



# HOUG'S IT GOIN'?

Houg Special Services, Inc.  
5333 E 58th Ave.

FIRST QUARTER 2012

2012

## THE NEW YEAR LOOKS PROMISING

BY JENYCE W HOUG

January 2012 doesn't seem possible does it! What a ride we've been on the past couple years!

First, I would like to thank each and every one of you for your loyalty, dedication and most importantly your initiative in getting Houg back in a position to move forward on a great new growth plan for 2012!

I would like to review just a few of Houg's 2011 Accomplishments and Shortfalls. I feel it's important to acknowledge all achievements as well as the things we need to improve in 2012.

The Houg Team has proven to be magnificent in stamina, change and willing to do what it takes! **THANK YOU ALL!** This past year we added 20 additional truck assets which will allow us to provide higher-level customer service. We are finally operating a functional IT System that we can appreciate for our future growth requirements. We were efficient at cutting costs when needed to remain competitive while going through challenging IT installation period of 18 months! We have added a sales team, Phil Wyrick & Ron Akromis, who will expand our dedicated customer base allowing us to better pre-plan each week, gain better truck utilization, and improve driver retention. We expanded our brokerage team and added agents to work from home. We also developed a full Safety & Recruiting Team. As well as empowering our 2<sup>nd</sup> Level key management members so that Houg can mature and evolve to the next level.

Some areas that our team needs to work on in 2012 to become a great company.

We must improve our Internal & External Customer Service because we are not an A in this area and we need to be! Communications is essential and we must realize that every missed call is a missed opportunity whether it is satisfying a driver or customer. They are equally important to our success! Retaining Dedicated Independent Owner Operators is an important part of our business model and we need to retain these business owners.

The Entire Houg Team needs to have a clear vision, goals and be given the accountability to drive results. We need to continue to develop our 2<sup>nd</sup> level management team to eliminate micro managing as well as elevate Houg's "Rising Stars" so Houg can grow successfully. We must remember "Respect", Wade and I both agree, to be a successful team and company and we must all embrace this value to be a successful Houg Team!! Most importantly, Have Fun! We need better processes, procedures, training and follow-up; resulting in better efficiencies, productivity and A **HAPPIER HOUG TEAM!** Let's not work harder, let's work smarter and work more cohesively - "None of us is as good as all of us"!

**I thank God each day, as we are very blessed and grateful to have such a wonderful group of Houg Team Members, Contractors, Vendors and Customers. Thank you all for being such an incredible gift to this organization. Cheers to 2012!**

Jenyce Houg



### HAPPY BIRTHDAY

#### JANUARY

- Steve Kay—1/1
- Marcia Walker—1/6
- Adam Ochoa—1/7
- Jeremy Lucas—1/16
- David Blowe—1/17
- Lori Brackus - 1/19
- Jose Lopez—1/20
- Cathy Valenzuela—1/20
- Anthony Martinez—1/29

#### FEBRUARY

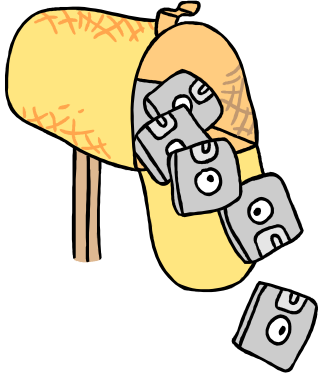
- Jose Franco-Reyes—2/2
- Fred Ricciardelli—2/6
- Ken Seppelt—2/16
- Jimmy Lara III—2/218
- Tom Hrgich—2/22

#### March

- Doug Houg—3/5
- Joe Barbee—3/6
- Kathy Henninger—3/13
- Phil Wyrick—3/16
- Wade Houg—3/23
- Richard Giannopoulos—3/24
- Scott Hellerud—3/25
- Steve G Arellano—3/29
- Jenyce Houg—3/29

HAPPY BIRTHDAY  
EVERYONE!!!!!!

