

QAFI

Quality Air
Forwarding, Inc.

Quality Quotes

Volume 8 Winter Edition 2003

*Happy
Holidays*

from all of us at
Quality Air Forwarding, Inc.

Dear Valued Clients and Partners-

Where did 2003 go? As November 30, 2003 has passed, we celebrated our 11th Anniversary in business. Time has gone so quickly and we are thankful for the opportunity to service your TIME DEFINITE transportation business. I would like to thank you for your continued support and air express business. Without your support our growth would not be possible.

Speaking about growth, as I write this letter we await approval by the City of Milwaukee to expand our current facility to better serve your needs. We are also loading our new software (Air-Trak) to offer our clients a higher level of technology and communication. We will be updating everyone on these enhancements going into 2004. With these enhancements, we hope to build an even stronger "partnership" based on providing consistent on-time air express services.

I am thankful for your business, friendship and for your trust and confidence. I wish all of you the very best for the coming holiday season as well as a happy, healthy and prosperous 2004. Thank you for 11 years of service and I look forward to handling your TIME-DEFINITE transportation business for MANY more years to come!

Best Regards,

Jim Cyganiak

Jim Cyganiak
President



QAFI PLANS FACILITY EXPANSION:

Construction blueprints are currently pending approval by the City of Milwaukee that will expand the Quality Air Forwarding, Inc. home at 137 W. Boden Street to nearly double its current size during 2004. The facility remodeling will be extensive and will change virtually every aspect of the existing office to offer better service capabilities to our customers. In addition, current specialized warehousing capabilities will also be upgraded and space allocation to this type of service will be expanded by thousands of square feet. However, the construction details are being meticulously planned and QAFI customers will not realize the transition as it occurs. *Look for more details as they become available in our next 'Quality Quotes' newsletter.*

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Quality News



Updates

FOCUS ON QAFI VARIETY OF SERVICES



Customer Service Thoughts

by Sheila Richards



In today's fast paced world, so many of us forget the value of receiving really great customer service. During the holiday season it becomes even more apparent. In every customer service situation, whether face-to-face or on the phone, one of the basic things we Customer Service professionals try to remember, is something we all learned when we were very young... there's no substitution for "the golden rule". Follow this rule and you can create wonderful customer service. This philosophy, to me, means I greet the customer with a smile in person and on the phone. I try to always say please and thank you and ask how their day is going. I am a great believer that by always remembering to be kind and treat people with respect, the customer will keep coming back. RESPECT...a simple idea that has stood the test of time.

Happy Holidays to all!

Sheila Richards
Customer Service Manager

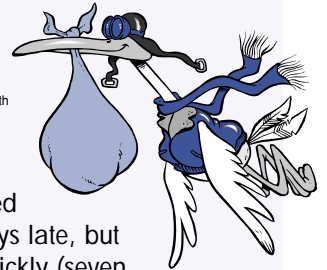


WHAT'S HAPPENING INSIDE QAFI?

Congratulations to

Jeff & Meredith Drotzur
on the birth
of their new son!

Born on the morning of December 5th (St. Nick's Day!), little Aiden arrived a couple days late, but relatively quickly (seven hours) once he decided that was the day!

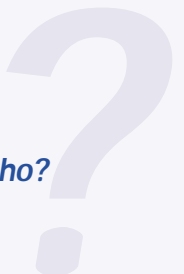


The new parents say they are adjusting to having a newborn in the house and admit that a full night's sleep is a "thing of the past...", but that the thrill of parenthood is worth it all.

Please join us in sending happy thoughts and best wishes to the Drotzur Family!

Watch for more "baby" news as QAFI will announce another birth in a few more months...

can you guess who?



QAFI is Proud to Introduce

RANDY SCHRAMM
Lead Dispatcher

Left: Randy with his "QAFI" ladies at the company Christmas Party, December 2003

It is our pleasure to introduce you to Randy Schramm, Lead Dispatcher for Quality Air Forwarding Inc.'s Air Cargo Express division. Randy actually has a long history with many of us at QAFI since Sales Manager Tammy Regner first met him over 20 years ago! After that first meeting, Jim Cyganiak came to know Randy as an excellent customer supporter of QAFI for many years while at NCL Graphic Specialties in Waukesha. Randy has always impressed everyone in our office with his attention to detail and that famous "he writes with a ruler!" penmanship. We had the good fortune of having a hiring opportunity with Randy after he returned to Wisconsin following a five year stay in San Jose, CA. We're glad he returned to Wisconsin to join us at QAFI and we hope you will also appreciate the type of 'can-do' attitude he conveys every day to our customers.

