

QAFI

Quality Air
Forwarding, Inc.

Quality Quotes

Volume 8 Fall Edition 2003



HARLEY-DAVIDSON® Celebrates *100 years of QUALITY*

Harley-Davidson Motor Company has come to mean many things to many people in the past 100 years. Most often, the first word that comes to mind is "QUALITY". In fact, just the way 'Kleenex' branded the facial tissue market or 'Volvo' set new standards for automobile safety, Harley-Davidson has set unprecedented standards at all levels of the American motoring industry. In the minds of most Americans, Harley-Davidson means quality; Harley-Davidson means success; Harley-Davidson is simply the best and *THE ONE* when it comes to motorcycling.

The Quality Air Forwarding team of employees is proud to be a part of what keeps Harley-Davidson on top. Our business partnership thrives on the same type of commitments to our customers. Harley-Davidson has committed to manufacture a premium product of significant value for their customers worldwide. Quality Air Forwarding, Inc. has committed to provide premium

service of significant value to the manufacturing process for all of Harley-Davidson's production and distribution facilities. Thus, a win-win partnership between two companies with very high business standards.

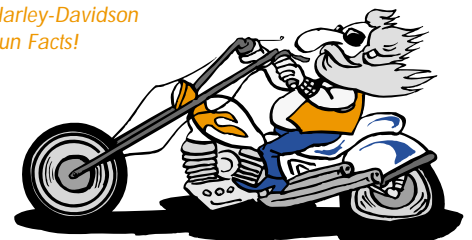
We, at Quality Air Forwarding, Inc. congratulate Harley-Davidson Motor Company for 100 years in business and appreciate the opportunity to work in "partnership" with all the logistics and transportation professionals at each plant.

A visit to the Harley-Davidson web site provides a hint of how extensive the company's commitment is to everything that is "Harley-Davidson". Looking at www.harley-davidson.com, one of the first things you see is a testament to the company's customer philosophy. It reads, "You can learn a lot about our motorcycle company by understanding our customers. By valuing and responding to our customers, we have

become the leader in the heavyweight motorcycle market." It further challenges you to read on to see "how we've grown, where we've grown and exactly who rides Harley-Davidson motorcycles. You may be surprised." After accepting their challenge, we learn that the average age of a Harley-Davidson rider is 45.6 years old, is 91% male and the average household income is \$78,300. Further, a rather astonishing statistic that most certainly contributes to the vaulting rise in Harley-Davidson worldwide sales is the fact that 28% of the 234,461 new motorcycles sold in 2001 were sold to new riders or those who haven't owned a motorcycle for at least five years!

As with most successful companies, Harley-Davidson is proud to publish the company's Mission statement. It reads: "We fulfill dreams through the experience of motorcycling, by providing to motorcyclists and to the general public an expanding line of motorcycles and branded products and services in selected market segments." How interesting that the company talks of 'fulfilling dreams' as a primary business motivation. However, since the company has delivered 17 consecutive years of record revenues and earnings, and in 2002, shareholders realized a five-year total return of 242%, most would agree that 'fulfilling dreams' at one level or another is indeed the business of Harley-Davidson.

See inside for more
Harley-Davidson
Fun Facts!



Quality News



Updates

FOCUS ON QAFI VARIETY OF SERVICES

Service Stories

by Sheila Richards



EDITOR'S NOTE: In our last publication of "Quality Quotes", we introduced you to QAFI's new Customer Service Manager, Sheila Richards. As a wonderful addition to our team, we are proud to bring you a new feature column written by Sheila where she will share her thoughts on what true Customer Service really means. We hope you will enjoy this reoccurring column and we look forward to your feedback.

In today's fast-paced competitive world, it is funny how many times we receive terrible customer service. People lose sight of how important excellent customer service is. I have worked in a customer service environment for 25 plus years. When the product that you have to sell is service and not a product, it's imperative that it is the best.

