

Managers meeting well worth time

Making new, national company stronger is a key to our success now and in the future

By **PAUL HENDRICKSEN**
President

More than 40 of our key national management and support personnel met at our Corporate Headquarters in Colton in October for two days of cooperation and interaction that included the introduction of new company systems, and some novel team building exercises.

“Having become a national company just recently is a relatively new situation for most of us,” said CEO Bill Hendricksen. “We all come from backgrounds of regional companies with different experiences to share. While we all have tremendous experience in the warehouse industry, molding them into one successful company becomes easier when we all are working from the same page and moving in the same direction.”

With that in mind, managers from all 26 facilities and key corporate personnel gathered for the first of two day-long meetings and to get to know their counterparts in other parts of the country. There are different facilities, capabilities, customers, and cultures at each C&C Cold facility.

The opening meeting featured a presentation from Ken Osean of Planned Performance, an outside company that introduced us to “Effective Leadership

through Teamwork.” It was an excellent presentation that helped set the tone for the next two days.

Safety and Risk Management, something the company stresses on every level, was presented by Vice President Ken Hudson of the Corporate office.



It followed with a presentation on production and quality, and a full review of our safety record.

Jeremy Breaux of the Corporate office introduced other members of the Colton accounting department so everyone could get a chance to know who they were dealing with on the other end of a phone or email.

Mark Severinsen of Corporate led a session on our new warehouse management system that will be instituted on a national basis.

We followed with a presentation on a new building for one of our key accounts and later toured the facility. Before that, Bill and I gave a presentation on all of the

company’s sales and marketing efforts and included how the company is perceived both internally and externally.

The second day opened with a tour of the Riverside No. 3 building, just a few miles from Corporate Headquarters. The meeting adjourned to HQ, followed by presentations on Human Resources; a

financial review of last year and the presentation of the 2011 budget; and closing remarks and company growth opportunities by Bill.

The afternoon focused on a team building excursion, which included go-cart racing at a nearby indoor facility that focused on skill, decision-making, teamwork, and fun ... all traits of our management team members.

This was a worthwhile get-together that also allowed all of our key management personnel a chance to get to know each other on a personal basis. Besides focusing on company operations, just the

chance to have a breakfast or lunch or dinner with a counterpart from a different region of the country is a valuable experience that helps each of us relate to others in all areas of operation in the business.

We thank all who participated, including the personnel behind the scenes that helped make travel arrangements and put together itineraries and the like. We look forward to making this an annual event.

What’s inside ...

Facility spotlight	2
Team member spotlight	3
Team member news roundup ..	4

St. Louis

Madison's company history began in the Midwest

When talking about St. Louis, there are two eras: one called "B.C.C." ... "Before Castle & Cooke" and the other since the companies merged into one national corporation.

Madison Warehouse started as a family owned company in 1917. By the mid-1970s, it consisted of several warehouse buildings throughout the St. Louis area.

In 1980, David Murdock purchased the company, but did not change the name. Within a year, the company acquired the accounts of Grocers Terminal Warehouse and had created Madison Express Truck Lines.

Madison then acquired Star Warehouse in 1981 and moved into a 400,000-square foot facility in Hazelwood, Mo.

St. Louis No. 1, was built in 1991. There are two buildings here. One has 165,000 square feet and 4.3 million cubic feet with 20 dock doors, 2 ramp

doors and 5 rail doors exterior. An addition, attached by a covered bridge, was added in 1995. It is 135,000 square feet (3.5 million cubic feet) with 15 dock doors, and one ramp door. The site covers 18 acres.

The Wentzville location was built in 1998 and is 420,000 square feet (11 million cubic feet) with 15 dock doors. "This was the start of selling off the old Madison Warehouse structures and building new," said Manager Steve Tetrault. Wentzville has 50 dock doors, 2 ramp doors, and 6 rail doors exterior. It sits on 24.3 acres.

The third building, in Pacific, was built in 2000. It is 194,000 square feet (5 million cubic feet). It has rail access to support 8 rail cars inside for unloading. It has 24 dock doors and 2 ramp doors. The building is on 30.3 acres.

All of the St. Louis facilities are dry warehouses.



Exterior of the St. Louis facility.



St. Louis warehouse supervisor Jim Warner.



St. Louis forklift operators Steve West and Jerry Pinson.



The Pacific Warehouse is represented by, clockwise from top left: forklift driver Don Duncan, customer service representative Sarah Smith, and customer service representative Tina Schickler.



