



December 2008

Metro News is proud to showcase the following achievements.

In Mastery, a dedication to personal excellence

Denise Asuncion, Sales Coordinator

Denise is one of the main reasons things run as smooth as they do despite the many challenges that we are faced with daily. Her ability to focus on tasks at hand and ensure that the sales and field staff are continuously on the same page has made her a terrific asset and team member. I rely on her to keep me focused on important tasks at hand and the subtle reminders she sends out help me to multi task as well. Denise deserves accolades for a job well done on many an occasion.

Stephanie Cangianiello, Inside Sales

I would like to recognize Stephanie for her masterful phone selling strategies. As an inside sales rep, Stephanie encounters unique challenges when selling over the phone. Through her dedication and creativity, she has refined her selling skills and strategy into one that gets immediate RESULTS. There have even been weeks where she has gotten more new Mister Beer accounts than sales reps that are out in the field. Each and every day I hear Stephanie on the phone with our customers she never ceases to amaze me with her selling expertise and commitment to her goals.

Leslee Galati, Book Buyer

Leslee is a proven champion of all endeavours that she is involved in and only makes the rest of us better. Her commitment to excellence has improved all areas of customer service within our company and she has become an education tool for each and every one of us. Her current efforts in the book department have already improved relationships with suppliers and customers and brought back some positive results that had been lacking recently. Her efforts are not taken for granted as I realize that she can only make me better at what I do.

Leslee Galati, Book Buyer

I am submitting my recognition of Excellence for Leslee as a result of her continual dedication, attention to detail and commitment to serve her customers in a quick and professional manner. Leslee has orchestrated a seamless extension of communication to all departments of Metro News to help facilitate information to her customers. Leslee was our contact to distribution changes, issues and general inquiries – e-mail and phone call on Leslee's part were always answered by the "Sun Dial Rule". I could always count on Leslee to "get back to me" by the end of the day or earlier. Even a simple "I am working on it = will let you know" made my job easier to communicate to stores with inquiries anxiously waiting. Her dedication and commitment was evident in her work and appreciated. Leslee was so efficient at answering – our emails became abbreviated. CID – consider it done was Leslee and mine was always TY – Thank you. TY – Leslee – You make a difference!!!



Maggie Kwan, System Administrator

I would like to recognize Maggie Kwan for the extraordinary efforts over the past months, for thinking day and night about the HS project conversion, for helping test and debug numerous programs, for being patient, meticulous, alert and supportive, for always finding ways to efficiently deal with new processes and new demands, Many of you do not have a clear vision of how many things could go wrong, because of relentless efforts in IT department to prevent you from finding out, and behind most of those processes and procedures are Maggie's checks and balances, and her deep desire to do a perfect job all the time. A big thank you for doing the great job.

Dave Igras, Manager, Field Operations

Recently, Zellers made the decision to once again support a full line book program and awarded CMMI/Metro News the adult book business. Senior management at Zellers was looking for a more impactful program to gain the attention of their customer to build sales. Dave Igras played a key role in setting the new plan-o-gram and creating a Raving Fan Customer. Dave gave suggestions to Zellers on how to set up the entire reading category in the test location. Dave put in the extra effort to ensure Zellers senior management would fully support the book category. The result is that we are rolling out the new plan-o-gram nationally and expect to exceed to our 2007 sales levels. Dave, of course, had plenty of help from CMMI and others in making this happen but without successful store level execution (and many evening hours) we would not have the support from Zellers that we now enjoy.

Jim Madill, Sales Rep/Merchandiser Supervisor

Jim Madill is very good at combining all areas of his job and coming out with very positive results. His years of service have given him a wealth of knowledge in the industry and encourage his ability to think outside the box. He could easily be recognized for his ingenuity as well. I had the opportunity to work closely with Jim on a large Sobeys project and was as impressed with his ability to work the sales numbers and formulate a plan as I was with his ability to see the greater picture. His knowledge of the summer business sector is a priceless commodity. I know I will continue to pick his brain in an effort to improve and others should as well. Keep up the great work Jim!!!!

Troy Neill, Director, Sales

I would like to take a few moments to recognize the mastery that Troy Neill demonstrated in his designing and building of our new offices. I have only heard positive feedback on the new work environment that Troy and the company have provided for all of us. Troy truly went beyond the call of duty to ensure the office was completed on time and in such excellent condition. What most of us never saw was the countless week-end and evening hours Troy spent in dedication to the office renovations. Thanks Troy.



Jim Schnarr, Sales Rep

Jim could be nominated for both Mastery and Chemistry. *Mastery* – whenever called upon, Jim steps up to the plate and can always be relied on. Jim will find the positive solution for all parties involved and with swiftness. *Chemistry* – Jim is dedicated to both, Metro News and the customers he serves, often being put in the middle of the collection of an account and keeping a positive relationship with the customers themselves. Jim could easily be overlooked for recognition because one has learned to 'expect' the best from Jim and he never disappoints. Jim is greatly relied on and greatly respected. All departments are lucky to have such a team player who strives for greatness every day.

