



The Dalco Distributor

A quarterly newsletter published for customers and vendors of Dalco Enterprises, Inc.

Handling Stress at Work - **ARE YOU A BURNOUT?**

A nationwide study discovered that more than 50% of all employees feel stress on the job. Another study found that 41% of employees feel the need to reduce stress. Given the pressures of work, family, friends, and trying to do more with less; no wonder stress is an epidemic.

There are two questions we need to ask ourselves. How well are we avoiding unnecessary stress? How well are we responding to unavoidable stress?

WHAT IS STRESS?

Stress is a physical and a psychological state-either pleasant or unpleasant-that creates the wear and tear of life. Stress is mobilization of the body's defenses. And stress is dangerous, if prolonged, and leads to depression, disease and death. But we should be able to see it coming and minimize the damage.

THERE ARE 3 STAGES OF STRESS.

The **FIRST STAGE OF STRESS** is called the alarm stage. When we first become aware through our senses of a threat-real or well-imagined-that startles us and causes the body to prepare to fight or flee. An example would be when our boss or one of our coworkers tells us "you're a dork" or "You did a crappy job" at work. When we become alarmed, blood sugars are released, adrenaline is pumped into the system, our heart

rate increases, and blood pressure rises.

The **SECOND STAGE OF STRESS** is the response stage. This is the point where we make a choice of whether to fight or flee. Our choice is to say, "Takes a dork to know a dork" or "What would you recommend?" Hopefully we choose to respond rather than react and minimize the consequences.

The **LAST STAGE OF STRESS** is the exhaustion stage. Regardless of whether we chose to fight or flee, we will be exhausted by the end of the day. And so it goes, day after day, week after week, until the day we start to feel burned out.

SO, ARE YOU A BURNOUT?

The first stage of burnout is physical fatigue. Symptoms vary from having a stiff neck, lower back pain, headache, or profound exhaustion. Do you often find yourself falling asleep watching your favorite television program? The second stage of burnout is psychological fatigue. Symptoms include getting grumpy, defensive, touchy, withdrawing from relationships, noticing mindlessness or thoughtlessness. Do you find yourself walking into a room, and can't remember why you went in there? The last stage of burnout is spiritual fatigue. Spiritual fatigue is a sense of helplessness, hopelessness,

feelings of incompetence and resentment. Do you look forward to coming to work or resent the fact you have to?

Here are my **TOP 10 TIPS** that will help handle the stress.

- 1. Get organized.** Take two hours or two days and get organized. Find a place for everything and put everything in its place.
- 2. Improve your diet.** I haven't accidentally eaten anything and I am sure you haven't either. Work some fruits and vegetables in your diet.
- 3. Exercise.** Here are the five criteria to an exercise program that will work. It has to be something that causes you to move, breathe, bend, something you enjoy, and is at your pace.
- 4. Do some deep breathing.** Several times per day inhale for five seconds, hold fifteen seconds and exhale slowly for ten.

Continued on page 3 . . .

<i>In this issue . . .</i>	
<i>Dalco Directions</i>	<i>2</i>
<i>Annual Award Event Held</i>	<i>5</i>
<i>A Dalco Profile</i>	<i>6</i>
<i>Contest to Re-name Newsletter</i>	<i>7</i>

Dalco Directions

By Joni Miklya, Marketing Manager

Hi Everyone,

Even though this is my very first Dalco Directions column, I feel like I'm addressing many old friends. This, of course, is because as Dalco's Marketing Manager since November of 2000, I've had the great opportunity to meet and interact with so many of you, relative to our numerous branch training seminars during the calendar year and our six annual trade shows in Duluth, St. Cloud, New Brighton, Rochester, Eau Claire and LaCrosse.



Nonetheless, let me say a thing or two about my personal background. I'm a former Hawkeye girl, born and raised in Marshalltown, Iowa. I attended the University of Northern Iowa in the late 1980's, earning a Bachelor of Arts degree in Communications and Public Relations. Shortly thereafter, I started my, now, almost twenty year career in the janitorial supply field with Heartland Paper Company in Cedar Falls, Iowa. But coming to work for Dalco has been a dream come true. From the time I started in the industry back in Iowa, I had heard about Dalco and what a top company they were. And I'm most pleased to say, in this, my sixth year with Dalco, those feelings have only been reinforced countless times over .