I experienced an example of excellent customer service just a few weeks ago. I asked my husband to call the auto dealer where I purchased my car and routinely have all of my service done. I asked him to make an appointment on Saturday to have an oil change, and for the appointment to be as early as possible. He called and told me my appointment was for 7:00 am. I arrived at 6:45 and all of the lights were out. I simply thought I arrived a little early. I saw an employee pull up around 6:55 and enter the building. I waited until 7:00 and walked over to the door. The hours on the door said Monday-Friday 7:00 am to 4:30 pm and Saturday 8:00 am to Noon. Immediately, I blamed my husband, thinking he gave me the wrong time! I sat in my car until about 7:50 when the service manager came over and motioned me to bring my car in. I stepped up to the counter to check in and before I could even say a word, the Service Manager immediately apologized for the mistake. He explained that they had a new person scheduling appointments and that they had scheduled mine as a weekday instead of the weekend. **He said that they would have my car done in 20 minutes and that there would be no charge. He was very sorry for the inconvenience.**

Now, I feel that this is the kind of customer service we should always receive! I will continue to take my car for service and I also wrote a letter acknowledging the positive actions of the Service Manager. Customer Service standards at Quality Air Forwarding, Inc. are VERY high. We all strive each and every day to make every customer realize how much we appreciate their business and hope that each expedited freight situation ends with an overall feeling of 100% Customer Satisfaction.

Sheila Richards
Customer Service Manager, Quality Air Forwarding, Inc.

WHAT'S HAPPENING INSIDE QAFI?

Lesa Bjorklund, QAFI's Accounting specialist, took advantage of the homecoming of the Navy ship USS Anzio and married FCSN Paul Cayer on June 18th. The story of how the two met is one right out of the movies—starting with the events of 9-11 and having the happy conclusion of a wonderful marriage ceremony under the mountain stars in Luray, VA. Lesa and Paul will start their life together as many military families—with some distance between them. Paul will remain on-board his ship until January 2005 and Lesa will rely on the same things used by military wives for generations: hopes, dreams, letters and the phone.

Meanwhile, on the other side of the office, QAFI's Air Cargo Express supervisor, Jeff Drotzur married Meredith Grote on August 1st. Jeff and Meredith exchanged vows in a beautiful garden ceremony attended by an intimate gathering of friends and family. This happy couple lives locally (close to our QAFI office!) and is really enjoying their first Milwaukee summer together as husband and wife.

Please join everyone at QAFI in wishing both of these new couples a wonderful future together!

QAFI EARNS ISO 9001-2000 RE-CERTIFICATION!

Following a recent audit on July 23, 2003 of our newly updated ISO (International Organization for Standardization) procedures, Quality Air Forwarding, Inc. is proud to announce that we have earned re-certification into this expanded and updated system of quality standards. In this fast paced world of technology, ISO also will become more technically advanced. Our new version will be a set of flow charts that can be easily managed on our computers. This process will be in place and operating by the first quarter of 2004. We at Quality Air Forwarding, Inc. take the ISO process very seriously. We would welcome any input our clients would have about ISO or ways for improvement within our organization.

Industry Clips

MIDWEST AIRLINES CONTINUES TO FLY AS THE PRIDE OF WISCONSIN

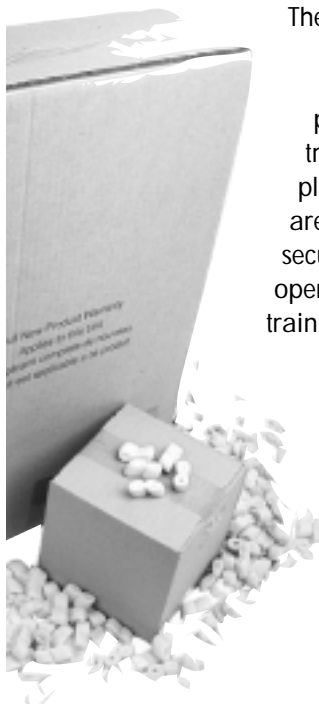
MILWAUKEE – Despite recent financial challenges within the airline industry, Midwest Airlines won't have to file for Chapter 11 financial protection and will continue to fly passengers and cargo with the care they have become well known for. Company officials said the airline got concessions from workers and agreements to reduce debt and lease payments on its airplanes. Midwest said that means it can move ahead with efforts to obtain new financing. The airline had sought \$600,000 in monthly savings from employees through a combination of wage reductions, work rule changes and productivity improvements.

