

# QAFI

Quality Air  
Forwarding, Inc.

# Quality Quotes

Volume 6 Summer Edition

Let Us Introduce You To:

## “THE QAFI WEEKEND CREW”

When Jim Cyganiak started Quality Air Forwarding, one of the primary things he wanted to do with the company was make sure every customer understood that we would be available to personally take your phone calls 24 hours each day, 365 days each year. This meant that the first QAFI employees had very little “down” time. However, thanks to customer support, we were able to start scheduling full-time weekend and holiday staffing after only five years in business! The weekend shift has now evolved into its own entity and continues to look for new and better ways to move your shipments every Saturday and Sunday.

The primary driving force is QAFI Weekend Manager, Tom Bell. A 26-year veteran of the transportation industry, Tom has managed the weekend shift for the past three years. One of the most interesting trends we have noticed since Tom took charge is he has developed an entirely new and different carrier operations schedule for weekend shipments. In simple terms, things just don't work the same on the weekends as they do on weekdays! Tom regularly gathers weekend names for company contacts and weekend carrier operating schedules that aren't published on carriers' “regular” schedules. Conveniently, this same information is the basis for Holiday operations as well.

Another of the more interesting things Tom has discovered is that “regular” phone numbers often don't get answered on the weekends. To this

end, each QAFI weekend staffer continually strives to obtain “inside line” phone numbers of carriers that are answered—often answered even if the carrier's terminal is ‘officially’ closed. Inside QAFI, we all chuckle about Tom's Roll-O-Dex of phone information as being a directory of his own personal ‘kingdom’, since no one else's listings look even remotely similar to his!

The second full-time operations person who works with Tom each Saturday is QAFI's Quality Manager, Jim Wenzlaff. Originally, Jim was scheduled each weekend to fill staffing requirements. However, he has stayed on the Saturday shift for other reasons as well. As our Quality Manager, one of Jim's responsibilities is to continually review all aspects of QAFI operating procedures. This very important task is required to maintain our ISO 9002 Certification and of course, also makes us a more operationally efficient and cost effective partner for each of our customers. One of the early challenges that was realized to performing this assignment was to try to find “blocks” of time during which the Quality Manager could completely focus their time exclusively on the review and ongoing revisions of operations procedures. Normal QAFI operations schedules would find all agents continually answering phone lines and squeezing paperwork duties in between phone work. However, “squeezing” efficiency evaluations between phone calls is an all-around bad idea that could only lead to half-baked thoughts and incomplete recommendations. To address the



Quality Manager, Jim Wenzlaff

need for dedicated “focus time”, Jim has found that late in the day each Saturday is one of our slower customer shipping times and offers the perfect opportunity for him to thoroughly review and study the past week's work. Again, another unexpected benefit of a regular full-time weekend schedule.

We would like to again thank our customers for your ongoing support of QAFI's weekend and holiday services. We will commit to always being there for you, 24 hours each day, weekends, weekdays and holidays. The next time you are enjoying a sunny Saturday afternoon in your hammock, think of those hard-workin' weekend guys down at QAFI.

*HATS OFF TO YOU GUYS!*

### CUSTOMER SATISFACTION SURVEY:

Enclosed as an insert to this newsletter you will find a short Customer Satisfaction Survey. We would sincerely appreciate both your time and your candor in returning this short report. We do not anticipate any further surveys; but rather, are attempting to confirm that we are remaining ‘on target’ with customer wants and needs as we manage our growth and future plans.

# Quality News



# Updates

## FEATURE DESTINATION ~EL PASO, TEXAS

### CARGO SERVICE FROM MILWAUKEE:

Kitty Hawk Cargo Freighter  
NO size or weight limitations.  
ETA: 6:50 a.m. daily

### NEXT FLIGHT OUT OPTIONS:

Several direct daily from Chicago, O'Hare  
Airlines: American, Delta, Southwest

El Paso, Texas: A place where two countries meet to create North America's largest metropolitan border community. This dynamic borderplex is the premier site for the flourishing international commerce that links NAFTA trade between the United States and Mexico. Together with Ciudad Juarez, its sister city across the border, El Paso has become a key player in revitalizing the area's economic picture.

El Paso is the home of the border's largest and newest passenger airline terminal and is emerging as the border's most centralized intermodal hub. A recent \$23 million investment in air cargo infrastructure culminated in the Butterfield Trail Air Cargo Center, which now includes a complex comprised of a 144,000-sq. ft. building, a 17-acre aircraft parking ramp, and over five miles of roadway which support the intermodal nature of the new center. These new facilities are centered in a future industrial park tailored to the "just one time" nature of US / Mexico trade.

