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### Free Coffee Day!

To celebrate those employees with birthdays in April (see Birthdays on page 3), there will be **free coffee** from the vending machine starting early AM on April 27 through early AM on April 28. **ENJOY! HAPPY BIRTHDAY TO ALL!**

### Improvement Idea Winner

By Scott Wagner, Plant

Congratulations to Yao Kangni Soukpe, an Inspector on "A" shift, for being the Improvement Idea winner for March.

Yao's idea is build or purchase a shield for the inspection area. This will be used to prevent sparks from flying into areas where people are walking or working. This will reduce the risk of people getting sparks in their eyes and make it safer when walking by the inspection area.



There were four improvement ideas submitted in March. Along with Yao's winning idea, Ray Souder submitted two ideas, and Sean Mallon submitted one. Thank you all for letting us know your ideas for improvement here at Rex.

The next Improvement Idea spin will be held on Monday, April 27 at 3:10pm in the Induction area. Yao will be drawing the name of one employee for the "Monthly Employee Appreciation" spin. Come to the spin to see if your name is chosen. Then you will be the lucky person taking a spin on the Rex Wheel of Chance.

Can you think of an idea for an improvement here at Rex? Just write it down on a piece of paper and drop it into the box outside the Production office door. You could be the next winner taking a spin on the Rex Wheel of Chance.

### Monthly Winners

By Scott Wagner, Plant Mgr.

Our Improvement Idea winner for February was **Greg Smith**, second shift furnace operator. Greg won \$150 award on his spin. There were six Improvement Ideas submitted in February: Greg submitted three of them, and Greg Bruno, Nancy Gardner, and Ray Souder submitted one idea each. They all received a "Thank You" pin and \$5 lottery ticket.



Greg Smith submitted the February winning Improvement Idea. He's congratulated by Scott Wagner.



Ray Souder and Nancy Gardner submitted Improvement Ideas in February and receive their thank you pins and lottery tickets from Scott Wagner, plant manager. Ray was also this month's Rex Riddle winner.

The lucky winner of "Monthly Employee Appreciation" was **Chris Jacobine** who won a \$50 reward on his spin. Five names were drawn from a bucket that contained the names of all Rex employees. **Keith Bannon, Robert Feldman, Robert Forbes, Trevor Levonski, and Sean Mallon** each received a \$5 Instant lottery ticket. **Ray Souder** was the **Rex Riddle** winner and he, too, received a \$5 lottery ticket. Several employees at the spin were celebrating an anniversary and received an anniversary gift from Scott Wagner, Plant Manager.



Chris Jacobine is congratulated by Scott for being the Monthly Employee Appreciation winner.



Mike Davis receives his 14 year anniversary gift from Scott. Scott then receives his 20 year gift from Nancy Gardner. Other celebrants not pictured: Robert Forbes (3 yrs), Vernell Donaldson (8 yrs) and Mike Sweney (29 yrs).

For refreshments, we all enjoyed snacking on an assortment of cookies and Saint Patty Day cupcakes. There was also free coffee for everyone. Please come to next month's spin to see if your name is the one picked to be the Monthly Employee Appreciation winner. Then you will have an opportunity to take a spin on the Rex Wheel of Chance.



Employees from left: Robert Feldman, Keith Bannon and Sean Mallon, receive their lottery tickets from Scott Wagner. Other winners not pictured are Robert Forbes and Trevor Levonski.



## Spring Has Sprung—Almost!



There is no better indication of spring than the first spring flowers. Crocuses are the first to appear. These brave little blooms force their way through frozen ground with pops of purple, yellow or white. The entire plant is less than six inches tall including the flower. Each stem bears one cup-shaped, six-petaled flower with three stamens. There are about 80 species of crocus that are members of the iris family native to Central and Eastern Europe. As quickly as they bloom, the wee crocuses disappear. They have heralded spring – their job is done.



**Crocus**

Forsythia bushes burst on the scene with sprays of bright yellow flowers announcing the sunny days ahead. This easily propagated plant can be seen in many home gardens and wild along the roadside. It's named after William Forsyth, a Scottish botanist who was a founding member of the British Royal Horticultural Society in the 1800's. Forsythia has a long history of medicinal use in its native China. The fruit combined with honeysuckle is one of the most widely used cold remedies in China.



**Forsythia**



**Daffodil**

One of the flowers most associated with spring is the Daffodil (Narcissus) named after a boy in Greek mythology who was changed into a flower. This bright yellow bloom that resembles a trumpet is also known as a Lent Lily. The Christian faith considers it an Easter symbol proclaiming the Resurrection after a period of fasting. The Cancer Society adopted the floral symbol of a Daffodil to stand for love and hope through the joy of sunshine.



### FLOWER FUNNIES

- **What does one call a country where people only drive pink cars? *A pink carnation.***
- **How did the dictator gain control? *He rose to power!*** 
- **How did the dieter avoid eating the donuts? *She kept her tulips together!***
- **What does the letter A have in common with a flower? *They both are followed by bees.***
- **What did the lawyer say? *Iris my case.***

## THE BEST APRIL FOOL'S DAY PRANKS

April Fool's Day is celebrated on April 1 each year. On this day, friends, family, and acquaintances play little jokes on each other. These pranks can range from simple teasing to elaborate hoaxes.

A surprising number of countries celebrate some form of April Fool's Day. Italy, Belgium, and France celebrate by pinning paper fish to the backs of unsuspecting friends. In France, April Fool's Day is Poisson d'Avril, or Fish of April. Poland, Iran, Scotland, and England are a few countries that also have traditions of pranking and practical jokes around this time of the year.