## A POEM FOR THE PRESIDENT FROM DON BOUQUE



On December 24, 1962 a young man from Gary, Indiana wrote to the President of the United States as follows:

*President John Fitzgerald Kennedy*

*White House*

*Washington, D.C.*

*Dear Mr. President,*

*I would like to wish you and your family a happy holiday season. I have written a poem about the men in your family, it is written below:*

*"The Kennedy Men"*

*Robert is the Attorney General*

*And Ted's a Senator*

*Now John, of course, is President*

*And Joseph was an Ambassador*

*Now this is a family of great men and I wish*

*I was one of them.*

*I like your family very much and wish you the best of luck.*

*Sincerely,*

*Donald Brit Bouque*



*NOW HERE'S THE REST OF THE STORY....*

Don did get a thank you from the Special Assistant to the President, Ralph A Dungan on February 15, 1963.

Now Don contacted the JFK Archives in early December to see if they could locate that letter nearly 50 years later. But they replied they would try but to hold no high hopes because of time restraints and budgets. On the same day they replied to Don and wrote that they did find it and sent it to him. Now folks ..... That's what I call organization

### 2012 First Quarter

#### Anniversaries

#### Happy Anniversary

January

Gary Rubida -1/3/11

John Daschke—1/29/07

February

Darlene Sterling - 2/2/11

Scott Hellerud - 2/14/08

Barry Bartlett - 2/17/11

March

John Laughridge - 3/1/10

David Blowe - 3/1/10

Josie Lindsey - 3/1/10

Gloria Carrillo - 3/6/01

Ben Montes - 3/7/05

Augie Montoya - 3/19/07

Christina Orcutt - 3/10/10

Joe Barbee - 3/10/11

Deborah Orcutt - 3/10/10

Bill Willis - 3/22/10

Sheri Campbell, 3/24/11

TJ Weary - 3/31/11

#### WELCOME TO OUR TEAM:

Rhonda Davis, Controller, 10/24/11

Karen Klein, Driver, 10/7/11

Richard Giannopoulos, Driver, 10/11/11

Josefina Tinajero De Herandez, Driver 10/11/11

Gary Meek, Driver, 10/26/11

Dale Preston, Driver, 10/25/11

Phil Wyrick - Sales - 11/01/11

Karlin Egelhoff - Hostler—11/14/11

Adrian Romo—Hostler—11/21/11

Ariel Barrazach, Driver, 11/1/11

Leland Clayton, Driver, 11/1/11

Dale Frazee, Driver, 11/3/11

Dennis Anderson, Driver, 11/3/11

Ron Akromis, Sales & Recruiting, 12/14/11

Richard Saunders - Driver, 12/06/11

Ken Greves - Driver, 12/20/11



## Develop the critical skill of LISTENING

In this competitive environment, the ability to listen well is a crucial edge. It's one of those "soft skills" that employers look for and clients crave. But it takes consistent practice to achieve the goal of listening: understanding. Whether it's in a meeting with clients or with your boss, here's how you can be a better listener:

**Prepare to listen.** It takes a concerted effort to focus on someone else completely. That's why preparation is crucial. Clear your calendar, hold your calls, forget your e-mail. Shift your focus on the meeting by writing down wherever you stopped on any other matter.

**Write down your goals.** What do you want to accomplish by listening? Once you write down your goals and study them, set the list aside physically and mentally. This prevents you from focusing too much on your goals and can help you concentrate on listening.

**List your point of view and any prejudices you may have of the person with the battle of listening** is being able to put aside our own points of view enough to really hear another person's point of view. Write down your viewpoints and prejudices, and again, put them physically and mentally aside.





