

# Community News

## QAF Continues Support of Wisconsin Badger Football

After last year's highly successful season, Quality Air Forwarding has once again signed on as a Wisconsin Badger radio sponsor. QAF will air six 60-second radio spots during the game broadcast each week. The spots will air beginning with the pregame show and will continue throughout the day until the post game broadcast concludes. For those of you who would like to support the Wisconsin Badgers in person, ticket information is available at 608-262-7200. Otherwise, please tune in to Badger Football on your radio to hear all of the games on the following season schedule.

<b>1999</b>	
<b><u>WISCONSIN FOOTBALL SCHEDULE</u></b>	
<b>Sept. 4</b>	<b>Murray State at Camp</b>
<b>Randall</b>	
<b>Sept. 11</b>	<b>Ball State at Camp Randall</b>
<b>Sept. 18</b>	<b>At Cincinnati</b>
<b>Sept. 25</b>	<b>Michigan at Camp Randall</b>
<b>Oct. 2</b>	<b>At Ohio State</b>
<b>Oct. 9</b>	<b>At Minnesota</b>
<b>Oct. 16</b>	<b>Indiana at Camp Randall</b>
<b>Oct. 23</b>	<b>Michigan State</b>
	<b>at Camp Randall</b>
<b>Oct. 30</b>	<b>At Northwestern</b>
<b>Nov. 6</b>	<b>At Purdue</b>
<b>Nov. 13</b>	<b>Iowa at Camp Randall</b>

P.S. QAF also strongly supports our home state Green Bay Packers!! Enjoy your QAF / Packer game schedule magnets or posters that all QAF customers should have received from your sales representative.



### **QUALITY AIR FORWARDING INC.**

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## Quality Air Forwarding is Moving!!



### QAF MOVING TO NEW, LARGER FACILITY IN 4TH QUARTER '99

Quality Air Forwarding President Jim Cyganiak is happy to announce that a new, MUCH larger facility has been purchased and will be available for our use before the end of this business year. The new facility, located only    mile west of the airport terminal, marks the culmination of years of effort and growth by Quality Air Forwarding. Since our company's humble beginning in a small, non air-conditioned corner of an old truck terminal several years ago, this step again confirms that customers DO want exceptional service and WILL support a company that consistently provides personal accountability for a high level of service.

QAF's new facility includes over 3000 square feet of office space, 12,900 square feet of terminal floor space, both dock-high and drive up truck doors and sits on a

three-acre lot. Quite a step up from our first facility which was less than 1000 square feet of office and no terminal floor space! The new facility interior will be customized to suit our specific needs after we actually move in. We want to get a "feel" for the layout of the new building before making any final remodeling decisions. Regarding the terminal floor space, approximately    of the total space will be dedicated to 'staging' of high-speed shipping needs—sorting, labeling, etc. The remaining 6000 feet will be available to warehouse customer products that have "special" warehousing, handling or shipping needs.

Once again, we would like to thank our customers whose support has fueled tremendous growth by Quality Air Forwarding. With this new facility, we commit even better methods of handling your high-speed shipping needs. We look forward to showing our new facility to you in early 2000!

## New Programs Fall "Short"



### ARE YOU CONFUSED BY OTHER CARRIER'S "GUARANTEED" SERVICE PROGRAMS?

Don't feel alone if you, too, are confused by various "new" programs being sold by several large integrated carriers in the Milwaukee area. These programs are being marketed as a means for shippers to obtain a time-definite delivery on a specified day. We at Quality Air Forwarding would like to call this to your attention since providing a time-definite delivery on a specified day is what we ALWAYS have done!! These "new" programs seem to lead us to the question that if a shipper orders a next day delivery with a competitor and doesn't pay the additional cost for the "new" program, does this mean they don't really get next day delivery?!! If you still receive next day

delivery, then why are you expected to pay the additional costs to receive what you supposedly have already been getting? Interesting.....

