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LEADING THE INTERMODAL EVOLUTION

DISPATCH NEWS

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THE HEART & SOUL PROPOSITION

*"It takes a Team to do
Anything of lasting value."
-John C. Maxwell*

The early mornings for Juan, a single father of four, is always jam-packed with activity. First, he must feed his youngest, a two-year-old, make breakfast for the older children, and then head off to scheduled medical appointments for his daughter who has a serious medical condition. Lastly, Juan makes the necessary drop offs at school and runs the household errands. A full morning indeed for this single father but one that Juan is happy to have as he works hard to take care of his family, who he considers his heart and soul. Of course he would also love to fit in a little football or soccer too but time always seems to escape before he has a chance. As the morning fades to afternoon, his attention turns to his second family. As Shift Supervisor for one of the largest equipment manufacturers, he arrives at his job in the early afternoon of second shift to start his day of work. He must first check the temperatures of all of his team members as an added protection during the time of COVID-19. He then evaluates his goals for the day and creates a daily plan that will place his team in every aspect of the factory, from production of the new Pioneer chassis line, to stacking, and then ultimately delivery of the chassis to their new owners. All of the tasks that his team completes are equally important to the company mission of creating the best products and providing the best service for its customers. From morning to night, Juan loves what he does, no matter the family he is doing it for.

The value that a dedicated and conscientious employee like Juan adds to a company's product or service cannot be easily calculated or translated into words. Take for instance a company's value proposition which is a statement that answers the question "Why should

I do business with you rather than your competitor?" A promise as to what will be received when their product is chosen. In reality the most important value or promise that a company can provide to its customers is that of the character, dedication and commitment of its employees, and the care and attention that they will put into every aspect of the product or service that is being provided. Employees are not only the heart and soul of a company but they are also the ultimate value proposition.

THE HEART AND SOUL OF OUR EMPLOYEES IS OUR ULTIMATE VALUE PROPOSITION TO OUR CUSTOMER.

When Juan and his team arrive for work every day, they are just one team of many that make up the heart and soul of CIE Manufacturing. We are at our core a community of creators, designers, engineers, statisticians, and storytellers, each contributing their unique talent and expertise with the goal of delivering to our customers a superior product that will make their businesses and lives easier. The reason that CIEM is able to deliver the highest-quality intermodal chassis in the industry and offer the true highest value proposition is because of this community, and over the next year we will introduce them to you.

As we begin 2021 our focus at CIE Manufacturing is on the heart and soul of our company, our employees. We invite you to continue to follow us as we share not only information about our chassis but also our culture and our tremendous employees like Juan who are the reason that CIEM continues to Lead the Intermodal Evolution.

EDITORS NOTE: We hope you have enjoyed the Dispatch over the years as much as we have enjoyed bringing it to you. Please be on the lookout as 2021 brings a transition to a new format and new mission.

OUR COMMUNITY