Exterior of Wentzville facility.



Supervisor Bill Brokes in Wentzville office.

Team Member Spotlight

Shirley Varga, St. Louis

Shirley Varga will celebrate her 30th anniversary with the company on April 1. Not a bad record ... but “we’re really talking 40 years,” she says.

The difference is more semantics than record-keeping. In 1971 she started working for Grocers Terminal Warehouse. In 1980, David Murdock acquired Madison Warehouse, which then acquired GTW and moved it under the Madison Warehouse umbrella. In 1981 the move was completed and she was officially a Madison Warehouse employee.

She never applied for that first job, but was hired at the urging of her sister, who worked there. “I just started to work there ... and just kept going. Either you like the warehouse business or you don’t,” she said. “I liked it.”

Obviously, she has seen many changes since signing on ... from the facilities themselves, to the ownership, to the management, to the technology, to operations, to customers.

And the latest move was when corporation management shifted to California.

“That was pretty dramatic, but for the most part, it has been a pretty smooth transition,” she said. “We are all pretty comfortable with it now that we know who to talk to for different questions.”

Shirley gets her share of people asking questions, too. “I’m like the office manager for all of the old Madison Warehouse facilities,” she said. “When the people in Baltimore, for example, have a question about something, they call me. I give guidance and oversee some things.”

But that only begins to fill in the blanks on her job description. Some of the other duties include: handling some of the accounts; she codes all accounts payable; she helps with account receivables when necessary; she handles the human resources; she prepares orders to be shipped; she does the paperwork from inbound inventory; she communicates with the customers; and she prepares the manifests for items to be picked in the warehouse.

She says they keep her away from the forklifts, but you get the feeling she would handle one of those just as well as she



Shirley Varga at her desk in the office in St. Louis.

“When I first started, there were zero computers. We did everything by hand. We kept all the accounts in a book by hand.”

does the other tasks.

“The changes in technology have been the biggest change,” she said. “When I first started, there were zero computers. We did everything by hand. We kept all the accounts in a book by hand.”

“When we were acquired by Madison, I had to learn the computers, which freaked me out at the time. Now, of course, we can’t work without them.”

She admits she still has a typewriter and uses it for addressing envelopes.

And if that seems old-fashioned, it is fitting for Shirley, who has a tendency to hang on to those things she considers dear. While change is inevitable in the workplace, it is not so much in her personal life.

She is one of a group of friends that went from kindergarten through high school together. “We still get together every month and go out to dinner,” she notes.

And then there is Alan, her husband of 41 years, who is retired from an accounting post with Save-A-Lot Supermarkets, which was acquired by SuperValu of Minneapolis.

“He gets to do all the fun stuff now,” she said with a smile, “like cooking and the laundry. He is a pretty good cook. I am a good cook, too, but I’ve let him have the kitchen. I was going to make Christmas cookies, but he chased me out of the kitchen.”

“He loves to play golf when the weather is good, but in the wintertime, he watches a lot of football, which I don’t like. I like baseball and just before Christmas I won a call-in contest to the radio station and won a seven-game package to the Cardinals, which means I get to go to seven games this summer – three on Sundays and four night games.”

The Vargas have three grown daughters and eight grandchildren. Two daughters and their families live in the area and another is in Colorado with three of the grandchildren.

And one other item worth noting: On a visit to a casino on the day after Thanksgiving, she was playing a hand of “Ultimate Texas Hold’em” at a table and was dealt a Royal Flush. She received a nice jackpot bonus payout ... in cash.

(Note to IRS: ah, it was only 20 bucks).



Keeping up with Castle & Cooke



Gina Johnson (University Park) and her mother Lee Hoffman spent two weeks in Italy in October. Gina took more than 800 photos and here are three of them. From left, Gina in front of the famed Leaning Tower of Pisa; Gina and her mother waiting for a papal audience at the Vatican; and Gina and her mother in front of the Fountain at St. Peter's Square in Rome.

By GINA JOHNSON
Joliet/University Park

I never thought I'd be a "world traveler." I really thought when my husband and I retire in 15-20 years, we will spend our golden years traveling in our camper, but an opportunity came up and I couldn't say no.

My mom had always dreamed of an Italian vacation. My dad wasn't too interested but usually he would do whatever she wanted. My dad developed Alzheimer's and it was soon clear that my Mom would not get her Italian vacation. She was my dad's sole caregiver until the last two months of his life. He passed away in July of 2009.

