



April 2008

Metro News is proud to showcase the following achievements.

### **In Mastery**, a dedication to personal excellence

#### **Jim Schnarr**, Regional Sales Representative

Jim Schnarr displays his mastery in every aspect of his job. Through his commitment to his customers and his absolute dedication to helping his colleagues, his accounts get what they need and he resolves the daily issues by identifying the consequences and jumping in to make sure they are steered in the right direction while maintaining optimal levels of service.

I worked on the reviewing of Price Choppers distribution because there were rack changes that happened that had conflicted with the data we had in our system. Jim and I discussed the concerns and he immediately took action. He took a vital role in obtaining the information needed to make the distribution for his stores regulate smoothly. He insisted that a survey be done on all Price Choppers. He recognized the opportunity for sales by stating the benefits, the consequences of the situation, and the request was honored.

Generally, he sends me special requests of needs & details of his accounts to maximize sales by splitting titles for potential sales opportunity, requesting exceptional title add-ons based on the regions market needs. This allows his accounts to operate with great sales advantages because he gives great insight on what they need and works with me to gain the best sales results.

All in all, Jim is a master Sales Rep for Metro News and validates his work through his superior expertise to get the business needs accomplished and never hesitates to go the extra mile. He has the GUNG-HO attitude! Thank you for your Masterful work ethics!

### **In Chemistry**, a dedication to teamwork

#### **Steve Adams**, National Account Manager

Chemistry is something you either have or you don't – and Steve Adams has it! Steve is a people person with phenomenal marketing and sales skills. He has sincerity and drive within him that allows you to trust that he can prove that magazines are what retail businesses need. Steve has an effortless ability of maintaining great relationships with Metro News employees and clients. For starters, Giant Tiger, a chain that Steve brought to Metro just started with only 7 test stores and earlier this year, they've accepted Steve's program into 48 more stores across Ontario and are now considering books!!!! How awesome is that! While he strategized, planned and executed the mass store set up, he made sure to keep everyone involved in the loop so nothing could be flawed and the orders went with ease as scheduled. He came up with a great plan for these stores in terms of title selection and a unified rack schematic across the board for easy maintenance. He is consistently testing title sales to see what works best for their marketing potential and to get the best sales results. My experience working with him is inspiring. I admire his expertise and the special attention he gives each of his accounts. He is supportive to all and it has returned ten fold. His standard of business is high and he wants to ensure that every one of his accounts, whether big or small, is attended to. His passion, vision and determination are what he owes for his accomplishments. He is absolutely deserving of this honor and privilege. Great Job Steve!!!



**In Ingenuity**, a dedication to continuous improvement

**Paul Halley**, In Store Merchandiser

Paul provided a detailed plan-o-gram for a high profile program in our biggest chain. I followed it and it was flawless. It saved the merchandisers many hours and this was above the call of duty.

Well done Paul!!!

