



JULY 2006

Metro News is proud to showcase the following achievements.

In Mastery, a dedication to personal excellence

Steve Adams, Regional Account Manager

Steve had recently pursued and contracted a new customer, who had never carried magazines; called Viva Express. This company takes over rural gas stations and completely re-creates the store space. Steve has used his masterful knowledge of Best Practices to establish this chain properly from the ground up. This is now (and it is due to Steve) the only chain in the entire gas channel that is set up exactly to our benchmarks-inclusive of a c/o at cash! Nice work Steve!

Norm Cormack, Merchandising Supervisor

Norm and his staff always strive to execute changes to the Harlequin/Silhouette planograms in a timely manner. By continuing to execute these changes whenever asked has resulted in increased sales of our products and has provided the best possible retail environment for them.

Susan Gibb, Distribution Co-ordinator

If you don't know the answer to a question in Distribution, Susan is the one to go to. She will always respond to your questions and assist you in any way she can.

Roche Goleski, Distribution Co-ordinator

Although I have worked directly with Roche for a short period of time to date, I would like to recognize her for all the hard work and dedication she puts forward with the International News account. She is consistently prompt with her responses and quick to act on important changes that are required to be attended to. Mandy Semple has worked directly with Roche previously and she too has nothing but excellent things to say about Roche's professionalism and commitment. Great work Roche!

Troy Neill, Director, Sales

In the 12 years I have known Troy he has always possessed the qualities exhibited by a progressive and dedicated leader in the industry. Troy is not only knowledgeable but also always cooperative, conscientious and committed. He always strives to grow sales for Metro News and clients in a fair and aggressive manner. He is always open to trying different ways to expand sales and offering alternative solutions to problems. It will always be a pleasure to deal with Troy in our common efforts to grow sales aggressively & intelligently for our client publishers.

Donna Riddell, Manager, Book Purchasing

Donna handles a complicated job with calm and professionalism. Recently, a key sales staff member at Anansi became ill, and we were short-staffed. A Metro/CMMI order got lost in the shuffle for a while, but Donna was able to re-organize her planogram and distribution to accommodate our challenges and to reinstate the order for us. She is always flexible, inventive and open to new ideas. It's a pleasure to work with her as she loves the books and is somehow able to deal successfully with the unique and not always consistent world of publishing!



Domenic Talotta, ONS - Manager

For the knowledge in the field, the constructive ideas in solving problems and the co-operation with business partners.

Dean Waldron, Director, Distribution

In the 20 years I have known Dean he has always possessed the qualities exhibited by a progressive and continual leader in the industry. He is not only knowledgeable but also always cooperative, conscientious and fair. He always strives to grow sales for Metro News and clients in a fair and aggressive manner. He is always accepting of alternate ideas and forthcoming in providing options to potential problems. It has always been a pleasure to deal with Dean in efforts to reach our common goals of growing sales aggressively & intelligently for our client publishers.

Alicia Yim, Sales Coordinator

Earlier this year we became a foremost component of the newly formed Company Ncompass. The coordination, execution & completion of the assignments were spread onto our Mass Media Sales division; the prime for all this activity was Alicia. Alicia took on this challenging new role in addition to her existing function with excitement. Today, we have grown the activity/work load of Ncompass by more than 100% - making a heavy demand on Alicia's time and making it difficult to keep pace with her Sales Coordinators position. She through masterful execution of her role as Sales Coordinator has been capable of not only handling both roles, but also of (and more importantly) being engaged and being extremely positive while her workload continued to grow. Alicia had clearly demonstrated to us Mastery as we see it.

In Chemistry, a dedication to teamwork

Donna Riddell, Manager, Book Purchasing

CMMI was successful in obtaining the Sam's Club book business, which presented many challenges to Metro News. Donna applied her knowledge of the book industry and our systems to ensure the successful launch of the new program. The account itself offered thanks and recognition of a job well done!

Domenic Talotta, ONS Manager

I've worked with Domenic and Ontario News Service for numerous years and have found his sincerity and willingness to "do what's best" before "doing what's easiest" an outstanding quality.

Dean Waldron, Director, Distribution/ Troy Neill, Director, Sales

As a former publisher, now consultant I deal with all major wholesales, retailers, national distributors and numerous publishers. I am proud to consider Dean & Troy two of the best "contacts" I have in this crazy business. Always reliable and responsible, proactive and professional, they both deserve special recognition.



In Ingenuity, a dedication to continuous improvement

Lynn Dzebo, Information Systems Manager

Lynn has demonstrated not only the trait of Ingenuity but also Mastery in her development of a new magazine invoicing system for Media Logix's newest customer Staples. The new system not only meets the needs of our customer but also addresses our internal system requirements.

Lynn has developed this subsystem programming to enable Media Logix and Staples to conduct business using Staples purchase order number only without referencing our invoice number, and includes their unique SKU number assigned to each title. This new system has also been designed to meet our own accounting requirements for a PO/SKU number driven system to work.

With this new system we submit our weekly request for POs electronically in a manner that allows Staples to issue store-by-store POs within 24 hours and returned for printing on our packing slip/invoice. Lynn has created this under short notice and without the luxury of extensive testing before we went live. She has demonstrated her knowledge of our systems, her creativity with a devotion to get the job done correctly and on time while overcoming the numerous roadblocks she faced along the way.

We have received compliments from Staples that our packing slip (invoice) has exactly the information they need.

Leslee Galati, Customer Service Supervisor

Leslee had only recently taken over the role as Supervisor yet she has already extracted 5 quantifiable improvement ideas to make processing reorders more efficient and accurate and had initiated meetings/work sessions with field reps to execute before the big ramp up of reorders. Great thinking and great initiative Leslee!
