

NEWS TO USE TO REACH YOUR GOALS

THE COMMUNICATOR

September 12, 2012

A newsletter for franchisees, managers, shipping consultants and staff.



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Welcome to the CommUnicator

Congratulations to **Barb Smith**, a customer service manager with the Springfield franchise, on winning a \$30 gift certificate to Amazon.com in the Hidden U Contest. Look for the Hidden U in this issue for your chance to win a prize!

Period 9 RCA Results for SCs and SMs

Congratulations to top shipping consultants **Lorrie Beaman, Dave Billowitch and Brian Schapiro** and sales manager **Mike Duquette** being tops in Period 9.



Lorrie Beaman

Dave Billowitch

Brian Schapiro

Our top shipping consultant for Period 9 was franchisee Lorrie Beaman in Cedar Rapids with 13 RCAs and an incredible \$7,523 in new margin. In second place is Dave Billowitch in Allentown with 9 RCAs and \$6,890 in margin. And in the third place is Brian Schapiro in Santa Barbara who had 9 RCAs and \$4,725 in new margin for Period 9.

Here's the complete top ten list for Period 9.

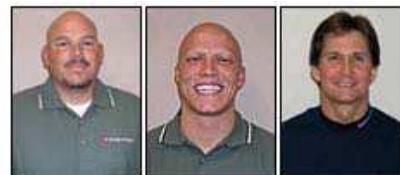
Top Shipping Consultants by RCAs: Period 9

1. Lorrie Beaman (13 RCAs/\$7,523)
2. Dave Billowitch (9 RCAs/\$6,890)
3. Brian Schapiro (9 RCAs/\$4,725)
4. Mike Duquette (22 RCAs/\$4,186)
5. Niko Nunogawa (12 RCAs/\$3,613)
6. Kevin Dandrea (7 RCAs/\$3,266)
7. Cori Karpinen (7 RCAs/\$3,109)
8. Heshy Ilowitz (5 RCAs/\$3,096)
9. Brady Stone (6 RCAs/\$2,995)
10. Patrick Riley (8 RCAs/\$2,655)

To view the complete list, [click here](#). Platinum Club results to date are listed on the second tab.

Top Sales Managers by RCAs per Territory: Period 9

1. Mike Duquette (5.7)
2. Zackery Stone (4.4)
3. Alan Davenport (4.0)



Mike Duquette

Zackery Stone

Alan Davenport

To view the complete list, [click here](#). Platinum Club 2012 results to date are listed on the second tab.

2012 Platinum Club Now Has 10 Members

We doubled the number of shipping consultants that are now qualified for the Platinum Club trip! Congratulations Niko Nunogawa, Kevin Dandrea, Kyle Bohrer, Darrell Giles and Brady Stone. You're going to Cabo!

For more information, please contact [Joe Curtis](#).

Unishippers 2013 Annual Convention and Sales Meeting



January 16 -18, 2013
Save the Date!

Sales Brief: Buyers Don't Owe You Their Loyalty

Don't let complacency cost you a customer.

One of the most dangerous assumptions a salesperson can make is to act as if a customer owes you a measure of loyalty because of all you've done in the past.

True, many buyers do feel a sense of loyalty to their vendors. But it's loyalty that's freely given, not owed. And if circumstances change, it can vanish in an instant.

It's safer to view customers as free agents who constantly make new discoveries, get information easily, and do not feel beholden to a salesperson.

'Don't take me for granted'

A survey of why customers leave came up with the following:

- 3% simply move
- 6% develop other relationships
- 9% leave for competitive reasons
- 14% are dissatisfied with the product or service
- 68% leave because of an attitude of indifference toward them by the owner, salesperson or other employee.

The cost of complacency

The survey also found some compelling reasons why you should constantly be working to re-earn your buyers' loyalty:

- It costs six times as much to attract new customers as to keep old ones.
- Seven out of 10 complaining customers will do business with you again if you resolve the complaint in their favor. If you resolve it on the spot, 95% will do business with you again.
- A satisfied complainer will tell five people about how the problem was resolved.
- A typical dissatisfied customer will tell eight to 10 people about the problem. One in five will tell 20.

For more information, please contact [Joe Curtis](#).

Tips from the Street: Brownstown Blaring Bugle – Yes We Can!