In addition to our ongoing training seminars and yearly trade shows which I coordinate and implement with the help of many fine colleagues, other aspects of my marketing position entail a host of sales support duties, including : chairperson of Dalco's new product committee, business letters, quotations, major customer bids, organizing vendor sales meetings, product promotions, updating our customer product catalogs, developing product/ service brochures pertaining to specialized cleaning markets such as schools, health care, industrial, and the hospitality field, and Dalco's equipment/repair service programs.

But the most satisfying part of my job is the outstanding people I work with and, as I emphasized in my opening paragraph, all the wonderful customers I've

BIORENEWABLES™
Biobased Products Made From Renewable Resources

Spartan

Spartan's mission is to provide a line of biobased products that promote our renewable resources and contribute to environmental improvement.

Made with Renewable Resources
Biorenewables are made with ingredients that are derived from agricultural and forestry materials. Whether it's a soy based solvent, vegetable derived detergent or cleaning agent made from coconut oil, each ingredient comes from a renewable resource. This means that the raw components Spartan is using are constantly being grown, produced and manufactured into solvents, detergents, etc. These renewable items provide products that are environmentally safer, increase rural economic development, foster domestic production of our resources and reduce US dependency on foreign oil.

A Wide Array of Uses
The scope of biobased product applications is constantly growing, with more areas being defined and realized all the time. With several different products, Spartan offers solutions to a wide array of janitorial needs. These products can be used in any public or private facility in place of petroleum based products. Their performance parallels or exceeds their petroleum based counterparts, while offering the benefits biobased products exhibit.

met and gotten to know. When customers go out of their way to warmly thank me for our efforts at one of our training sessions or one of our trade shows, it leaves me with a special feeling inside. And from a marketing standpoint, that kind of reaction always tells me that we're doing some things right.

As always, to all our loyal customers throughout the Upper-Midwest, we very much appreciate your tremendous support. You're the ones who keep Dalco going day in and day out, and as a service oriented company on all fronts, Dalco will never lose sight of this # 1 consideration within our business .

Visit us at
www.dalcoonline.com
[For information about online ordering, contact your Dalco Account Manager.]

Continued from page 1

5. **Take walking breaks** instead of coffee breaks. Instead of sitting around eating junk food and drinking pop or coffee; go for a walk.

6. **Use music to your advantage** rather than your disadvantage. Be sure to listen to music that improves your attitude and energy.

7. **Smile and laugh more at work.** Try not to take life so seriously and really try to enjoy the unique personalities of the people you work with.