Early in 2010, my mom discovered our church was planning a pilgrimage to Italy.

She thought about going, but felt that she didn't want to go by herself, she would feel awkward. I sat down with my husband and we talked about it, we looked at the financial obligation and felt we could save the money so that I could go with my mom.

She was thrilled. The trip was Oct 18-28, and then we planned an extra side trip, so we were in Italy 14 days. I have pictures of the pope! We went to a papal audience, but it's not like I'm standing next to him. We did have mass under St. Peter's Basilica in an area they call the Crypt, where all the popes have their tombs.

We were in Rome, Vatican City, Montecassino, Cava dei Tirreni, Pompeii, Mont Sant' Angelo, San Giovanni Rotondo, Assisi, Florence, Pisa and a region called Cinque Terra, it is five

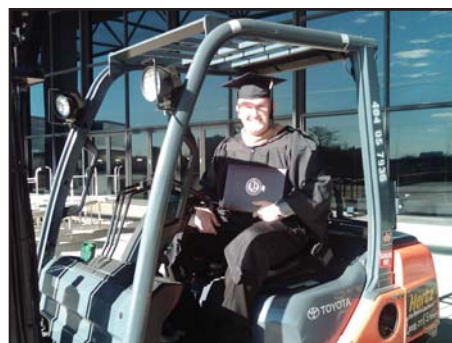
villages along the northern Mediterranean coast. In all I think we visited 14 Basilicas. We saw the catacombs, the Vatican Museum, the Sistine Chapel and 2 of the 3 Pietas that Michelangelo created, the most famous in Vatican City and there is one in Florence.

We were in the Museum of the Duomo and the Accademie Gallery and saw the "David" in Florence. We visited the ruins of Pompeii, the grotto of St. Michael, the Pilgrimage site of Padre Pietrelcina, or better known as Padre Pio, the tomb of St. Francis and St. Clare.

It was a once in a life time trip and I did it with my mom, it was a very special time.

Sometimes we would just sit there and laugh until we were crying over some incident that happened, laughing because we probably did something really goofy. I'm a picture nut, I took more than 800 pictures and I plan on making a scrapbook for both me and my mom. My favorite picture is of her and me waiting for the Papal Audience to begin. My husband and three kids stayed at home. It was hard to leave the family behind; it was the longest I'd ever been away from them. But I will never forget the special time I had with my mom.

Daniel Lavelle, right, warehouseman in Joliet and the son of Sherry Madonia of Joliet, graduated in the Fall of 2010 with Dean's List honors from Robert Morris University in Chicago.





Keeping up with Castle & Cooke



The Safety Committee at Riverside has led a team that has gone nearly six years without a lost-time accident. Front row, front left, are: Antonio Martinez, Danny Archibeque, Wanda Kirkland, Ben Hernandez, Matt Bartel, and Dennis Holmberg. Back row, front left, are, Jose Escobar, Ronald Avalos, Leonard Campbell, Jose Treviso, Mac MacAlexander, Kenneth Moore, and Michelle Johnson.



Zach Langford (right) receives an award of commendation for his hard work and a job well done in Fontana. Making the presentation is "DJ," District Manager, Southern California Logistics of Wal-mart Stores, Inc.



Maria Gonzalez (third from left) with her daughters and her mother on a recent vacation in Mexico.

Baby news

Yessica Perez was born Sept. 29 to Victor Perez of Joliet and his wife Lilia. Yessica reported in at 7 pounds, 14 ounces and 20 inches long.



Isaiah Joshua Madrigal was welcomed into the family of Josh Madrigal (University Park) and wife Tatiana, checking in at 7 pounds, 11 ounces on Nov. 24. Big Brother Romeo, 10, is thrilled, too.



Not only has the Accounting Department at the Colton HQ made great improvements and changes over the last quarter but we have had a baby boom as well. (Rumor has it ... don't drink the water in the accounting area.)

- Leticia Aleman, Accounts Payable, and her family welcomed their third child, Leilani Perez on Oct. 17, weighing 5 pounds, 7 ounces.

- Pam Asman, Corporate Receptionist, and her family welcomed two

Maria Gonzalez, one of Sierra Pine's (Los Angeles) receivers, recently returned from a three week vacation to Mexico. Maria and her family spent the holidays in Mexico where they enjoyed the company of family and friends. While in Mexico Maria and her family visited Nayarit and Guadalajara. Their favorite activity on the trip was spending time on the beach, where they were able to relax and play in the water.