**Top Platinum performers share their secrets
about how to get it done with UPS.**



"What the mind can perceive, the body will achieve!" This is a direct quote from Zack Stone who had 6 UPS RCAs in Period 9! Great job Zack! Everyone knows we have a UPS goal that must be hit. The intention of this article is to point out individuals who are getting it done so that you too can believe what is possible, and then set and execute your UPS sales plan!



Some of the best 2012 Platinum performers that are getting it done with both UPS and freight are Karen Gedrose, Neil DiBiccari, Stan Zielinski, and Susan Allen.

Karen wrote, "It is a matter of asking the questions on every single contact. My introduction is: 'I am calling to see if there is a niche in your shipping program where we can prove ourselves with our pricing and service capabilities.' Then it is a matter of peeling away the layers until I find an opportunity." This is obviously working since Karen has achieved 17 UPS RCAs, 33 freight RCAs, and 12 Double Downs year to date!

Neil has produced 21 UPS RCAs and 31 freight RCAs! This is a golden nugget Neil wanted to share: "My process is simple – if I close a UPS account, I set a reminder to go back in 30 days and cross sell the missing product. I have found that once we have established a trusted relationship with the client, it is fairly easy to go back and engage in a conversation pertaining to their needs with additional services such as small package or freight. Once the customer sees Unishippers is a competitive option, it's an easy sell."

Stan is no stranger to selling both UPS and freight and he is on the Platinum track once again. Here is what he has to say: "It starts with a commitment to actively sell both products. Staggering batches of leads based on location and industry helps decide what product you are focusing on selling one week to the next. This not only diversifies your product lines, it keeps

things interesting. I have found that selling UPS may take a more personal and in-person sales process and I mainly push UPS in places I can easily travel to. Or I target several companies in an area to make the trip worth-while. Remember to cross sell! If you have proven yourself with great service on the freight side, you already have an easy path to selling UPS and often this can be done over the phone. Remember that your competition often uses the same pool of leads that you are using (sales genie, etc.) Use a voice recorder when traveling to appointments. You will find many companies that may not be on the radar and who are not often called on. Furthermore, you can use the company you visited as a reference since they are often neighbors." The approach appears to be paying off for Stan!

Susan is on the Path to Platinum with nice diversification as well. In fact, in Period 9 she produced 22 activations and 13 of them were UPS! Susan says, "I'm following Nicole Antonakos's lead – she is one of Unishippers best! I'm hounding these UPS prospects, getting them to give me their FedEx invoices can get challenging but when I get them, it's now in black and white and I can usually be competitive and get them to activate. Having 63 UPS Acceleration SR emails from Corporate come down works well."

What about Shipping Consultants that have mainly sold freight?

If you look at the UPS Acceleration Rankings you will see that Amy Fossey has recorded \$8,055 in air sales (cost)! Amy is a partner with Carl Loge and her husband Tim and her background is that she is a former LTL salesperson with YRC! She is not stopping! Amy just reported to me that she has 4 new accounts coming that will produce over \$600 of additional revenue for UPS! Great work Amy!

Even great producing freight reps need to put an emphasis on UPS so we hit our goal. An example of this is Eddie Carrai. Eddie is a well-known Platinum performer in the system. The fact is over the last few years he has accomplished this through mainly freight sales. He understands the residual value of UPS and has had at least one UPS RCA per period in the past 2 periods. I point this out because here you have a very successful person that flat out understands the need to contribute with all products. We all need to pull our weight with the UPS product! Check out these words of wisdom from Mr. Carrai: "Flat out, it comes down to one thing – just asking about small package. My success with UPS so far has been upselling my current freight book which most importantly helps with retention. My biggest UPS account margin-wise is \$700. I should have acted on this months ago! The time is now to call your current book and get that free money with your name on it."

Eddie is right! The time is now! Can your mind perceive it? **Yes We Can!**

Happy Hunting!

For more information, please contact [Bart Hodge](#).

TRAINING / MEETINGS

Shipping Consultant Philip Chaparro Inducted into the Fast Start Wall of Fame He earns a \$200 gift card from Best Buy for his efforts.



Congratulations to Philip Chaparro from the Long Beach franchise. He is the latest inductee into the Fast Start Wall of Fame.