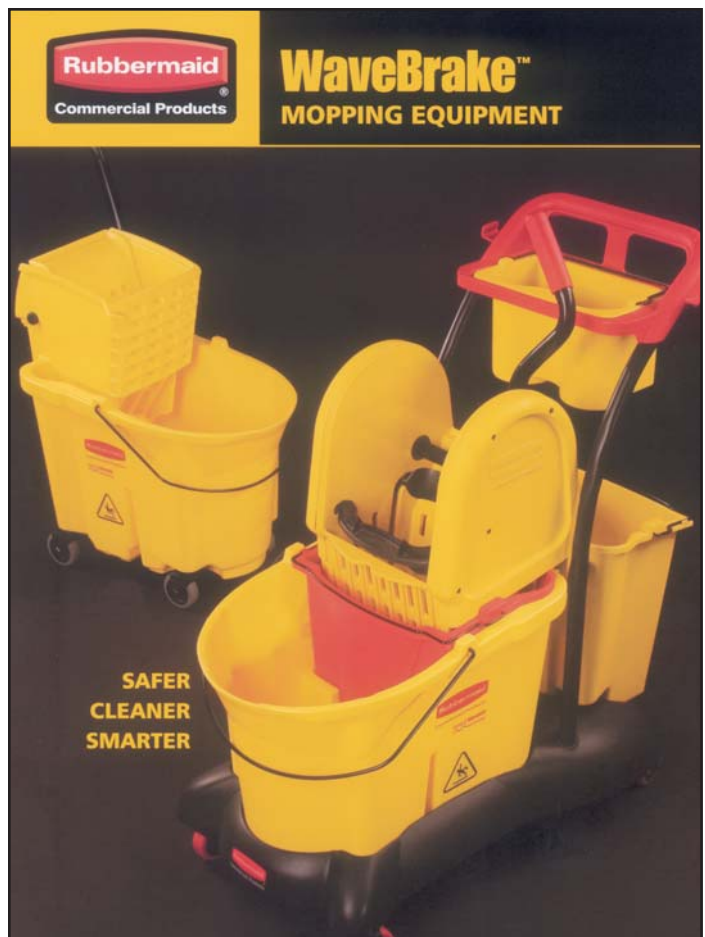
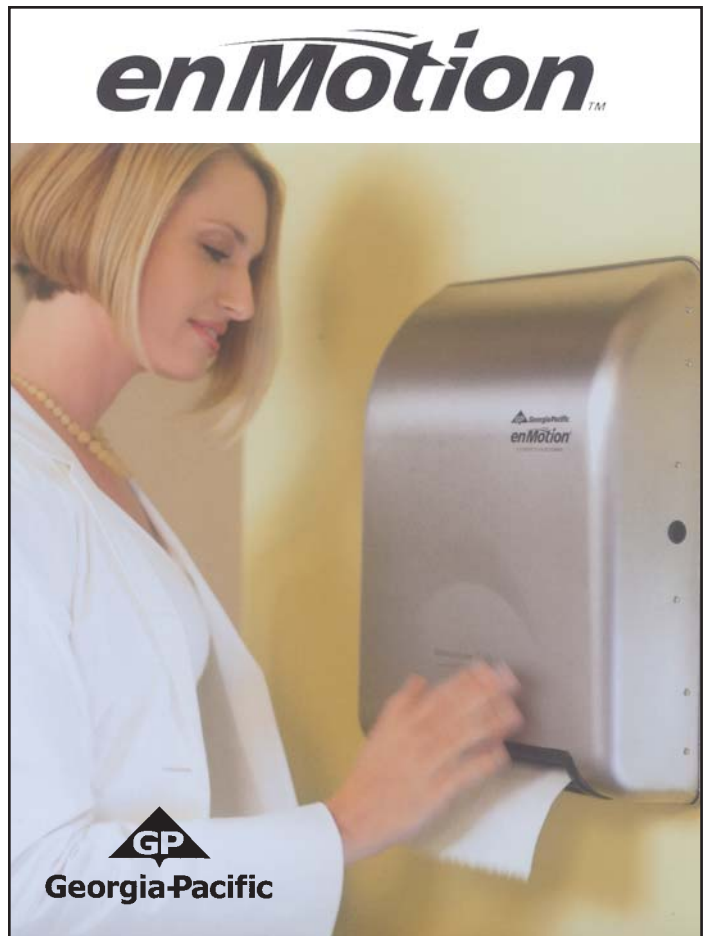
8. **Think of yourself as self-employed.** Remind yourself each day, that you make the conscious choice to go to work and sell your talents and skills.

9. **Develop a positive attitude.** Instead of imagining things are going to go bad; imagine things are going to turn out just fine. They usually do.

10. **Give yourself a nickname that you like.** Not the nickname other people have given you. Give yourself a nickname that you like, and don't share it with anybody else. Take some of the pressure off.

Look for the stages of stress, the danger signs of burnout, and apply these strategies to reduce your stress and enjoy your job. You spend twenty-four hours of the day with yourself; you could just as well enjoy it.

Kit R. Welchlin lives in the Twin Cities and provides seminars and workshops that help people work together better. He can be reached at 952.939.8998 or at www.welchlin.com.



Dalco Salutes A Fallen Comrade

Dalco had to say goodbye to one of its all-time great employees in March. Larry Johnson, age 58, a Senior Warehouseman at Dalco Minneapolis / New Brighton since 1973, passed away on March 24, 2006, after a gallant 20 month battle with pancreatic cancer.