Foreign Trade Zone #68, established in 1981, provides bottom-line duty savings for importers and exporters and has evolved as the lowest-cost and second highest volume general purpose FTZ in the United States. In addition to the duty savings, El Paso provides many other attractive business incentives such as: (1) No personal income tax in Texas; (2) Total energy costs in Texas rank among the lowest in the nation; (3) The average manufacturing wage in Texas is \$12.26 per hour versus the nationwide average of \$14.84.

## WHAT'S HAPPENING INSIDE QAFI

QAFI Operations Agent, Doug Dorava is *really* as blown over in his chair as he looks in this picture. However, it isn't the workload that has him 'reeling'; it's QAFI Administrative Assistant Nikki Schuster! Doug and Nikki recently announced their engagement to be married in summer 2002 and we are all thrilled for both of them. **CONGRATULATIONS!!**



### Check out our updated and improved Web Site at [WWW.QAFI.COM](http://WWW.QAFI.COM).

Quality Air Forwarding has undertaken a major revision of its website and is proud to offer you expanded and even interactive service options directly from the site. Save a phone call and request a quote on-line! Request a proof of delivery, create an airbill, set up a pick-up, find out more about QAFI, even listen to our jet 'Zooooom' across your screen. Please contact your QAFI sales and service person for additional information. Let us know what you think!

We hope you are enjoying the new direct mail marketing pieces that have been sent out over the past few weeks. "Stress-Guy" seemed to make everyone laugh. Next Flight Out, Charters, Weekends and No Surcharges: QAFI does it ALL for you!



In addition to the economic incentives offered by El Paso is the quality of life. The city has been named the third safest place to live in the United States, and it has a cost of living index well below the national average

*Source: Air Cargo World, April 2001 / World Trade Magazine, May 2001*

Quality Air Forwarding provides excellent air and ground handling for any high speed or special handling within the El Paso area. On your next critical air express movement to El Paso, TX, CALL Quality Air Forwarding, Inc.!

Look for next issue's Feature Destination as a new regular column in our newsletter. Is there a city you would like us to feature? Let us know!

E-mail: [tregner@qafi.com](mailto:tregner@qafi.com)

## KITTY HAWK EXPANDS CARGO FREIGHTER SYSTEM

In a show of strength, Kitty Hawk Cargo has added yet another destination to their daily all-cargo flight schedule. Effective Monday, April 23, 2001, nightly freighter service was re-established to Phoenix, AZ. Utilizing Kitty Hawk's Fort Wayne, IN hub to stage and sort cargo from all corners of the United States, the flight arrives each Tuesday through Friday at 8:35 a.m. and at 10:20 a.m. on Saturdays. Although Kitty Hawk is still working its way through financial reorganization, this type of management commitment to the cargo freighter system indicates a strong belief in the long-term success of the airline's network. The addition of Phoenix brings the total number of cities served on the Kitty Hawk cargo system to a nice round "50". Welcome back Phoenix! Service anyone? Any size, Any weight...

# Industry Clips

## MIDWEST EXPRESS AIRLINES ADDS BOTH NEW AND SEASONAL ROUTES

Midwest Express Airlines has 'kicked off' its season Spring and Summer schedule and has once again begun daily nonstop service to San Francisco, CA. Always a popular route, Midwest flight #918 departs Milwaukee each morning at 8:35 a.m., and arrives at 11:00 a.m. California local time.

Also, a NEW destination for Midwest Express began on April 23rd direct from the airline's new hub in Kansas City, MO. Anyone who enjoys fine jazz music mixed with a side order of spicy Creole food will be thrilled to now fly the 'Best Care in the Air' to NEW ORLEANS, LOUISIANA!! Non-stop flights from Kansas City depart at 9:00 a.m. every day except Sunday and at 12:20 p.m. every day of the week.

### MIDWEST EXPRESS AIRLINES ~ Milwaukee's Home Town Airline

*Editorial Comment by Tammy Regner, QAFI Sales Manager*

As Midwest Express Airlines' largest airfreight customer, Quality Air Forwarding has a very strong interest in anything pertaining to "our" airline. I say "our" airline because as customers of QAFI, you too are an important cog in the giant wheel that supports a company such as Midwest Express. However, I hope that we all remember how very much "our" Home Town Airline gives back not only to you and I as direct users of the airline, but to everyone in the State of Wisconsin. The tax and tourism dollars generated both directly and indirectly by Midwest Express' involvement total millions of dollars every year and the outstanding service we receive as cargo customers is second to none in any state.