Philip was part of the April training class and achieved the Fast Start Contest goal on the final download of the contest. He has hit the 12 RCA's goal with 12 RCAs. He earns a Best Buy \$200 Gift Card for achieving this goal. Next stop is Platinum!

For more information, please contact [Sherri Zucker](#).

Save the Date: 2013 Convention Dates Announced

Make plans to attend the January 16-18 meeting in Orlando at Disney's Contemporary Resort.

This January we'll be busting out our 2013 Annual Convention and Sales Meeting in Orlando! This year's theme is "Sales Busters" where we'll be providing all



the resources you need to bust out sales in 2013.

In the next few weeks you will be receiving information about this important meeting and how you can register. Come learn, network, honor our top Platinum and U9 performers and, of course, have fun at Disney's theme parks.

So, mark your Calendars today to attend Unishippers can't miss event of the year!

Disney's Contemporary Resort

p. (407) 939-6244

<http://disneyworld.disney.go.com/resorts/contemporary-resort/>

For more information, please contact [Alison Smith](#).

New! 1-Day Onboarding Online Modules for Your New Employees

Use the new onboarding modules to introduce your new employees to Unishippers.

Work on our 1-Day Onboarding Online Modules is complete. As announced earlier this year, our intent was to create a one-day onboarding course that ALL new employees at a franchise could complete within their first 3 days of employment with Unishippers. It does NOT supplant or replace any of the pre-work that our New Owners or SCs complete as part of our regular training courses. Our purpose was to create roughly 8 hours of the most important topics for any new Unishippers employee in a franchise needs to know.

You can find the 1-Day Onboarding under the Training Tab on SupportNet, under **Unishippers University**. Take a look at it, especially the new welcome videos from our executives. The attached document gives complete directions on how to access the 1-Day Onboarding Online Modules.

For more information, please contact [Sherri Zucker](#).

New Facebook Page for Unishippers Customer Service Launches!

Sign up your customer service staff to join in the conversation.



We are excited to announce the launch of the Unishippers Customer Service Facebook Group. This group is a place to discuss Best Demonstrated Administrative Practices, share your own processes and tips, and motivate others with your success. We are excited about the networking possibilities for Customer Service Teams through Facebook.

To ensure privacy (we don't want competitors "listening" in), the group is private and membership is by invitation only. If you are interested, please become friends on Facebook with either Sherri Zucker (Unishippers), Joe Baca, or Janice Rowan-Lipari. One of us will then add you to the group. Please use your Unishippers email address.

Join today! Discussions have already begun!

For more information, please contact [Sherri Zucker](#).

PRODUCTS

Use the New Address Verification Capabilities in UONE to Ensure Your Greenlights are Valid

Use the tools at your disposal to make UPS greenlighting more efficient.



As many of you are probably aware, there are instances where a Greenlight will get approved based on the address that is included in the lead or account record in UONE, only to find out that once UPS puts the Greenlight through the Account Request Process that the account is denied. This is due to the fact that UPS does not apply

address verification to the Greenlight requests. In order for the Greenlight Process to function quickly, it is necessary for UPS to hold off on address verification until the account is actually requested. They essentially take your word on it that the address is correct. When the Greenlight is pushed through the Account Request Process, UPS verifies the address at that time. In some instances, once an address is corrected UPS is able to match it in their database when they previously could not and this can cause conflict.

We know that many of you are frustrated with this process. The good news is that we now have our own address verification functionality via UONE that, in most cases, can be used to verify the address before you submit the Greenlight request. Just make sure that the "Address Status Code" field on the account or lead record in UONE shows a status of "Success" prior to requesting the Greenlight. Keep in mind that UONE can only verify addresses that the USPS recognizes, which will be the majority (please refer to the [Technology article](#) in this issue of the CommUnicator if you have questions regarding when UONE can or cannot verify an address). In any event, ensuring that your Greenlights are valid is yet another benefit of the new address verification technology within UONE. Be sure to use it.

For more information, please contact your FRS Territory Representative.

UPS Fuel Surcharge Rate for September 2012

FSC for air and international will increase to 11.5% and ground will remain at 7.0%.

The fuel surcharge rate changes for the period effective September 3rd, 2012 are now posted to UPS's external website. For details, [click here](#).