Industry Clips



INCREASED AIRLINE SECURITY MEASURES NOW A PART OF EVERYONE'S BUSINESS

As the heightened awareness of terrorist issues becomes an ever-increasing part of our every day lives, the Transportation Security Administration (TSA) issued a decree on November 18th citing specific new cargo security measures in effect for ALL air cargo shipments traveling on BOTH all-cargo and passenger aircraft. Although the details and wording of the governmental directive are both lengthy and somewhat confusing, the primary direction of the revised instructions is "required and random inspections" of shipments traveling on all types of aircraft. This is not to say "all" cargo is being screened, but rather, all cargo is subject to screening and increasing percentages of total cargo amounts will be required to be scrutinized.

This additional level of security is intended to compliment the procedures already put in place. The government already requires airlines to accept cargo only from 'Known Shippers' but had previously only been physically screening approximately 5% of the 2.8 million tons of air cargo shipped each year. Each airport is responsible for compliance within the current security guidelines and the local and regional TSA offices work closely with all levels business involved in the airline industry. An exception to the current standards is Boston's Logan Airport. On October 14th of this year, Logan became the first Airport in the country to electronically screen cargo for explosives as part of a test program. Logan is using a large X-ray screening machine that is able to scan truckloads of cargo at a time.

Per our recent conversation with Midwest Airlines cargo management based in Milwaukee, the Manager we spoke with stressed the importance of shippers and forwarders gaining new respect for the flight cut-off times. In other words, stricter adherence to freight lock-out times will be enforced; gone are the good-ol'days of running the cargo right from our van to the waiting airline luggage shuttle. In the end, again, a sacrifice for all of our increased flight security.



Guidelines for packaging your business shipments for air freight forwarding

Any and ALL air cargo is subject to a potential inspection by the TSA. Regardless of WHAT routing the shipper chooses, ALL air freight forwarders will have TSA Officials inspecting packages and skids to heighten the level of Homeland Security. The other primary thing to keep in mind is to package your business shipments with a healthy dose of common sense. Try to think ahead of what would happen if your shipment is selected for inspection. A few of our suggested guidelines are:

- Try to package ALL products with easy opening and re-packing in mind. In other words, the easiest type of packing materials will be air packs, formed foam, formed paper, etc. The worst types will be those such as shredded paper, styrofoam peanuts, etc. that would be messy and would not lend to easy re-packing.
- Do NOT place shipping address labels over any part of the package that would have to be cut or otherwise opened for security inspection. In other words, on a standard corrugated carton, don't put anything over the center line where the box top comes together. This will allow for a clean and simple slice through packaging tape in the event TSA officials wish to view carton contents.
- Make sure to place shipment product at least ONE INCH below the top of the carton to insure that the product does not come close to a box cutter that would be used by a TSA official to open and view contents of the carton.
- Wood crated products that would have formerly been simply nailed down should now have a more "removable" top. Possibilities here include a "hinged" top with clasp (best type) or even screws will be far better than nails. If a wood crate top has to be opened with pry bars, the more likely the shipment would be subject to delay and/or damage to the crate.

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



New AIR-TRAK System Soon to Go LIVE at QAFI!

As part of our on-going commitment to continuous improvement in efficiency and customer service, Quality Air Forwarding, Inc. is proud to announce the purchase of the AIR-TRAK™ Software System. AIR-TRAK™ is an industry leading, state-of-the-art software package designed specifically for our business.

In addition to many new internal capabilities, AIR-TRAK™ will provide our customers with new and improved internet capabilities including enhanced web based shipment entry, quotes, airbill and label printing, tracking, customized reporting, and data downloading.

Additionally, we will be able to offer automated delivery notifications via e-mail. Advanced EDI capability will allow our customers to transfer shipments electronically to our operations department from their own computer systems.

We are excited about our new technology and we will keep you posted as we move through the implementation process. We expect to have the new system operational by the end of the first quarter of 2004.