**Congratulations go out to Josie Lindsey for being the recipient December’s Citizen Houg Award. Josie works in the Corporate Office and is always willing to do what it takes to get the job done. She never says "no" and will take on any task given to her no matter what the job, big or small. She is very much appreciated and is a valuable part of the Houg Team!**

**Congratulations To Our Elite Driver Of The Quarter, Danny Winters. Danny Winters Has Been A Company Driver With Houg Since June Of 2010. Danny Has Always Been A Very Dedicated And Hard-Working Employee. He Always Has A Smile On His Face When He Enters The Room. He Runs The Miles And Is Up-To-Date On All Of His DOT And HOS. Danny Always Has A Great Attitude With Our Customers And The Entire Dispatch Team. Thank You For All Your Hard Work And Dedication To Houg!!!**

***Develop the critical skill of LISTENING***  
**(continued from Page 2)**

**Let people know the meeting is important to you.** How? Tell them you’ve cleared your plate, and ask if there’s anything they need to take care of before you begin. This signals that you’re prepared to listen and subtly demands equal consideration from the other person.

**Provide visual signs that you’re listening.** Nod, maintain eye contact and ask short questions to clarify any points. Mind your body language.

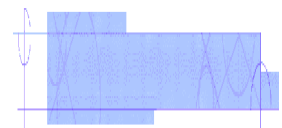
**Do not interrupt.** Interruptions cause individuals to lose their trains of thought. The consequences can be misunderstanding and frustration—which are never goals that you’re trying to achieve.

**Summarize.** After the person is finished speaking, repeat what you think is the essence of their points, using their own words. Then provide an explanation in your own terms. This ensures that you really have understood the other person and allows the other person to clarify any misunderstanding.

*Adapted from the American Salesman*



*“Do not interrupt. Interruptions cause individuals to lose their trains of thought.”*



*A leader has to be two things; he either has to be a brilliant visionary himself, a truly creative strategist, in which case he can do what he likes and get away with it; or else he has to be a true empower who can bring out the best in others.” Henry Mintzberg*

**IMPORTATION DATES TO REMEMBER**

January 1, 2012—out with the old in with the new

Don’t forget to make those new years resolutions.

January 16, Martin Luther Kings Jr. Birthday

February 14, Valentine Day

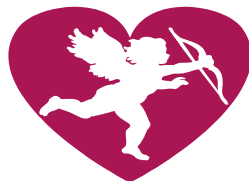
February 20, Presidents’ Day

March is open enrollment for our 401K  
See HR to enroll.

March 11, Daylight Savings time begins

March 17, St Patrick’s Day

March 20, First Day of Spring.





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We're on the Web:  
Check us out at  
[www.houg.net](http://www.houg.net)



**Saturday, November 19th, 2011 Marked 10 Years Of Service for Jeremy Lucas.**

**Jeremy started with the first shipment of freight in HLS and has evolved from there to our IT Manager. Jeremy lives in Littleton with his wife, Brenda, and two highly spirited teen age boys.**

**Thanks, Jeremy, for your years of service.**

## MEMO TO ALL HOUG DRIVERS

**To:** All Independent Carriers/  
Owner-Operators/Company  
Drivers

**From:** HSS

**Date:** 1/22/12

**Re:** 1<sup>st</sup> Quarter Challenges

**Message:**

The first quarter of the year traditionally holds many challenges for us in the transportation industry. The one most affecting us is the reduction in freight rates, which forces us to delay our trucks while our dispatch finds the better paying freight. Another cause is the reduction in freight available during this time of year. This negatively affects you because we understand the frustration of not knowing exactly when you will be loaded to go out not knowing when you will be home. Our operations team is now pre-planning trips and, as you see this improve, it will benefit you immensely.

We wanted to thank you for being so patient during this time of year and understanding that we are doing everything possible to make your trips organized and seamless. We know that you face many obstacles while you are out delivering freight and we appreciate all you do!

We have increased our sales team and are committed and focused in 2012 to add dedicated customers whose freight are within our lane density, which will help alleviate this traditional first quarter slow down.

Thank you again for the great job you do!