In Chemistry, a dedication to teamwork

Denise Asuncion (Gino Iantorno & Stephanie Cangianiello), Marketing Coordinator

Part of our relationship building strategies with the OKBA is to attend their Christmas parties. Most suppliers that do go sit at a table and keep to themselves. These three individuals have made great advances with our relationships as they have from one Chapter party to the next, stepped outside of their comfort zones to do what the Customer does, in a dramatically different cultural setting. The customers, by the end of each night, are hugging, dancing and singing with Gino, Denise and Stephanie. It is very impressive to see; for many years I have been going to these events, and this is the first time I have seen such penetrating relationships formed based on what is Chemistry. Way to go guys!

Stephanie Cangianiello (Denise Asuncion & Gino Iantorno), Inside Sales

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Stephanie Cangianiello, Inside Sales

Stephanie has been doing a tremendous job since she started her career with us. Her enthusiasm to learn and her determination to do the best job she can at all times have provided a spark that co-workers and customers can draw upon for inspiration. Her tireless efforts with both the Sobey's and Katz surveys and the current Mr. Beer sales have made life easier for many of us. Steph tackles a job head on and ensures that results are positive. She isn't afraid to ask for advice and uses it to best complete her assignments. She always gives credit where it is due and is a true team player. I admire that and hope it never changes!



Gino Iantorno (Denise Asuncion & Stephanie Cangianiello), RAM

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Lee-Anne Middleton, Credit and Collections Representative

Here's the story: the other day an employee was unfortunately being very negative and complaining at their desk....Lee-Anne took initiative to correct the situation head on; she asked the other employee to "stop being so negative", describing that "it bothered her" and then requested that "she stop being negative, that it was a great place to work and she has no cause to bring everyone else around her down." I wanted to recognize Lee-Anne for Chemistry as what she did best illustrates the trait....it is that precise action of positive people challenging negative thoughts or expressions from their peers that creates the work environment we are all striving to work within. I would like to personally thank Lee-Anne for her positive outlook/applied chemistry and furthermore for making a difference!

Naila Ramdewar, Customer Service Representative

The never ending enthusiasm and positive attitude which Naila possesses are what make her the excellent player in customer service that she is. Her knowledge and willingness to help out whenever she is needed have made her an excellent teacher and role model. As a new employee, working with Naila and learning from her experience have made the past few months of learning a new job enjoyable and comfortable. The calm attitude and enthusiastic manner with Naila assists customers and employees with will take her far.

Naila Ramdewar, Customer Service Representative

I am writing to express my admiration for Naila Ramdewar in the area of chemistry. She is one of the most brilliant and enthusiastic people I have ever had the pleasure of working with. Whatever the circumstance, Naila meets it head on with a smile on her face. She is dedicated, knowledgeable, efficient, and talented and an absolute joy to work with. Naila is always willing to go the extra mile and help no matter the situation. She is always calm, cool and collected even with the most frustrating customers. Her professionalism is only matched by her enthusiastic nature for every project she works on. Many people fail to recognize how much impact a single person can have on an organization. Naila is one for those rare people whose personal strength can change that attitude and direction of a company.



Shannah Taylor, Distribution Representative

Shannah Taylor has been terrific in her ability to provide fast, efficient solutions to distribution issues. I know I can count on her to come through for me whenever called upon. Shannah takes great pride in her ability to ensure that accounts are getting the appropriate selection of magazines and takes note of any issues that we should be aware of. Her tireless distribution efforts getting Sobeyes, Katz and Short Stop stores (among others) on the proper title selection after large surveys has been completed are much appreciated. Big sales increases and happy customers are the result of her efforts. Great work Shannah!

Ray Tsang, Network Administrator

I would like to recognize Ray Tsang for having strength, patience and will to deal with an unusual number of changes throughout the past year, some related to several departmental relocations, renovations, complete rewiring of two computer rooms, other to server upgrades, communication changes, new hardware etc. and all this in addition to handling day to day tasks. He needs to be recognized for sacrificing numerous weekends to the cause, and for being on the front lines, coping with stress, taking the heat even when not responsible for either that cause or the solution, and for making it all work for us. It has been a rough year, and it warrants big thanks for the extraordinary effort.

In Ingenuity, a dedication to continuous improvement

Teresa Wojtyra, Accounts Receivable Representative

I am recognizing Teresa for the C-4 she submitted, which was to be able to fax & e-mail right from our system. Now that this has become possible it is a tool we use every day to send requested documents to our customers. This not only saves us time walking back and forth to the printer but the company should see a large reduction in cost for both paper and postage. Great Idea Teresa!!!!

Denise Asuncion, Marketing Coordinator

Denise, being aware of the company's desire to grow business took it upon herself to identify a number of free publications being distributed in the Toronto market. Denise did this on her own time, by scouring the downtown area looking for free publications. Denise then called the various publications to set up appointments for ONS to discuss the opportunity to distribute their paper or magazine. Cold calling is a challenge but Denise's creative approach to the calls resulted in achieving many meetings which generated new profitable business with a couple of still active negotiations. Denise took her learning's from the ONS calls and applied them to Media Logix which resulted in Media Logix landing 2 high profile cooking schools as new accounts. Well done Denise.

