



## At Great Companies, Details Matter.

The way I see it you are either a Starbucks® person, a McDonald's® person or something else. I'm a McDonald's gal. I love their Diet Coke®. In my never-ending battle to find quiet time to read and still attend meetings at work, I've started working early in the morning at our local McDonald's. I've observed some similarities between McDonald's and Uline:

Fast and Furious: McDonald's orders come fast. We all know this. At Uline we hustle to get orders placed by 6 pm out the same day. The pace is hectic. Fast and furious, to say the least.

Light: Don't human beings respond better in a lighter environment? McDonald's has a bright cheery atmosphere. Uline warehouses are light and so are our offices.

Dress Code: Believe in it. McDonald's has a dress code and so do we. There needs to be respect and an attitude that you are professional and are striving to be the best.

Cleanliness: McDonald's folks clean a lot. You see it at every location. Visitors are amazed at the cleanliness at Uline. We could almost serve food on our floors.

Audits: Clipboards and checklists. McDonald's folks audit a lot. I've observed this with interest. Uline is an audit intensive company. It's just amazing how standards slip if you don't "measure it and audit it". Your customer comments are recorded and taken to heart. We are totally committed to audits by folks from all levels and departments.

At the end of the day, where you are comfortable in private probably translates to where you are comfortable working in public. McDonald's is a great brand. We hope you all think Uline is too.

Used with permission from McDonald's.



– Liz Uihlein

## NOT A TRACE OF REGRET

Baby Boomers, in general, had their kids a lot younger than today. We were 22 when our first child was born. This was the best thing. We're still young enough to keep up with our 8 grandchildren. Dick and I have "not a trace of regret".

Recently up north in Wisconsin with our beloved first grandson, we played Par 3 golf, did bumper cars, go-karts and paddle boats (we never had those). We biked, yes, 16 miles. Grant caught five big bass and a nice walleye right off the dock. Just Grandpa, Grandma and Grant. We had the best time.

– Liz Uihlein

P.S. We sent him home with a big supply of Grandpa's firecrackers for his dad.

