. This provides local General Managers with more frequent updates to their performance against budget. (Beth Dusha, Champion)

Priority