Besides Larry's outstanding employment record with Dalco over the years, he will be long remembered for his zest for life, his extraordinary wit, and his gifted impersonation routines of major film and entertainment personalities. Many Dalco colleagues felt during Larry's younger days, he had the potential of a Rich Little or a Dana Carvey.



Larry Johnson is survived by his devoted wife, Nancy, daughter MaElena (Tom), and grandsons Evan and Owen. Dalco has had hundreds of employees since its inception in 1959, but Larry Johnson was in a class by himself. And Dalco will always be grateful that he came our way.

Did you know? . . .

- . . . A caterpillar has roughly five times more muscles than a human?
- . . . The number of cricket chirps you can count in a 15-second interval, plus 37, will tell you the current temperature?
- . . . A pound of potato chips costs 200 times more than a pound of potatoes?
- . . . The man who commissioned the mona lisa refused it?
- . . . Although elvis was no longer living in 1988, he earned an estimated 15 million that year?
- . . . Quality results are no accident when you trust your cleaning and maintenance supply needs to dalco!

BIG CITY®

96 Gallon



THE BIG BAG FOR BIG USE



- Our biggest liner yet!
- Designed to fit 96 gallon institutional receptacles commonly used in stadiums, parks, arenas, campgrounds and other venues where large capacity is needed
- Thick gauge, linear low density liner made with virgin resins resists punctures and tears
- Star seal bottom helps to distribute weight evenly over the bag and prevents leaks

Item #	LBR5275X5B	LBR5275X5C
Color	Black	Clear
Length	75	75
Width	52	52
Gauge (mil)	2 mil	2 mil
Bags/Roll	10	10
Rolls/Case	5	5
Pack	50	50
Pallet Count	55	55
Layers (HI)	11	11
Cases/Layer (TI)	5	5
Case Cube	.89	.89
Seal	Star	Star
Gallon Usage	96	96
Pack Type	Coreless Roll	Coreless Roll

BIG CITY®


96 Gallon

tyco / Plastics & Adhesives / **Tyco** / Plastics



Tyco Plastics - 4811 Central Avenue, Monroe, LA 71203
800-551-5036 - www.tycooplastics.com

©Copyright 2004 Tyco Plastics, L.P.

INTRODUCING FASTRIP™
Johnson Wax PROFESSIONAL



The power to break through finish fast.

Pure power. Fast results.

Dalco Annual Sales Awards and Vendor Appreciation Results

At the annual Sales Awards and Vendor Appreciation event held earlier this year at Dalco New Brighton, the President's Club Award once again went to Bob Diercks and Greg Hamstad of Dalco New Brighton. Vendor Representative Chuck Schultz from Georgia Pacific was lauded with the James Pardello Memorial Award. The traveling branch award, given to the branch that best exemplified superior customer service over the past year, went to Dalco Duluth. Vendor of the Year Award went to Rick Cobian of Tennant.



Pictured below with Mark Miller, Jeff Madsen of Dalco New Brighton received the Rookie of the Year Award.



At left upper, Erik Larson of Dalco New Brighton (NB), was honored with the Charlie Hustle Award which recognizes tireless enthusiasm and commitment to success on the part of an Account Manager. Pictured with him is Sales Manager, Mark Miller. Above, Kevin Oss, Dalco NB received the Sales Growth Award and is pictured with Rod Dummer (L), VP of Sales, and Mark Miller. At left, lower, Paul Mohs of Dalco NB was recognized for his sales integrity with the Matt Humiston Award. Kevin Campeau of Dalco NB and Dave Hanson, Dalco Rochester both received awards for sales support for their work in their respective repair departments.



A High-Performance Scrubber to Meet Your Higher Cleaning Standards

Reach a higher level of safety and cleanliness with the superior T7 micro-rider scrubber. With the T7, you can:

Scrub using 70% less water and 90% less detergent with foam-based FaST™ technology;

Clean noise-sensitive environments at a whisper-quiet 67 dBA – 75% quieter than competitive models;

Improve environmental health and Hygienic™ tanks with help reduce mold, bacteria, and other airborne contaminant's.