We have all been hearing news clips for almost two years regarding a pending proposal in Wisconsin's State Government that would provide an estimated \$2.5 million annually in property tax breaks to Midwest Express, Skyway Airlines and Air Wisconsin. The reason that passage of this bill is so vital is that most other states already have implemented this type of tax exemption, and to NOT have the savings available in our state puts Midwest at a competitive disadvantage. To summarize the problem with this, Editors of the Milwaukee Journal Sentinel said,

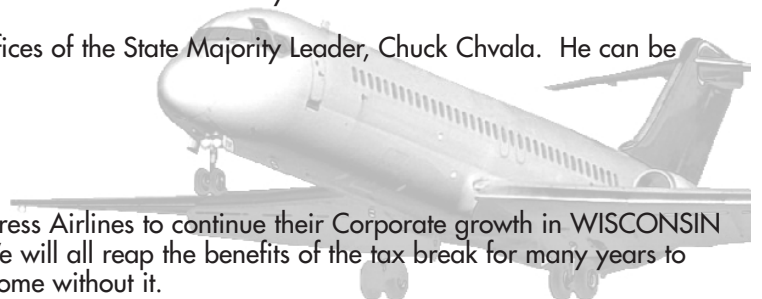
*"You don't need a degree in economics to realize this ultimately works to the detriment of taxpayers in Wisconsin. Midwest Express is in a high-growth mode that could mean hundreds or even thousands of good-paying jobs—not just at Midwest Express but at other businesses that may decide to expand or locate in this state based in part on air connections. Midwest Express recently decided to buy 20 new jets. The question is whether Wisconsin will be the main benefactor or whether those flights will end up someplace else, such as Kansas City, where Midwest Express is establishing its third hub."*

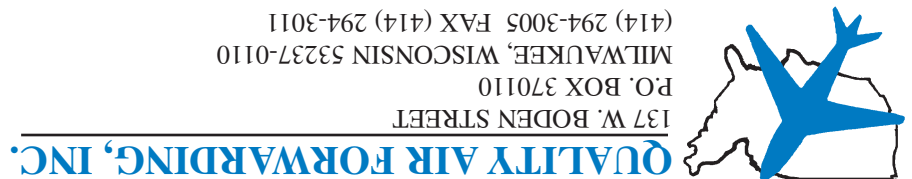
I won't go into detail as to exactly why this bill is STILL on our State's Legislative Table; however, I would like to ask for your involvement in supporting its passage. Please join me in sending a message to Madison that Midwest Express Airlines is too important to everyone to see our Legislatures serve up a 'sour milk tax' from the Dairy State.

The primary hurdle to passage appears to be through the offices of the State Majority Leader, Chuck Chvala. He can be reached at:

[chvala@legis.state.wi.us](mailto:chvala@legis.state.wi.us)  
P.O. Box 7882, Madison, WI 53707-7882;  
(608) 266-9170

Be Heard!! Let Mr. Chvala know that we want Midwest Express Airlines to continue their Corporate growth in WISCONSIN and we NEED to pass the aircraft tax break immediately. We will all reap the benefits of the tax break for many years to come; or, we will all feel the pain of loss for many years to come without it.





## *Miller Park: Don't you just Love It?!?!*

With the opening of Milwaukee's new Miller Park, we can now showcase one of the premiere sports venues in all of America right here in Wisconsin. For those of you who have not had the pleasure of yet visiting the Park, you are in for a real treat: goosebumps at first sight.

The facility continues to impress everyone who visits—even those who may not have originally supported the partial public financing. I think the thing that most impressed this writer was how really good even the "cheap seats" were! Never a fan of old County Stadium's Upper Grand (I hated it!), I was skeptical about what would be available to the 'common fan' and our large broods of glove-wearing kids. To say I was pleasantly surprised was an understatement.

Miller Park sells 1/3 of their total seats for \$10 or less per ticket. The \$10 Field Bleacher seats are right on top of the action and are great seats. The best bargain are the \$1 Obstructed View (The Uecker Seats!) which get you into the Park and let you roam around to view its marvels from any location while you watch the game. It is so well designed that you can even see the game as you wait at concession stand lines (usually short...).

To further entice you to visit the Valley and its glorious baseball park, here are some fun facts about Miller Park we thought you might enjoy:

The 7-panel roof weighs almost 12,000 Tons and covers 10 acres. EACH of the panels is roughly the equivalent of the size of the Bradley Center's roof.

The closest seats near the batters' boxes are only 56 feet from home plate—4 feet, 6 inches closer than the pitcher.

The interior has 1.2 million square feet, or about 25 acres on five levels.

ALL of the seats at Miller Park feature cupholders.

Friday's Front Row Sports Grill is open 363 days a year for in-park viewing at any time.

Miller Park seats approximately 42,500 guests.

Guest Relations (located behind Home Plate on both the Field and Terrace Level Concourses) gives out "Guest Information Guide" booklets (free) that tell you just about everything you ever wanted to know about Miller Park, ticket promotions, maps, etc, etc. Until you pick up a book, try:

[www.milwaukeebrewers.com](http://www.milwaukeebrewers.com) to get all the latest news and information on Miller Park.