- Air Express and International will increase to 11.5%
- Ground will remain at 7.0%

FSC for FedEx is 11.5% for Express Air products and 7.0% for Ground products effective September 3rd. FSC for DHL is available at [dhl.com](#).

For more information, please contact your FRS Territory Representative.



MARKETING

Unishippers Earns Readers' Choice Award from *Inbound Logistics*

Congratulations for being named to the "3PLs to Watch List" and find out how to use in customer marketing.



We are pleased to announce that our effort to get our customers to vote for us for *Inbound Logistics*' 2012 Readers' Choice Top 10 3PL Excellence Award has paid off! While we did not make the Top 10, we were mentioned in the 3PLs to Watch list. This is a great honor and we have you and our customers who love you to thank.

[Check out the article](#) (see the side bar titled 3PLs to Watch) and read about what makes a great 3PL. Hint, it's NOT great pricing. Above all shippers appreciate great customer service and relationships and they are willing to pay for it.

We have begun communicating this honor in marketing materials and have created and distributed a press release, [available here](#), that you can use. Be sure to add to your LinkedIn profile and Facebook.

For more information, please contact [Alison Smith](#).

Proper Use of UPS Marks / Logo

Please follow guidelines and only use the Authorized Reseller logo.



It has recently come to our attention from UPS that some Unishippers offices and staff are using the UPS logo (shield) in email and other materials instead of our approved Authorized Reseller logo. As a reminder, use of the shield is strictly prohibited in corporate or local communication by Unishippers. UPS takes the protection and

usage of their brand very, very seriously and we do too. UPS has a multi-billion dollar brand that is the result of strict adherence to guidelines and an unrivaled approach to protection and consistency. We must be very careful to uphold their standards and guidelines in all cases.

If you are interested in using the UPS brand in communication, please note that Franchises are authorized to use the Authorized Reseller logo bug that is available by [clicking here](#). That's it. No exceptions.

Please note that use of the unapproved UPS shield or any other unapproved use of UPS marks may result in your franchise's inability to offer UPS products.

For more information, please contact [Alison Smith](#).

TECHNOLOGY

Address Wrangling 101 - A User's Guide to Protecting your Accounts and Leads



Get answers to your most common UONE address verification questions.

With the roll out of the National Franchise Program, we have introduced the concept of protecting your leads and accounts. There have been a number of questions that have arisen, and the goal of this email is to answer some of the most common ones in a Q&A format.

This email is long, but worth your time to read. I would encourage you to read through this, as it may answer some of the questions you come across as you use UONE on a day to day basis.

Which Address Gets Protected?

According to the Shared account policy, it is the "Shipping Address" which is the one that defines the location of the account for purposes of protection and Shared Account Commissions. Since there can be a number of different situations that can arise, based on address types and primary address, here is a simple rule of thumb to follow. UONE searches through the addresses on the account in the following order until it finds one to use as the "Shared Account Address"

- Address Type of "Shipping" (if there is more than one, it randomly picks the first it finds)
- Address Type of "Billing" (if there is more than one, it randomly picks the first it finds)
- Primary Address

To help you see which address is being used, there is a new field on the "Accounts" -> "Addresses" tab called "Shared Address Flag". That will have a checkbox showing you which of the addresses is being used.

| Primary | Shared Address Flag | Address Type |
|-------------------------------------|-------------------------------------|--------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Billing |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Shipping |

(Note in the above example, it is using the "Shipping" address as the Shared Address for purposes of protection and Shared Account Coding.)

What if none of the addresses has the "Shared Address Flag" set?

During our initial conversion of the existing account data, there were a few accounts that did not get their "Shared Address Flag" set. My advice is to select the address that you want to be set as the Shared Address, change its type to "Other", save, and then change it back to "Shipping". That will resolve the problem and set the correct "Shared Address Flag"

What if I have more than one "Shipping" address?

The system tries to prevent you from having more than one address of type "Billing" or "Shipping", but it is sometimes possible to find a way around that. This can cause problems with the system, so we STRONGLY recommend that you fix your "Address Type" fields so that there is only one of each type. You can set the others to <blank> or "Other".

How do I know if there is a problem with an address?