Contact your Dalco Account Manager at 800.950.1975 for a demonstration.

A Dalco Profile

Rod Dummer

By Don Kennedy

It took virtually an “Act of Congress” to get Rod Dummer, Dalco’s Vice President of Sales and part company owner, to finally agree to a Dalco Profile. For the past three years or so, the committee that selects our quarterly Profiles, of which Rod himself is a member, did their utmost to persuade Rod to let us tell his fascinating career story with Dalco. In the past, he always insisted there were far more worthy colleagues than he that we should recognize first. This time around, the committee flatly refused to take no for an answer.

Rod’s 18 years at Dalco may well be the most compelling personal biography in the company’s 47-year history. Nevertheless, it all began on a rather ambiguous note. Contrary to the typical new Dalco employee, when Rod started working at our Twin Cities corporate headquarters in 1988, he was automatically subjected to a whole different kind of scrutiny.



Rod, you see, is the son-in-law of Ted Stark, Jr., Dalco’s longtime owner and present CEO. Married to Ted’s daughter, Karen, Rod, by vocation, is a Certified Public Accountant (CPA). When Rod started at Dalco, this was not exactly “music to the ears” of a janitorial supply distributor with more than a handful of seasoned, independent sales reps .

A Minnesota transplant, Rod was born and raised in Newcastle, Wyoming (population roughly 3000) on the western edge of the Black Hills, some 80 miles from Rapid City, SD and approximately 650 miles from the Twin Cities. “Around Newcastle at night,” Rod reminisced, “the only things generally moving are prairie dogs, antelope and sage brush.”

After graduating from the University of Wyoming in the mid 80’s, Rod, while in his first real accounting job in Gillette, WY, some 75 miles from Newcastle, met Karen Stark (at a fitness center) who was also in her first real job as a Special Education teacher in the Gillette Public School system. The rest was destiny. Soon after Rod and Karen “tied the knot” Rod, though under no pressure from Karen, had a yearning to go east and explore the Land of 10,000 Lakes. And lo and behold, as an added inducement, his father-in-law offered him a job.

Once the initial employee curiosity over Rod subsided, for the next two years, he pretty much faded into the woodwork, quietly and inconspicuously doing his day to day accounting thing. The sales force hardly noticed that he was even around. But then a major inside change took place. Dalco’s Equipment Repair Service Manager left the company. His announced replacement, to the utter amazement of the sales force, was none other than Rod Dummer. The sales force was flabbergasted and felt to a man that management was making a crucial mistake. The consensus among the sales force was that management was putting a complete green horn, with amusingly, an accounting degree, in a critically key service position. But little did they know that the “real” Rod Dummer had been mysteriously incognito during his first two years at Dalco. What happened next, in just a matter of weeks, had the Twin Cities sales force “shaking their heads and biting their tongues.”

Almost overnight, Rod became a mechanic. Well, not quite. But suddenly it was commonplace to go into Repair and find Rod on his backside, observing or assisting one of our bench personnel beneath a disabled auto-scrubber, a large sweeper, or a similar machine. In due time, Rod would learn the mechanical variables of every piece of commercial cleaning equipment that Dalco distributed. And within the (at the time) frustrated Repair Department, Rod magically got everyone back on a positive track. Rod showed a special knack for dealing with colleagues honestly in an open and constructive manner, which won him their support.

Meanwhile, management was taking serious notice. Subsequently, with Repair running up to speed again, it was decided that the Twin Cities sales force itself could use more direct managerial support. Once again, Rod was given the ball. For the next period of months, he worked extensively in the field with as many of the sales reps (now Account Managers) as possible, making end user calls and developing a broad knowledge of our overall cleaning chemical lines and their specific applications. As in Repair, Rod absorbed as much information as he could. Everyone on the Twin Cities sales force was duly

impressed by his tireless work ethic, enthusiasm, level headedness, and skillful communication style.