These pranks are particularly effective when the media gets involved. One such hoax was done by the BBC in 1957. It was reported that Switzerland was having a great spaghetti harvest that year and showed footage of people pulling strands of spaghetti from trees. People were so convinced that this was true they called the network to ask how they could grow their own pasta.

In 1962, a Swedish television station broadcasting in black and white reported that thanks to a new technology, viewers could convert their TV's to color display simply by pulling a nylon stocking over the screen. The newscaster proceeded to demonstrate. Thousands of people believed him.

In 1996, Taco Bell Corporation took out a full-page ad in six newspapers announcing it had purchased the Liberty Bell and was renaming it the Taco Liberty Bell. Hundreds of outraged citizens called the National Historic Park in Philadelphia to protest.

In 1998, Burger King published a full-page ad in the April 1 edition of USA Today announcing a new menu item: a Left-Handed Whopper. The new burger included the same ingredients of the original Whopper but all the condiments were rotated 180 degrees for the benefit of left-handed customers. Thousands of customers requested the new sandwich, while others requested the regular right-handed Whopper.

# Happy Birthday

Employees celebrating a birthday in **April** are listed below. Let's wish them a happy day.

- 3 Christopher Sholly
- 6 Paul Moss
- 12 Walter Bates
- 17 James Koester
- 17 Adrian Rivera
- 19 Thomas Felder
- 28 John Rex

## Tales of Successful Failures

He was an unsuccessful marketer of restaurant equipment and didn't sell his first hamburger until age 52. At a time when many people prepare for retirement, Ray Kroc built McDonald's from a handful of hamburger stands into the world's largest food chain.



When his older brother was killed during WWII, he first withdrew into a shell. Then he began listening to the radio to ease his pain. Soon he was dreaming about hosting his own radio show. That led Dick Clark to start American Bandstand.



Walt Disney was fired by a newspaper for lacking ideas. He also went bankrupt several times before he built Disneyland.



After Fred Astaire's first screen test, a 1933 memo from the MGM testing director said, "Can't act, slightly bald, can dance a little." Astaire kept that memo over the fireplace in his Beverly Hills mansion.

## Yearly Work Anniversaries

The following employees are celebrating their Work Anniversaries in **April**

### 1 to 5 Years

Trevor Levonski (2 yrs)

### 6 to 10 Years

Greg Smith (8 yrs)

### Over 10 Years

Brandon Reynolds (17 yrs)

*You will receive your annual gift at the monthly spin.*

## DAYS TO CELEBRATE IN APRIL



## REX RIDDLE 45?

What two things can you never eat for breakfast?



To submit your guess for The Rex Riddle, take a slip out of the folder in the rack in the Production Office, fill it out, and drop it in the box outside of the Production Office door. Guesses will be taken until the morning of the monthly spin. One name will be drawn from all the correct answers to receive a \$5 instant lottery ticket. Can you figure out the riddle?

Answer to last month's riddle

What question can you ask all day long, always get different answers, and yet all the answers can be correct?

Answer: What time is it?

## Customer Service: Key to a Successful Company



Exemplary customer service should not just be a department that customers call when they have a complaint. To reach it's highest potential, customer service needs to be a philosophy that runs throughout an entire organization; a total commitment not just for the front line, but for every employee in the company.

To achieve the highest customer service level possible, a company does best when it can create a culture of excellent internal and external customer service. An internal customer is any employee within an organization who is dependent on anyone else in the company. In essence, that's everyone.

A company with an excellent service reputation didn't get it without everyone in the company being part of the service strategy. Everyone within an organization impacts the external customer. The following Customer Service best practices are tips from experts.

- \* **Always make your customers a priority.** Greet them in a friendly manner, whether by telephone, email, or in person. Most importantly be available. If a customer can't get hold of you when needed, you could lose them. Let them know you are there to help and that you will take care of them before, during, and after the sale. People value sincerity. It creates good feelings and trust.
- \* **Be Proactive.** If a customer has a concern, address it immediately with ways to solve the problem. By being pro-active, you can actually identify needs before they are evident. The better you know the customers, the more you can anticipate their needs.
- \* **Go above and beyond.** Give more than expected. Always look for ways to help your customers. When they have a request (as long as it is reasonable) tell them that you can do it. Figure out how afterwards. Look for ways to make doing business with you easy.
- \* **Help customers understand your business.** You can have the best systems in the world but if your customers don't understand them and how you work, they could be confused or impatient with a delay or setback. Take time to explain, to offer and trade knowledge with them. A customer can even know more than you do on a particular topic. Take advantage of this opportunity to learn more.
- \* **Specials Services / VIP** – Are there special discounts or services you can offer that your competitors don't? Can you offer something special for existing customers only? Offering special treatment to your customers will help them to feel taken care of, and it's also something they might be willing to pay more for. Reward the customers who have been with you the longest.

### CUSTOMER SERVICE QUIPS AND QUOTES

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| <ul style="list-style-type: none"> <li>* Bottom line: Excellent customer service can drive profit.</li> <li>* The goal of a company is to offer customer service that is not just the best but legendary.</li> <li>* Product and price advantage can be easily duplicated but a strong customer culture can't be copied.</li> <li>* Titles are irrelevant. Excellent customer service on all levels and solid relationships will get you the check.</li> </ul> | <ul style="list-style-type: none"> <li>* Any problem can be solved in a timely way by excellent customer service.</li> <li>* The best customer service is if the customer doesn't need to call you, doesn't need to talk to you. It just works.</li> <li>* I'm not saying the customer service in my bank is bad, but when I went in the other day and asked the teller to check my balance...she leaned over and pushed me.</li> <li>* It starts with respect. If you respect the customer as a human being, and truly honor their right to be treated fairly and honestly, every thing else is much easier</li> </ul> |
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