As the system checks the Shared Account Address, it will let you know if there was a problem with the address that needs to be corrected. On the "Account" -> "More Info" screen, there is an "Address Status Code" field.

| | |
|--------------------------|--------------------------|
| Account Status: | Unprotected |
| Account Protected Until: | 5/6/2006 12:00:00 AM |
| Location Franchise Type: | Unknown |
| Customer Status: | Prospect |
| Franchise: | ABC Test Franchise |
| Franchise Id: | 00999899999 |
| Address 1: | The shack past old man w |
| Address 2: | watch for the mailbox |
| City: | The Bayou |
| State: | UT |
| Zip Code: | 84107 |
| Country: | USA |
| Address Name: | |
| Address Status Code: | Error |

That field will show one of 3 values:

- **Success** (Means that the address was correctly verified that that no changes are needed)
- **Warning** (Means that the address is mostly correct, but something needs corrected – for example, the suite number may be missing or wrong)
- **Error** (Means that the address could not be found)

How can I find out more about what is wrong with an address?

We added a new field on the "Accounts" -> "Addresses" tab which will tell you more about what the address verification process found. This field is called the "Address Validation Status". If you go to that field and hover your mouse over it, a box will appear that shows you the complete status message.

Address Validation Status

Address Could Not Be Validated Messages: An exact

Address Could Not Be Validated Messages:
 An exact street name match could not be found and phonetically matching the street name resulted in either no matches or matches to more than one street name.
 The street number in the input address was missing.

In many cases (especially when there is a "Warning" status, it will show you what the correct address should be. For example, if I enter the Support Center address, but do it incorrectly, it will show me the correct address...

Here is what happens when I enter "746 Winchester, SLC, UT 84106". That has 3 errors in it...

- Wrong ZIP
- Incomplete Street name

- Missing Suite

The address verification status gave me a number of warnings together with a suggested "Effective Address" that actually corrects my errors:

```

Address Verified With Warnings
Effective Address:
    746 E Winchester St
    Salt Lake City, UT 84107
Messages:
    The five-digit ZIP Code was added or corrected
    based on the city and state names.
    The city name was added or corrected based on
    the ZIP Code.
    The street name suffix was corrected, such as
    from "St" to "Rd."
    The street pre-directional or post-directional
    was corrected, such as from "N" to "NW."
    The input street address was found but a
    required suite number is missing.
  
```

When you see that this "Effective Address" doesn't match what you have set as the address, we recommend that you consider changing the address to match what is shown there. This would remove the warning (or error) status and give you a clean address so that it can be protected.

Why does my address always show as "Error"?

As you have probably noticed, if the "Address Status Code" is "Error", the account or lead will always be "Unprotected" (until they start shipping). There may be times, when you triple check the address, and it still gives an Error. This can happen for a number of reasons, but it all boils down to this...

You can only protect addresses that are recognized by the US Postal Service (USPS)

There are a number of times when the address would fail to be recognized.

- Post Office Box or Mail Aggregator addresses (like UPS Store or Mailboxes Etc.)
- Rural Route Addresses
- Geographic Descriptions (like "Mile Marker 235 Highway 161")
- Vanity Addresses (where the post office delivers to their back door on "7th Ave" but they list their front door on "8th Ave" for the walk in address.
- Where postal delivery never takes place (1600 Pennsylvania Ave. Washington D.C. – the mail sent there is actually delivered to a warehouse far away)
- Made up addresses (this business is halfway between 123 Easy St and 127 Easy St, so I will call it 125 Easy St.)

On many of these addresses, Google Maps will show you the location, but it is often just a guess as to where such an address would be. The definitive resource to use to see if it is an officially recognized address is the USPS website at:

<https://tools.usps.com/go/ZipLookupAction!input.action>

We receive updates to our data on a monthly basis, so new addresses and moving businesses are quickly made available to us. Even new construction should be available for verification before the building is occupied.

So after all of that, if you find that you still have an address that cannot be verified (or Protected). In the words of Doug Adams **"Don't Panic"** (Hitchhikers Guide to the Galaxy). There is nothing in UONE which will prevent you from winning that customer's business and turning them into a shipping account. All you need to do is approach the sales process the same way we always have, by asking them if they are currently working with another Unishippers Sales Consultant, and be willing to walk away if someone else is actively working it. If no one else has approached them recently, dive in and work on getting their business.