In 1992, Rod was named VP of Sales for the company's four branches and the once highly skeptical Twin Cities sales force unanimously supported management's decision. Yet, over the years, as Dalco's sales have flourished under Rod's direction, he has never rested on his laurels. As veteran Dalco Account Manager, Bob Sanford told us, "Once Rod got into the actual selling end of our business, he started getting into the office earlier than I did - and I'm normally in there by 7:00 a.m. Sometimes I'm there by 6:30. but for the life of me, he still seems to beat me, unless he's out of town. But after all these years, I think I've finally figured it out. The guy sleeps under his desk at night."

Rod has never flaunted his VP title. To this day, he often works side by side with a cadre of Twin Cities colleagues "out in the trenches" hanging soap and towel dispensers for larger accounts. In the years since Rod traded accounting figures for sales numbers, he has helped to install literally thousands of different types of dispensers. The Dalco Account Managers have very much appreciated such a helping hand because prior to Rod's implementation of this much needed program, individual Account Managers were solely responsible for his/her dispenser installations.

We would be remiss if we didn't emphasize the countless, close customer relationships Rod has developed over the years. He has always made himself accessible to customers and encourages them to contact him directly if Dalco, in any way, shape or form, is not living up to their expectations.

Joni Miklya, Marketing Manager, considers herself extremely fortunate to have Rod as her boss, but even more importantly, as her friend. "When my mother was seriously ill," Joni told us, "I went to Rod and asked for several days off. There was not a second of hesitation. Rod told me to go home and be with my family because family comes first. That's the way Rod is. He is one of the most caring and gentle people I know."

Rod and Karen Dummer live in a Minneapolis suburb where they are raising two daughters, Kylie (16) and Sara (12). Karen has been with the Edina Public School District for 18 years, where she has continued her truly inspiring life's work in Special Education.

Rod's hobbies and special interests include just about anything outdoors including helping to coach his daughters' athletic teams, hunting with his daughters and their yellow labs, motorcycle riding (weather permitting), running - including 5 marathons over the years and skiing.

As Chuck Panzer, a veteran of 34 years at Dalco and VP of Corporate Accounts said, "If it is true that the real measure of any man is seen in the eyes of his family, friends, and colleagues, then I'd have to say that I certainly see an awful lot of love, respect, and pride in the eyes of those who know Rod best."

Destiny dictated that a young Rod Dummer from the state of Wyoming should come to Dalco in 1988 and ultimately prove to us all that Newcastle, on the western slopes of the Black Hills, actually had much more to offer than prairie dogs, antelope, and sage brush.

Contest Underway To Rename Dalco's Quarterly Newsletter

After publishing our quarterly newsletter for eight full years under the Dalco Distributor banner, Dalco has decided to rename our publication. Consequently, we wish to ask our readership circulation of approximately 4,500 throughout the Upper-Midwest, for their suggestions on renaming our newsletter.

Upon receipt of any and all suggestions, Dalco will pool the suggestions and decide on the one name that best fits our janitorial supply newsletter publication image. As a token of Dalco's appreciation to the person whose suggestion is ultimately picked, we will identify that individual in our next quarterly newsletter and reward that person with a \$100 gift certificate to the restaurant of their choice in their geographical area.

All new name suggestions for Dalco's quarterly newsletter must be received by Dalco no later than May 31, 2006 You can either e-mail your new name suggestion to Dalco's Marketing Manager, joni.miklya@dalcoonline.com or mail your suggestion to:

Joni Miklya
Marketing Manager
Dalco Enterprises, Inc.
300 5th Avenue NW
New Brighton, MN. 55112

Thank you for your continued support of Dalco's newsletter.



dalco

Address Service Requested

PRESORTED
STANDARD
US POSTAGE PAID
ROCHESTER MN
PERMIT NO 289

"The Dalco Distributor"

Published by:
Dalco Enterprises, Inc.
300 5th Avenue NW
New Brighton, MN 55112
www.dalcoonline.com

*Dalco,
over 45
years of
distribution
excellence!*



INVOICES & STATEMENTS AUTOMATICALLY EMAILED TO YOU!

Advantages

- Less Paperwork
- Reprint from your email
- Much easier to read

**Simply email us at
accountsreceivable@dalcoonline.com
or tell your account manager
I WANT TO SIGN UP TODAY!**