

# Phancorp pHlashlight



## Spring Break in Canada

Spring Break is in the air. In Canada and the United States, college students receive one week off during the winter term. Many choose to head south to enjoy the sun. As you can see, we here at Phancorp we have decided to embrace the winter weather and focus our efforts on enhancing our relationships with our clients who live in sunnier parts of the world. To that end, Phancorp is announcing its new Spanish language web site and a renewed focus on Mexican and South American strategic relationships.



Let it snow! (L-R): Kathryn Hendrikk, Brenda Donoghue, Isabel Alexander, Meredith Ostrander, Erika Larson  
(Enjoying warmer weather: Laurie Pedziwiatr, Tao Lu, Stephen West, Craig Wickett)

**Hola, ahora Phancorp tambien habla Español. Visite por favor nuestra pagina de internet.**

After Phancorp's pHabulous success at the APLA (Latin American Petrochemical Association) Conference this fall, we concentrated our efforts on the Mexican and South American markets. There are numerous opportunities for our customers that can be leveraged in this marketplace. Phancorp's growing Brazilian, Argentinean and Chilean relationships are proving to be a strong source of new products. If you are looking for competitive sourcing options, please contact us.



Bella and Bruiser - Phancorp's mascots snuggle up on Valentine's Day.

## Isabel Alexander: President's Message

These are indeed difficult economic times. The world's credit markets continue to restructure themselves and commodity prices have varied widely. However, in times of great economic upheaval, companies that can flex quickly and seize opportunities can survive and thrive. This is the thrust of Phancorp's strategic direction for 2009. The Canadian economy has largely been shielded by the difficulties faced by the United States. Canadian banks are strong and continue to do business both at home and abroad.

The Bank of Canada has forecasted that the Canadian economy will experience a deep but short recession with an expected growth rate of 3.8% in 2010 or \$1.29 trillion. These predictions have kept the Canadian economy stable. While we are not in the boom time experienced in 2007 and 2008, Canadian indicators are steady. These factors make Canadian companies like Phancorp an excellent strategic partner when looking to sell into the North American market. Phancorp is open for business. Phancorp is able to bring the right partners together to your sales. Please contact me personally at [ialexander@phancorp.com](mailto:ialexander@phancorp.com) if you wish to discuss your business further.

## Phancorp's pHast Track™ Train Keeps Rolling

Phancorp's pHast Track™ service, which was launched six months ago, has proven to be a resounding success. To date, Phancorp has helped pHast Track™ customers solve their regulatory and logistic issues. The pHast Track™ services were created to meet our customers' diverse needs. Clients sought out Phancorp to solve their specific problems. Phancorp's reputation for quality service and a "can-do" attitude has been the reason for our great success.



## About Phancorp - The Distributors' Partner™

Phancorp Inc. is dedicated to increasing, improving and protecting the business of the North American chemical distributor • As a global chemical wholesaler, Phancorp Inc. is a sourcing, logistics and service partner for chemical distributors and a unique marketing partner for chemical producers • Phancorp Inc. helps our partners to identify and pursue the right opportunities, providing them with what they need, where they need it and when they need it.

Examples of the services we have already provided include:

- Assisting a local producer export their product to a new overseas market. Phancorp provided logistical expertise and problem solving, allowing our client access to new international markets.
- Assisting a major international distributor with qualifying overseas producers. Phancorp's experienced global sourcing team was able to provide market and producer specific data to assist our client in their sourcing decisions. Phancorp also ensured the product was to customer specifications and removed the cultural barriers to trade.

These are only two of our current successes.

If you have any questions of problems that require a pHresh solution, please contact Kathryn Hendrikk ([khendrikk@phancorp.com](mailto:khendrikk@phancorp.com)). All inquiries will be kept strictly confidential.

## Stephen's Courtesy Corner

Everyone in an organization who answers the telephone should present an image which is helpful, polite, and professional. The sound of your voice and your telephone manner are often the first things clients learn about you, so make a good impression! When the telephone call is handled poorly, a lasting impression is made.

Every day, hundreds of telephone calls present opportunities to create business or satisfy clients. When the phone call ends the customer should feel that they have made a relationship, not just another phone call.

The manner in which you handle the telephone call can make all the difference. Get in touch with what the customer wants and needs with attentive customer service skills. Studies show that satisfied customers will boast about their positive experiences to four or five other people; however dissatisfied customers typically will communicate their negative experiences with up to a dozen others.

**"Customer service is not a department – it's an attitude."**  
- Unknown