Several of our customers have relayed nasty stories of experiencing the "new" programs and what the "guarantee" actually meant: a great deal of extra work for a somewhat minor reduction (NOT elimination) of charges. Although we have not studied each of our competitor's "promises", we would encourage you to read the fine print details of any of these new programs before spending the additional money involved. Quality Air Forwarding welcomes competition as a means to keeping shippers' services at a very high standard and we do not begrudge any competitor a new marketing campaign. However, we strongly encourage "et caveat emptor"-let the buyer beware.

# Quality News Updates

## ISO 9002: We Did It!

In late May, Quality Air Forwarding received our official ISO 9002 Certification Audit. After diligently working toward the ISO 9002 Certification goal for the past 6 months, QAF employees reported to work on May 25 with high levels of confidence, a healthy dose of nerves and dressed in their 'business best'.

For those of you who have never experienced an ISO audit, the process is somewhat similar to taking several years of college courses and then being tested on all of the details you learned in one giant final exam. If you pass the test, you then are "qualified" to receive your official degree at a graduation ceremony. The difference in obtaining ISO Certification is the "test" is two days long (in our case) and anything other than an A+ grade is considered unacceptable. Also, the test is not merely on knowledge, but more so on application of knowledge.

## Three Years in a Row!

We are proud to announce that the Metropolitan Milwaukee Association of Commerce has once again honored Quality Air Forwarding as a recipient of their prestigious "Future 50" award.

This marks the third year in a row that QAF has received this award and places us in the elite category of "Master Mettle" level by the MMAC. Once a company receives the

In other words, not only do you have to know what to do, you have to prove that you actually are performing all of the tasks precisely as specified.

The two primary 'textbooks' that were written by the employees of Quality Air Forwarding and reviewed by the official ISO Auditors were the Quality Assurance Manual and the Operations Procedures Manual. These two thick binders contain every detail pertinent to every aspect of how Quality Air Forwarding conducts business. Details included everything from how a shipment is handled from start to finish and every accounting and computer issue to the overall customer service philosophy of the company. Pledging the theme, "Partners in Transportation", Quality Air Forwarding has published the following Mission Statement:

"Quality Air Forwarding, Inc. commitment is to provide the most service-conscious cost-effective air freight transportation. We will accomplish this by dedicating ourselves to meeting our customers' needs with honesty and integrity with each shipment. Pledging our theme, 'Partners in Transportation', we aspire to be an extension

award for the third year in a row, that company is no longer considered eligible for "Future 50" since the implication is that you have "ARRIVED"!

We can't thank you, our customers and vendors, enough for all of the support you have given us. We realize that while awards are certainly nice, our true success lies in the value of the service we provide for you. No matter how many awards we would ever receive, our greatest challenge is to remain your favorite example of how a successful company operates.

The MMAC officially announced the 1999 Future 50 in the June 4th issue of the The Business Journal and will present Quality Air Forwarding our official award at their 1999 Awards Luncheon on September 30th.

of our clients business. Together we grow and prosper."



After the two days of intense interviewing of nearly every QAF employee, President Jim Cyganiak and ISO Quality Manager Sandy Hanke received notice that the Audit Team was processing an acceptance recommendation for Quality Air Forwarding to receive ISO 9002 Certification. QAF officially received our ISO 9002 Certificate on June 28, 1999.

To say we are thrilled is an understatement. Passing an ISO 9002 Audit means that Quality Air Forwarding becomes only the 2nd air freight company in the state of Wisconsin to achieve this superior level of service accomplishment. While some local competitors advertise ISO certification, the truth is that while their corporate or maybe a few other offices are certified, only ONE other air freight company has achieved ISO Certification in the ENTIRE STATE OF WISCONSIN! We are proud to offer this level of premium professionalism to you, our supporters, our customers.

Their annual survey celebrates the success of young companies in Milwaukee's



four-county area who have achieved outstanding records in employment and revenue growth. Combined, this year's Future 50 recipients employ over 2100 people and generate sales revenue of over \$400 million—quite a contribution to Wisconsin business on the whole.

We are proud to once again relay this wonderful news to you and look forward to continuing business at the high level of standards that originally earned us this distinction.

