

ESTA Directions June 2001

*by Mike Wood*

Summer already. This year has passed so rapidly it's hard to believe that we are already talking about this years Dealers' Choice Customer Service and Manufacturers' Choice Dealer of the Year Awards. That must mean that LDI is coming up soon – stop, I'm not ready yet!

Not that I'm sorry to be reminded of these awards – they have rapidly become well respected and eagerly anticipated each year. The companies that win them are justifiably proud to have won the approbation of their peers while those that lose are encouraged to review their procedures and improve their systems. The industry is the real winner every time. So – when you see that ballot arrive please give it consideration and time to vote. We promise there will be no hanging chads...

In a related topic, this years Customer Service Surveys have just been completed and I'd like to thank all those members who filled out the many surveys. It may seem time consuming but you are giving a worthwhile contribution to helping improve the service you receive and to raising the overall level of service everywhere. This valuable program is unique in our industry and has been of major benefit to both manufacturers and their customers alike. That means everyone gains.

Elsewhere in this issue you will find articles with updates to some important ESTA member services. Both the Freight and Travel programs have significant enhancements. Take a look and see what they can offer you. As always if you have ideas for the ESTA member benefit programs, either for improvements to existing programs or for completely new directions please pass those thoughts on to the ESTA office or to any Board member. These programs benefit both the association and the members so there is always room for more.

Finally – yes, LDI 2001 in Orlando is really fast approaching. This year it has moved from its normal Thanksgiving slot in November to one a couple of weeks earlier. You will have received information from the ESTA office on the ESTA dinner and ESTA sponsored sessions including the LDInstitute and BizEd. Don't just file these notices – sign up and sign up soon.