For more information, please contact your FRS Territory Representative.

In Times of Need, Unishippers Proves Once Again That We Are Family

Fellow franchises and the GCS staff prove that when the going gets tough, the tough get going.



It seems unfair, but the Gulf Coast Shippers (New Orleans) franchise group, a group that manages customer service for a total of 27 franchises, was once again hit with a heavy dose of Mother Nature. Hurricane Isaac bore down on New Orleans late last month and in the process their offices lost power for a total of 5 days.

But despite the hardship, the team in New Orleans, with a little help from their friends in Houston, made sure our valued customers continued to receive the level of customer service and support they are accustomed to.

The team in Houston took customer service calls for three days while the GCS freight team worked from the home of a staff member that had electricity and relied on the internet to make sure the incoming freight quotes got processed. In addition, members of the Customer Care team worked remotely as well to provide back up to Houston.

All in all, many franchises offered a helping hand to GCS, including KASEL and Mark and Cobb Ware and the team in New Orleans is forever grateful.

Special thanks are also extended to Renee and Ryan McCarthy who kept the CGC team as connected as possible during a trying time.

As Ed Copain, one of GCS's owners, poignantly stated, "Unishippers proved once again that we have not grown so large that we are no longer a family. Our family-like values are still going strong and they proved to be the difference last week when we needed it most."

Welcome a Record 5 New Franchisees

Neil DiBiccari, Brian Lendin, Neal Manion, Robert and Mathew Burke and Daniel Anderson become the latest Unishippers franchisees.

We've been busy in franchise sales the last month now that the National franchise program has launched and we are thrilled to welcome the following:

National #1525: Brian Lendin. Effective August 15th, the first National franchise has been franchised to Easy Ship Inc. and its new owner Brian Lendin. Brian was previously a shipping consultant with Worldwide Express and has been working as a sales representative for the KASEL group while he waited for the National franchises to be available.

New Haven: Neil DiBiccari. Effective August 16th, the single Select resale, New Haven, has been franchised to Northeast Logistics LLC, and its new owner Neil DiBiccari. Neil has been a Platinum shipping consultant and sales manager with the Ship Services Group before taking the ownership plunge.

Toledo: Neal Manion. Effective August 31st, the single Select resale, Toledo, has been franchised to JLM Global Logistics, LLC, and its new owner Neal Manion. Neal was most recently a Logistics Manager for Dyncorp International, a post conflict provider of services to the U.S. military.

Baltimore North: Robert and Mathew Burke. Effective August 31st, the multiple Select resale, Baltimore North, has been franchised to Burke Transport Consulting, Inc. and its new owners Robert and Mathew Burke. Robert and Matt are brothers with strong military and sales backgrounds. Rob most recently worked at Price Waters as a relationship manager and Matt is a division manager for Johnson & Johnson Codman Neurovascular in medical device sales.

South Bend: Daniel Anderson. Effective September 6th, the single Select resale, South Bend, has been franchised to BGI Logistics, LLC. Dan previously worked for C.H. Robinson in a sales capacity and is a referral by franchisee, John Skees. Thanks John!

Join us in welcoming all of them to Unishippers.

Welcome a New Addition to the Unishippers



Family

Franchisee Janine Ahlstedt welcomes a baby boy.

Congratulations to franchisee Janine Ahlstedt and her husband who welcomed their first child, Hudson Robert White, into the world last month.

SUPPORT CENTER

Welcome Two New Additions to the Unishippers Family

New Owner Program Manager, Sarah Humble, welcomes twins.

Congratulations to New Owner Program Manager, Sarah Humble and her husband Mike on the birth of their twins, Ryen and Foster. The twins are doing great as are their parents and baby sister Addison.



September Executive Conference Call Transcript Posted

Listen to an audio recording from the September 6th call for important information from the Executive Team.

An audio recording of the Monthly Executive Conference Call held on September 6th is now posted on SupportNet. The Executive Team shared some important information about the system's status, our partners and the latest initiatives.

The call, along with other archived executive communications, can be accessed by visiting SupportNet / Support Center / Executive Communication / Monthly Conference Calls, or by [clicking here](#).

The next Executive Conference Call is scheduled for Thursday, October 4th at 2:00 MT.

For more information, please contact [Sherri Zucker](#).