



First Quarter 2011

# QUARTERLY NEWSLETTER

## YOUR QUARTERLY SCOOP

### *Vin Byrne's Legacy*

On December 1, 2010, Byrne Dairy lost its finest employee and leader. It is mind boggling to reflect on the changes that Vin oversaw during his 64 year career at the dairy: from horse-drawn delivery wagons to double tractor trailers, from vat pasteurizing milk at 300 gallons per shift to plants that can process 300 gallons a minute, from the first retail store he opened with a few milk items to full convenience stores with everything from fuel to food service. He witnessed and led the changes from a dairy that bottled only in glass for a territory that could be measured in city blocks, to a multi-plant operation that includes ultra-pasteurized

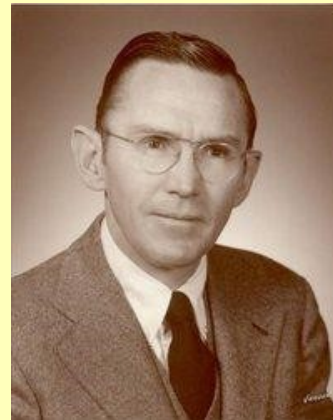
products distributed across the nation.

Vin was a great teacher, both with his stories and his personal example. The customer always comes first – “Nothing happens until something gets sold” he always said. He valued every employee, no matter what their position, for their contribution to providing customers with excellent products and service, and went out of his way to greet us and see how we were doing. He expected everyone to have the right equipment to do their job properly, and had a sharp eye for the smallest detail of our products and processes. He stopped every day at the Ice Cream Center, because he thought our ice cream and bakery products were special for our customers. Having run the delivery fleet himself for many years, he was especially concerned with how things were going for our drivers. For Vin, management was not a top-down affair. He believed in getting at the source of a problem directly and solving it quickly. It never mattered who got credit – we all won when we did things right and satisfied a customer.

Vin's integrity was legendary. In our dealings with farmers, suppliers, employees,

and customers, he demanded honesty and good communication. He never turned his back on a problem. When something did go wrong, he insisted on fair and fast resolution. He expected our products to be the best in the market, and actively participated in the continuous upgrades needed to assure this. He valued each employee, and did everything he could to improve working conditions and benefits for us.

Vin's incredible career and service to Byrne Dairy will never be matched. What we can do is honor his memory by trying to live up to the example he set for us, and continuing his legacy of integrity, quality, and service to our customers.



**If you have something that you would like to see in the next newsletter, contact Emily in HR at ext. 2212.**

## PROMOTING SAFETY

Both the Byrne Plant and Ice Cream Centers celebrated safety this quarter with lunch for all! ICC celebrated two years without a lost time accident by having a Safety BBQ. There was total quiet during the feasting on Limp Lizard Barbeque ribs, chicken, pork and all the side dishes! The next target is 1000 days!

The Byrne plant held a chili lunch to reward its workers for going 175 days without an accident. This is part of the Byrne Plant's new initiative to provide its workers with a lunch each month they go without an accident.

The scene at ICC as employees feasted on Limp Lizard BBQ.

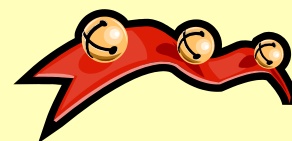


**A cow produces around 200,000 glasses of milk in her lifetime.**

## JINGLE BELL RUN



Several Byrne Dairy Employees participated in the 2010 Jingle Bell Run along with employees from other companies across Central New York. In all about 1000 people participated in the walk raising \$21,287 to benefit The Arthritis Foundation. To the left is Paul Spencer who, like many people, adorned Holiday attire for the run. If you would like to participate in the fundraiser next year, be sure look for information in the fall for how to sign up.



# HOLIDAY/EMPLOYEE APPRECIATION PARTY



This year's Holiday party saw a good time had by all! The night included music by DJ Jones Tones, appetizers, a buffet, along with awards.

The evening also featured a memorial candle lighting and moment of silence for Vin Byrne.

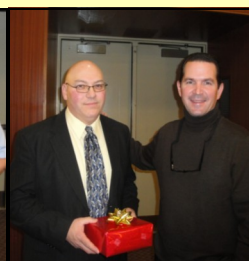
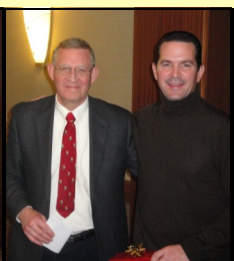


*It takes 340 squirts of milk to fill a milk pail.*



Employee of the Year awards went to (from left to right) Tim Holmes from the Byrne Plant, Mary Fietkiewicz from the office, Tom Haught from ICC, Phil Cousineau from the Syracuse Depot. Mario Goncalves from the Ultra Plant, and Mark Murray from the Albany Depot.

Five employees were recognized for completing 25 years of service with the Company Below, Left to Right: Robert Biggs, Scott Wallace, Carl Byrne, Gene Balcum, John Guinta, Frank Newton-Acquah (not pictured). Congratulations to all recognized!





Now through March 31st, 2011, you can receive **25% off Lodging** at Hope Lake Lodge and Resort just for working at Byrne Dairy! Contact HR for more information and to obtain the discount code!

## KEEPING YOUR NEW YEAR'S RESOLUTIONS

**Cows have an acute sense of smell and can smell something up to 6 miles away.**

Here are some tips to keep you on track and help you reach your New Year's goals!



### Be Realistic

Don't set goals for yourself that you know you can't achieve (or don't really have any intention of keeping!). Keep them realistic even if they aren't ground breaking, it's an achievement!



### Plan Ahead

If you go into the new year with a plan on exactly how you are going to accomplish your goal, you are much more likely to do it.



### Talk about it

Don't keep it a secret! You should be proud of your aspirations and you should let your friends and family know! This also will give you some more incentive, not wanting others to know you're a quitter. They may also help give you a little push along the way too!



### Set Milestones

In order to keep yourself on track, set goals for yourself along the way. This way you can move at a constant pace instead of having to feel like you need to make up for it at the end of the year.



### Don't get down

We all slip up once in awhile. Don't let one momentary lapse in your plan make you trash the whole thing.



### Stick with it!

Experts say it takes about 21 days for a new activity, such as exercising, to become a habit, and 6 months for it to become part of your personality. Give your new plan some time and it will be like second nature in no time!