Two pilots groups and the flight attendants' union approved packages of concessions in mid-July. The airline's mechanics and ground crew are not unionized. Midwest Airlines and subsidiary Midwest Connect serve a combined 37 cities with 280 flights each weekday and an average 8,000 daily passengers.

Quality Air Forwarding, Inc. is proud to remain as Midwest Airline's largest supplier of air cargo for the past five years. Please join us in continuing your support of this important Wisconsin based business.

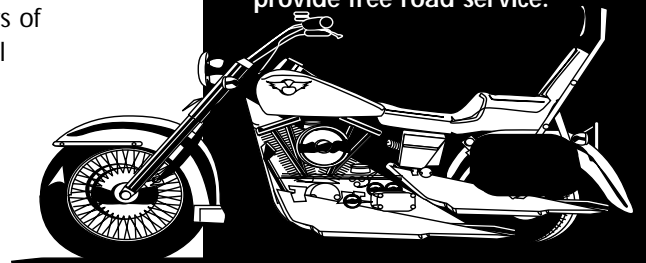
TSA WORKING ON AIR CARGO PROPOSALS

The Federal Transportation Security Administration is continuing their review of security issues surrounding the aviation industry. Included as an important part of their study is the 22% of all air cargo that travels on passenger aircraft as well as all-cargo planes not previously included in reports. Proposals are currently being analyzed to facilitate an approved security plan for all carriers regarding their facilities, operations, cargo and personnel. Background checks, training and identification cards for employees are a few of the recommended requirements. Another part of the plan would most likely involve a new program that would utilize a single database to be developed of all Known Shippers of cargo—not be separated by individual forwarder. As authorized by the TSA, Quality Air Forwarding, Inc. will continue to keep our customers updated on this important information as it becomes available.



"Interesting" Fun Facts about Harley's 100th Anniversary

- ◆ Factory tours, which give you a behind the scenes look at what it takes to make the American legend, will be available to all—for free!
- ◆ Tours of the Pabst Mansion are featuring a homage to another of Milwaukee's legends: BEER! "What'll Ya Have" is their exhibit displaying a century of change as told through beer advertising.
- ◆ Harley-Davidson riders will 'take over' Road America in Elkhart Lake. In fact, over 5000 Australian riders will stay at the grounds. Good 'day mates!
- ◆ EAA Adventure Museum in Oshkosh will feature rides and will showcase a Harley-Davidson-powered airplane.
- ◆ The Rider's Ranch at the Waukesha County Expo Center will add helicopter rides and a health spa to cater to their guests.
- ◆ If your Harley-Davidson has an unexpected breakdown in the Milwaukee area during the celebration, area dealers will provide free road service.



QUALITY AIR FORWARDING, INC.
 137 W. BODEN STREET
 P.O. BOX 370110
 MILWAUKEE, WISCONSIN 53237-0110
 (414) 294-3005 FAX (414) 294-3011



THANK YOU TO S.C. JOHNSON & SON, INC. TRANSPORTATION TEAM

Quality Air Forwarding, Inc. would like to thank Mr. Milt Morris, Director of Transportation, and the transportation team of S.C. Johnson & Son, Inc. for their continued support and 10+ years of partnership in business. We have been both honored and privileged to have received acknowledgement in the past and appreciate the opportunity to earn another award.

The recognition we have received from S.C. Johnson & Son, Inc. includes:

1994 & 1996
1998 & 1999

2000 , 2001 & 2002
2002

"Transportation Sales Person of the Year", Jim Cyganiak
 "Appreciation for the Continued Excellent Customer Service Provided to S.C. Johnson & Son and our Customers"
 "Expedited Carrier of the Year"
 "Outstanding Customer Service Support", Jason Martin

