

Recognizing Our Organizational Excellence In Action

Jason Smith



“Customer Focus & Winning Culture”



**Growing Ideas
Producing Excellence**

During the second half of 2009, the Business Development Team created a more focused approach to researching new business opportunities. This process started through the analysis of sales data from 2006-2008, ranking existing customers by sales, profitability and service cost to determine our most profitable customers by category. The next step in the process required the use of a database to research potential new customers based on the categories. During a conversation with Jason Smith, we discussed the system requirements of a potential database we were considering for purchase - with an approximate cost of \$2,500 per year and a per transaction fee. Jason said he was aware of a similar database that was available through the local library that was free! Jason agreed to discuss the database with his wife, the local library's reference librarian, and get back to me the next day. The Business Development Team now uses this database daily to identify prospects. Moreover, customers identified through this database have brought in millions of dollars in new business. Jason Smith demonstrated "Growing Ideas" and "Winning Culture" by thinking outside the box and providing a cost saving solution rather than merely answering the question regarding system requirements.

Ron Carkoski

Ron Carkoski, President & CEO

March 10, 2009

Date