



February 2007

Metro News is proud to showcase the following achievements.

In Mastery, a dedication to personal excellence

Charity Ahola, Account Manager

Since Charity has taken over the account management for our business, we have grown to new heights with merchandising and sales. Her quick response time and eagerness to help in all situations is greatly appreciated. Charity has taken on this new role and has managed to fill in for all aspects of the print media business, including newspapers and books which are outside of the realm of her responsibilities. She is versatile and has pitched many new exciting ideas for sales growth and product lines. She is a problem solver which is exactly what we need. She does not "pass the buck" so the management of our account is seamless. I look forward to continuing to work with Charity over the years to come. Thank you Charity for your dedication.

Sari Mecklinger, Sales Coordinator

Metro News as an organization is taking steps to become more environmentally friendly than we already are. Sari pointed out that we were not recycling paper, plastic or glass at our Kodiak facility. When Sari was awarded the project to find a solution, she sourced recycling companies, came up with several quotes, and recommended our best options. We are now recycling at our Kodiak offices and closer to our goal of being a more environmentally friendly organization. Thanks Sari.

Tony Onisko, NBS Sales Representative

Tony knows his product and is very service oriented. Very helpful when I am looking for items. Very willing to suggest and lets me return resources which did not match my needs.

Tony Onisko, NBS Sales Representative

I don't have a specific event; I have just found Tony to be very reliable, efficient and courteous. When I send in a request for a quote, he is very quick to send me the information. Tony is always polite and accommodating. A pleasure to deal with!

Tony Onisko, NBS Sales Representative

Tony always goes above and beyond when dealing with his clients. He is exceptional at the Book Take-Always that he hosts for our school jurisdictions. Even though a huge number of clients are at these events he makes all of us feel important.

Tony Onisko, NBS Sales Representative

Tony should be recognized for all the traits. His knowledge about books and school libraries is exceptional (he has made suggestions to me many times), has developed strong relationships with all of our people with whom he does business (he is one of those unusual people who remembers the staff and specifics of each school library with whom he does business), goes the extra mile to provide personal help and service (has made many custom order forms from my booklists to help out our staff), and freely shares his many good ideas to help us improve our own practice. Tony is a gem – we feel fortunate to have him in our corner.



Tony Onisko, NBS Sales Representative

He always goes above and beyond! If I want to order books that are not listed in their catalogue, I email Tony and usually within 24 hours he has price and availability for me.

Jim Schnarr, Regional Sales Representative

Jim was recently called into a Canadian Tire location because the store Manager was going to remove his entire 12ft mainline of magazines. The manager believed he had too much money tied up in inventory and his profits were not enough to warrant the time devoted to the magazines every week. Jim was very well prepared and showed the manager the correct profit picture and reciprocal sales that can be had by continuing to carry magazines. Jim was able to convince the store to continue with our magazine program by keeping the mainline rack in place but was also able to up sell our space by closing the deal on placing 10 OTB units plus 2 end cap display units. Outstanding work Jim of turning a negative situation into a positive win/win situation for both Media Logix and the client. This is a true example of what mastery really means when Jim was able to turn around what was going to be a pure loss of business into what has now the potential for this Canadian Tire to become one of the top selling Canadian Tire accounts in Ontario.

In Chemistry, a dedication to teamwork

Paul Halley, Merchandiser

Paul dropped everything last minute to lend his time due to set-up issues with Home Depot installations. The store staff was so great full of the quickness in the response and the professionalism that he showed to the store in getting them back on track.

Gino Iantorno, Sales Representative

I would like to recognize Mr. Iantorno for his no-nonsense approach when dealing with our magazine and book issues. He is quick to return my calls and always visits the store when required. Gino wastes no time when finding a workable solution to our problem (s). My department has seen significant improvements ever since Gino has taken over servicing our Store. Thank you for all your efforts.

Gino Iantorno, Sales Representative

I would like to recognize Gino Iantorno for his continued dedication and results-oriented nature. He always exceeds our expectations and has gone beyond the call of duty on several occasions for our store (including coming in on Saturday's and evenings)! He was there for us when we needed him and are confident that he will continue to be there for us. It has been a pleasure to get to know Gino and work with him (especially while preparing for our grand-opening)! Keep up the great work Gino!

Gino Iantorno, Sales Representative

Gino has continuously helped me and my department out over the past year. He is always there when called upon and is more than happy to assist us no matter what (i.e. inventory, balloon issues). Gino is always very professional, charismatic and positive! Our relationship with Metro has improved dramatically as a result of Gino's personality and attention to detail.

Gino Iantorno, Sales Representative

Gino has consistently made me look good with his planning and industry knowledge. Whenever we have had to call Gino, he has responded in a quick and decisive manner. His attitude and focus is a great combination and has resulted in many improvements throughout our store. A class-act all the way!