*Thank you for your continued support and air express business!*

# Industry News Clips

## -Midwest Express Expands Services-

### Dulles International

Both Midwest Express and US Airways has announced the addition of two daily direct flights between Milwaukee and Washington Dulles International Airport. Effective in early September, the flights will offer the first direct service from Milwaukee to this highly populated Mid-Atlantic area without flying into the often-congested city areas surrounding Washington's National (DCA) Airport. Dulles is located roughly 30 miles west of DCA in the far northeastern corner of Virginia. For those of you who may have experienced the frustration of travelling to Virginia or Maryland from the central city located National Airport, the addition of Dulles is a welcome change.

### Pittsburgh Cedar Rapids

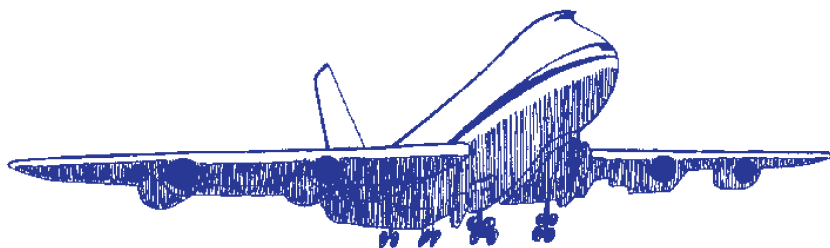
Midwest Express Airlines has announced that their regional subsidiary carrier, Skyway Airlines, will begin non-stop service from Milwaukee to Pittsburgh, PA beginning November 1st. Also, effective December 1st, Skyway will offer non-stop service to Cedar Rapids, IA. Skyway will use newly purchased and interior remodeled Fairchild 328J regional jets to service the four daily flights to Pittsburgh and six daily flights to Cedar Rapids. Although not quite as spacious as Midwest's renowned MD-80 jets, the new jets are significantly more comfortable for passengers than any other regional jets or turbo-props and will include most of the "pampered" in-flight services Midwest Express fliers have come to love.

### San Antonio, Texas

In keeping with Midwest Express's pledge of "Best Care in the Air", Milwaukee's hometown airline continues their growth commitment by adding two daily flights to and from San Antonio, TX. As a cargo destination, San Antonio is an important destination for Milwaukee shippers. The additional Midwest flights add two prime-time options to southern Texas and offer express cargo service within a few hours of two primary border crossings into Mexico. San Antonio is a mere 150 miles from the Laredo / Nuevo Laredo border entry. Even more importantly, San Antonio lies less than 240 miles from the heavily industrialized Maquilla-Doras located at the McAllen / Reynosa border entry.

As a passenger destination, for those of you that have never visited San Antonio's wonderful River Walk through their downtown, it is worth taking note. In fact, many of the plans that Milwaukee is using to develop our own downtown Riverwalk are strikingly similar to those found in San Antonio. The sidewalk café's, walkways dotted with flowering pots and tourist boats all convey a superbly relaxing visit. As for famous Texas margaritas, we'll leave that comparison up to you!

"definite value added service for heavy-weight freight customers." Dallas based Kitty Hawk, Inc., the world's largest non-integrated air freight carrier, announced the opening of the state-of-the-art Fort Wayne hub as necessary to the expansion of cargo services and Kitty Hawk's long term marketing plans. The next time your heavyweight cargo needs to FLY on a Friday night, call Quality Air Forwarding at 281-6090 or 1-800-237-6090.



### Expanded Cargo Service

#### EXPANDED FREIGHTER SERVICE 'NOW AVAILABLE FROM MILWAUKEE

Do your heavyweight cargo needs occasionally require Saturday delivery? Quality Air Forwarding is now able to offer our customers an expanded level of heavy-weight service departing Milwaukee on Friday nights. The all-cargo freighter service

allows those customers with shipments over 300# per piece to fly any size, any weight cargo for Saturday delivery across the U.S. Formerly known as American International Cargo, new ownership by Kitty Hawk Cargo has facilitated the opening of a new hub facility in Fort Wayne, IN. The new sort center will process air express shipments for next morning arrival at most major metropolitan airports. Kitty Hawk cited the expansion in services and facilities as a