While on the trip Maria's family celebrated her mother's 70th birthday. This was Maria's first trip back to Mexico in many years she was surprised with how many things changed since her last visit. Maria said, "This was the best holiday season I've had in a long time it was so good to see my family and especially to celebrate with my mom on her 70th birthday." Maria is already planning a return trip with her family because they had so much fun.



Alexandria Marie Stotelmyre, granddaughter of Kenny Stotelmyre, Vice President of Operations at the Colton headquarters, was the center of attention in this fall-themed photo.

Continued on Page 7

C&C Cold Holiday Photos



Joliet



Holiday get-togethers were celebrated at most C&C Cold facilities, as these photos demonstrate.

University Park

Corporate Headquarters — Colton



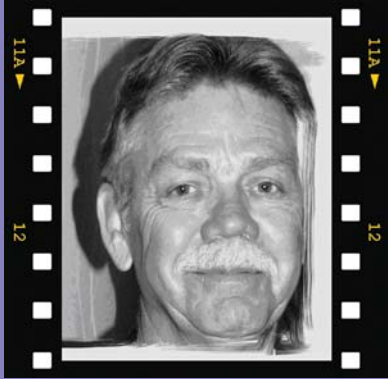
St. Louis Holiday



Savannah



**Caution: Heavily
armed with
kindness ... highly
contagious**



**I'm going behind bars
for good!**

**A warrant has been issued
for my arrest! As one of the
area's "Most Wanted" I'm
going to be locked up to
benefit the Muscular
Dystrophy Association.**

**With your help, they may
even let me out on good
behavior!**

**Contribute to my bail by
donating to MDA via check
or credit card.**

Art Watson goes to jail ... for a good cause

Art Watson, general manager at Decatur, Ill., spent some time behind bars in January until he raised enough money for bail.

It was all for a good cause, however – a fundraiser for the Muscular Dystrophy

Association, which is one of his favorite charities.

Here's a sample of his "Wanted" poster, issued prior to his incarceration.

(Editor's note: There is no truth to the rumor he is still behind bars ...)

Vernon keeps safety first

Both Vernon (Los Angeles) campuses (Bandini and Sierra Pine) conducted Safety Days, which consisted of multiple training courses, lunch, and a poker run for all the warehouse employees. Some of the areas that were covered during the day were forklift safety, food safety, good warehouse practices, and fall protection.

After each training course the employee's were given a card and at the end of the day the employee with the best poker hand won a prize.

The employees' response to the safety days was positive. Scott Moberly stated "As a safety committee team member I am very encouraged by the support that management gives the warehouse and

allows us to continue to grow and learn".

Gilbert Gallardo Jr. stated "it was a great day and very informative and I really appreciate Castle & Cooke giving us the opportunity to continue to be trained."

These day's were a great opportunity for all warehouse employees to come together as a team and participate in continuing to keep the Vernon safety record going strong. Both campuses are working on 3 years no lost time accidents.

The management staffs at both warehouses were encouraged by the participation by all the employees. We are looking forward to having more of these days in 2011.

Service Anniversaries

First Quarter, 2011

(Note: This list is in five-year increments, beginning at five years.)

20 years

Mac McAlexander, Riverside, 1-01-1991
Robert Jones, Decatur, 2-04-91

15 years

James Jackson, St. Louis, 1-30-1996

10 years

Paul Hendricksen, Colton, 3-26-2001

5 years

Oswaldo Flores, Rialto, 1-03-2006
Kevin Hilts, Riverside, 1-09-2006
John Toney, Joliet, 1-09-2006
Gabriel Marmolejo, Riverside, 1-11-2006
John Crawford, Riverside, 1-11-2006

Patrick Huelskamp, Wentzville, 1-20-2006
Jose Jimenez, Riverside, 1-25-2006
David Gonzalez, Colton, 1-25-2006
Victoria Arroyo, Riverside, 2-01-2006
Christopher Kurowski, Joliet, 2-06-2006
John Cusack, Joliet, 2-06-2006
Nicholas Bensinger, Wentzville, 2-13-2006
John Dahman, Vernon, 2-27-2006
Jarrod Isringhausen, Wentzville, 2-27-2006
Carlos Cabrera, Riverside, 3-01-2006
Erica Bulman, Riverside, 3-01-2006
Belen Patlan, Fontana, 3-01-2006
Imelda Martinez, Colton, 3-01-2006
Ernest Moulder, Ft. Worth, 3-06-2006
Sharon Taylor, Joliet, 3-06-2006
Leticia Aleman, Colton, 3-08-2006
Susan Roland, Fontana, 3-15-2006
Steven Mayo, Fontana, 3-20-2006

