



Rock & Roll'n

LITTLE ROCK FARM Trucking



Food Drive

Little Rock Walker-ton has a bin in reception. We are collecting extra canned or dry foods for those less fortunate for our region. See inside for further details.



RWAM Insurance

RWAM Insurance is going green as much as possible. Primarily reduction of paperwork.

Did you know that RWAM can do a direct deposit right to your bank account when you are to receive payment for claims?

See Shelley for the "Form" to activate the automatic deposits. This will allow you to get paid faster and not worry about checks being lost in the mail. And of course, help save the eco system.



Marks Message – Always on the defensive

Recently, we had a harsh reminder of just how critical driver's decisions can affect so many people. In this particular case, a driver of a partnership carrier moved his vehicle without ensuring his pathway was clear. In fact, a worker was underneath the trailer resulting in his death.

Drivers; we can never become

complacent...you can never become so comfortable believing you are "above and beyond" because of our track record. In fact, the time to really pay attention is when it's been a long time since your last mishap...you're due! It can happen to you, and will if you aren't careful.

Every move and decision you make doesn't just affect you, but can take a

life and change the lives of many other people. A bad decision is something you will have to live with for the rest of your life!

**Be warned...
Be worried...
BE CAREFUL!**

Always check absolutely...always be on the defensive, never trust anybody else to be your eyes and ears!

Christmas Banquet – A little "PLUG".

Here's little "plug" for the annual Little Rock Employee Christmas Banquet.

Some employees have never attended. Consider this, you get to enjoy a fabulous

meal with wonderful people in a formal setting!

This year, there is a special new event...the first time ever. Come see it to believe it!

Not much in life is free anymore, but we're offering this formal night at no cost to you!

Don't miss it, Saturday December 5th, 2009 @ 6:30pm!

Winter Is Back... Are You Ready?

By now, you have seen the colder temperatures dipping below freezing with some wet snow flakes.

Thinking ahead is even more critical in the winter time. Traveling times are certainly affected with white out conditions and ice on the roads. Nervous 4-wheelers can be unpredictable and a real danger on the road.

Check your truck. Do you have the essen-

tials on board to assist you if you are stranded without the truck being on? Do you have your hats and mitts and emergency supplies on board.

Accidents and other anomalies can't be planned, but you can plan ahead and ensure you are prepared for the unpredictable nature of the trucking business.

Do Manners Still Count?

Good manners are more than being "nice," and they should be part of your fundamental business approach. Everyone who makes up the company must always use their best manners which includes **behavior, attitude, and grooming**. Remember, as we said before, that your customers are judging you and your fellow employees from the first moment you enter their business, and first impressions last.

Did you know that people look at your face first and your feet second? That is what the etiquette experts say, and they say that is why it so important to be **well-groomed** from head to toe. That is also why your first reaction to a customer must be a smile and eye contact. You must focus your attention on the other customer, listen to them, and let them know that you are interested in what they are saying. Use your customer's

name and thank them for doing business with you, no matter who you deal with regularly. **Every employee in every organization is important.**

Communicate clearly and carefully. Carefully choose your words and how you say them. Be certain that you understand the customer and the customer understands you to avoid misunderstandings. Communicate intelligently and maturely. **Always try to put yourself in the customer's shoes and understand how they feel.** Try to see things from the customer's perspective and let them know that you will do whatever is necessary to meet or exceed their expectation.

Customers appreciate it when you ask about their families and show an interest in their job and their interests. This makes them feel important, and they will like you for it. Use your sense of humor and positive attitude as an effective tool to lower barriers and gain people's trust. Remember,

customers do business with people they know, like, and trust.

If your customer has a complaint, don't dismiss it lightly and assure them that you will do everything possible to address their complaint. Also, thank them for bringing their complaint to your attention so that you can fix it. If a customer is upset and loud, take them to a private office, offer them a beverage, and ask what you can do to address their complaint. If their complaint involves an employee, try to involve the employee in resolving the complaint and be sure the employee offers a genuine apology.

Good Manners in the Workplace:

Good manners are also important in the workplace, and you should encourage a friendly, cheerful, and positive attitude. Recognize and reward good work and thank fellow employees for their good work. Always be available if an employee has a question or needs guidance and make them feel welcome in your office.

Every employee wants to know that they are appreciated, and they want to have input regarding the work they do. Ask each of them for their opinions and listen to what they say. Encourage employees to express their point of view and offer suggestions, and create an environment that is comfortable and enjoyable. Follow up on employees' suggestions or requests to make them feel appreciated and valuable.

Ray Pennington's Mind Control

- A reputation once broken may possibly be repaired, but the world will always keep their eyes on the spot where the crack was.
- Remember, the whistle isn't what pulls the train.
- Nothing will age a person faster, than pretending they are younger as ever.
- Is it true that long armed fisherman are bigger liars than short armed ones?
- The biggest idiot can ask questions the smartest man can't answer.
- People who cough a lot never go to the doctors... just to church, movies and etc.
- Nothing is less costly or more productive than courtesy.
- Some folks aren't hard of hearing... they are hard of listening.
- The good thing about dreams is that if they don't come true you can always dream new ones.

Thanks Again Ray!

Christmas Banquet

Liz & the Social Committee are looking for attendance numbers for our Christmas Banquet. Please RSVP before Noon on Friday November 20th. Our caterers need to know final numbers.

The Christmas Banquet is Saturday, December 5, 2009. Punch and hors d'oeuvres start at 6:30pm, Dinner at 7 PM.

Please invite your spouse and/or guest. This is a non alcoholic social gathering.



In sponsoring the effort to LITTLE GROCERY SHELF here at Little Rock. We ask that each guest bring non perishable food items with them for the donation to "Operation Care". There's more information in this newsletter about Operation Care.

Free Professional Photographs

Michael will be taking photographs this year using our Green Screen Technology. This year, our guests will be photographed in front of a green screen which allows us to change the picture behind the subject to ANYTHING we want. You will have a number of festive and interesting background pictures to choose. Previews of the backgrounds will be available the night of the banquet.



One photograph will be given to each who participate. Extra copies will be available for the cost of the processing fee.

Wearing green is not advised. Green will make your clothing transparent.

Please don't forget to RSVP as soon as possible.

The Little Grocery Shelf

Operation Care was created by The Walkerton Pentecostal Church located in the south end of town. It originally started as an outreach program by the Sunday School to provide dry food and goods to needy families across the sea. They soon realized that they need to take care of our local citizens as well.

Operation Care is nothing new for Little Rock as we donate the use of two trailers for the purpose of hauling this much needed resource.

Our Goal

There are 108 Families that are receiving on an ongoing basis from Operation Care.

Our reception area will be converted into the Christmas Theme along with 50 empty boxes. Our goal is to fill 50 boxes of food before the week of Christmas.

You Can Help

Take a look at your cupboards at home and see what you can part with. We all know we have extra food that we haven't gotten around to eating. Or slip in a few extra items in your grocery cart to give.

Pizza Fridays

Each Friday, the office staff pools together their money to buy pizza. Donations for Chips and Pop as well. 100% of the Money Collected will go to the purchase of food for Operational Care.



Continued Good Manners...

You should never make any disparaging or sarcastic remarks about an employee, a customer, a vendor, or the company. Be sure your fellow employees know that no one in your company should make negative or disparaging comments. Put an end to gossip. The way you and fellow employees talk creates an atmosphere and an attitude. Be sure the workplace atmosphere and attitude are **positive, supportive, and fair.**

Treat all employees equally and don't show any favoritism. Encourage everyone to do the same with the goal that your employees will be solid and fair. Be proactive in helping employees resolve conflicts when they arise and be an effective mediator. Set up a meeting where everyone can express their opinions, find middle ground, and sort out their differences. This is your responsibility as a leader, and your employees will respect you for your dedication to resolving conflicts.

More precisely:

1. **Monitor the volume of your conversations.** Be sensitive to how loudly you may be speaking. Do you notice that people down the hall or over the radio comment on your conversations? That might indicate your voice is too loud. Consider what you say and how loud you say it within your space.
2. **Keep personal telephone conversations and emails brief and at a minimum.** Be ever mindful that others are nearby and that this is a place of business. Do not use the company telephone, fax, or email, for any inappropriate and personal matters.
3. **Avoid the urge to be "helpful" in areas best left to the other person to handle on their own.** In some workplaces, privacy is difficult to find. If you overhear a private conversation, practice selective hearing. Your best bet for being treated as a professional at work is to keep all workplace conversations professional.
4. **Sharing professional information is wonderful, gossiping is not.** Only discuss personnel matters directly with specific individuals, superiors, and management handling those functions.
5. **Be sensitive to scents and smells surrounding you.** Save cologne and perfume for social occasions, and ask if fresh [flowers](#) and potpourri bother co-workers before installing them in your space.
6. **Avoid foods with strong smells and aromas that will travel throughout the office.** When eating at your desk or in shared areas, as great as French fries, Chinese food, and Indian food are, smelling them together in the same room, office or vehicle can become unpleasant. Dispose of empty food containers and other items where they won't contribute negatively to the work atmosphere.
7. **Keep your personal workspace clean and neat at all times.** Generally, less is better when it comes to office and vehicle decor. Use discretion when displaying personal items such as family photos and mementos so as not to overdo, clutter, or obstruct your work area.
8. **Use shared areas with respect and courtesy.** Workplace kitchens and common work areas can be the biggest source of co-worker tension. If you expect everyone you work with to cleanup after themselves, model that behavior yourself. Clean and return all work items, tools to their proper place, clean spills, and wipe work areas and desks as needed. Help maintain supplies as needed. When leaving food items in a shared refrigerator, mark all items with your name and date. Remove all items at the end of your work week and toss or recycle empty containers.
9. **Restrooms run a close second to kitchens as annoyance spots.** After use, wipe the countertop and sink of any spilled water or soap. Be sure the toilet is clean for the next user. Notify the proper attendant if supplies are low or out, or of any plumbing problems.
10. **Maintain all shared items in "like new" condition and return borrowed supplies.** Leave the photocopier in working condition and be sure to take back that borrowed stapler with at least a few staples left inside. If a machine stalls or jams, take time to undo the jam or to alert the proper person to attend to it. We all expect and want to be able to use items and equipment when needed. If you exchange vehicles on a regular basis, clean up after your use so that each time you get what you expect. A variation of the 'Golden Rule'.

Business

Behaving is easy, receiving good behaviour results from yours.

Rock'n & Roll'n is produced by Michael Sellick, administrator for Little Rock Farm Trucking. Michael can be contacted at michael.sellick@lrft.net Check out our YOU TUBE Channel named **littlerockfarmtruck.** Contributors Welcome!