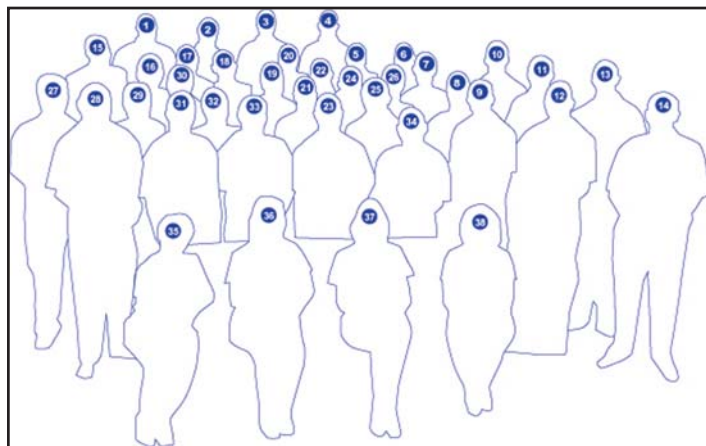
Baby news

Continued from Page 5
grandchildren over the last month. Jayden Timothy Norman Castaneda born on Nov. 29, weighing 7 pounds, 4 ounces and Bentley Robert Norman Asman (pictured), born on Jan. 10, weighing 8 pounds, 8 ounces.



• Maria Villalobos, Accounts Payable, and her husband welcomed their first child Rebeka Grace Villalobos, on Jan. 11, weighing 6 pounds, 3 ounces.

Managers Team Meeting in Colton



Here's a team photo for everyone who gathered at the General Managers meeting in Colton in October. Follow the chart on the right to get the proper IDs. 1 – Mac MacAlexander. 2 – John Dittrick. 3 – Kenny Stotelmyre. 4 – John Dahmen. 5 – Chuck Geserick. 6 – Marcus Lester. 7 – Mark Severinsen. 8 – Merle Lemmen. 9 – Jeff Pinkerton. 10 – Rick Scudder. 11 – Allen Merrill. 12 – Bill Hendricksen. 13 – Paul Hendricksen. 14 – Tom Kelly. 15 – Paul McEntee. 16 – Steve Tetrault. 17 – Rick Inman. 18 –

David Raper. 19 – Ken Evans. 20 – Mike Chittum. 21 – Charlie Mayo. 22 – Nathan Schultz. 23 – Len Anderson. 24 – Marco Fernandez. 25 – Michael Fitton. 26 – David Senac. 27 – Richard Sutton. 28 – Ozzie Flores. 29 – Victor Aguilar. 30 – Art Watson. 31 – Michael Haagensieker. 32 – Jeremy Breaux. 33 – Tim Swank. 34 – Ken Hudson. 35 – Christy Athey. 36 – Sherry Madonia. 37 – Cindy Murray. 38 – Lodi Meza.



Rick Inman is first in the line-up out of the pit area.



Safety first in the pit area of the team building session.

Bring out your toys

With Spring arriving ... and Summer not far behind ... it's time to take the tarp off all of those "toys" you keep in the garage.

We want to focus the next issue ... and perhaps every issue ... on those team members – both men and women – who have really cool toys they use in their spare time ... motorcycles, boats, RVs, ATVs, quads, off-road vehicles, travel and camping trailers, restored classic cars ... you name it. If you have a toy, we want to know about it ... and we want you to share it with all of us.

Submit a photo of you and your toy(s) and short description of what you have and how and where you use it and we'll try to include as many of them as possible in future team member newsletters.

So dust them off and show them off to all C&C Cold team members.

Tax tip of the season

Like it or not (and who really likes it, anyway?), it is tax season.

The good news is that your annual federal taxes aren't due until April 18 this year, giving you an extra weekend to get them finished and submitted.

The Bad News is that your taxes are due April 18.

Here's a tip for those of us lucky enough to expect a refund. Even if you opt to use a professional tax preparer, it is best to forego the lure of a quick refund from the preparer. Those companies generally take a hefty bite out of your return just to get you some cash a week or two early.

Just file the return electronically and generally the full refund due you will be deposited in your checking account in a timely manner, usually anywhere from 8 to 15 days after you file.

Good luck.