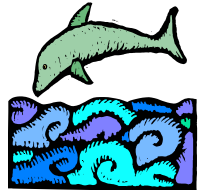


VENTURE LOGISTICS APPRECIATES THEIR EMPLOYEES!



And a good time was had by all. Venture showed how much they appreciate their employees by having our company picnic at the Indianapolis Zoo. Everyone attending was invited to the Dolphin Show, lunch and access to the "White River Gardens" as well as the zoo grounds to view the exciting antics of our animal friends.



Venture knows that we have a great team that gives the company 100% and wants everyone to know it doesn't go unnoticed. We are lucky to enjoy a "family-like" atmosphere where we enjoy each others company and share the same goal—to service the customer beyond their expectations and watch Venture grow!!

" Give people more than they expect and do it cheerfully."



VENTURE LOGISTICS NAMED 2005 INDIANA ENTREPRENEURIAL AWARDS OF DISTINCTION FINALIST

Indianapolis -- The Johnson Center for Entrepreneurship & Innovation, within the Indiana University's Kelley School of Business, recognized Indiana's companies for their entrepreneurial achievements at a dinner and awards banquet Thursday (October 20) at the Indiana Roof Ballroom in Indianapolis. Venture Logistics, of Indianapolis, was among the 62 finalists in three categories – spirit, innovation and growth.

Venture Logistics was founded in 1993 and currently employs over 200 people from this community. They have offices and/or terminals in Indianapolis, Lafayette and Fort Wayne, Indiana as well as Laredo, Texas. Doug Williams, President and CEO states that he and his team are proud to be recognized as an Indiana Entrepreneurial Awards of Distinction Company. "Besides the personal satisfaction, we are proud to be recognized for our desire to provide transportation, warehousing and other logistic benefit to these communities. The key to all outstanding companies is to surround yourself with good people. We have been very pleased and blessed with the quality of people available in these communities that meet that criteria. We have enjoyed outstanding growth in the last year and are very honored to have been nominated for the Spirit award."

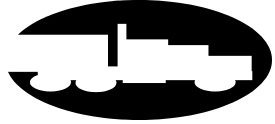
In its inaugural year, the Indiana Entrepreneurial Awards of Distinction honors entrepreneurial companies for their growth, innovation, and willingness to take calculated risks. Venture Logistics was a finalist in the Spirit category. To be eligible for the award, the company had to demonstrate high standards in risk –taking behavior, persevere from "lessons learned" and possess the desire to be the best company with a vision to succeed.



"These entrepreneurial companies have a strong impact on the state, not only economically but also through employment and community development", stated Donald F. Kuratko, executive director of the Johnson Center for Entrepreneurship and Innovation.

EDITOR DAWN GRIFFIN

VENTURE VIEWS



Customers Have Long Memories

By Harvey Mackay

We're on the web! www.venlog.com

Remember me? I'm the person who goes into a restaurant, sits down patiently and waits while the servers do everything but take my order. I'm the person who goes into a department store and stands quietly while the sales people finish their little chitchat. I'm the person who goes into a reception area on time for a business appointment, and stands by the desk while the receptionist finishes her personal phone call. You might say I'm a patient person. But do you know who else I am? I'm the person who never comes back!

It amuses me to see you spending money on advertising to try and get me to visit your establishment again. When I was there in the first place, and all you had to do was show me a little courtesy. Ninety percent of those who are dissatisfied with the service they receive never return to the place of business that disappointed them. Only four percent of unhappy customers actually bother to complain to the company. The response they receive dictates where their next buck goes. The other ninety-six percent complain to their friends, a.k.a. former potential customers. Disgruntled customers have very long memories. We can all relate to lousy treatment. But when you're the one in charge, how do you prevent it? The answer is so simple: set your standards high, and don't accept anything less from yourself or your employees. And remember that the way you treat your employees is often transferred to the customer.

Everyone's favorite neighbor, Mister Rogers, boiled it down to this: "The thing I remember best about successful people I've met all through the years is their obvious delight in what they're doing...and it seems to have very little to do with worldly success. They just love what they're doing, and they love it in front of others." And yes, he said "successful people." Customers can tell when you love what you're doing, because it generally translates to an enthusiasm that is shared with customers. The late Mary Kay Ash, who founded the phenomenally successful cosmetics company, Mary Kay, Inc., said, "We must remember that people will continue to do business with those who give good service, and certainly there is never a traffic jam on that extra mile."

The fact is, most customers who complain don't really want their money back. They just want products or services that work the way they're supposed to. They want someone who will listen to them and fix any problem that arises. Is that asking so much? Is that an unreasonable request? Rather than looking at complaining customers as a pain in the neck, reset your mindset and see a golden opportunity: the chance to improve your service, product and image, all in one fell swoop. Those customers who take the time to tell you when something is wrong are blessings in disguise. They're really doing you a favor. Listen carefully to their concerns and go the extra mile to satisfy them. It isn't enough that you think you've done all you can ... it's when the customer thinks you've done all you can.

The customer is always right. The customer who isn't always right is also not your customer. I've yet to see a business that can survive without customers.

Mackay's Moral: It's not about what you can do; it's about what you will do.



Have a bright sunny birthday!



Newton Catlett	1-Jan Daniel Cummins	6-Feb John Tarbell	2-Mar
Chris Mizell	5-Jan Sergio Ledesma	7-Feb Dennis Wonders	2-Mar
Brendt Reese	9-Jan Ryan Sturm	8-Feb Robert Hennigar	4-Mar
Pedro Cervantez	12-Jan Matthew Taylor	8-Feb Joel Paska	4-Mar
Edward Mullendor	13-Jan Jerry Dye	10-Feb Bruce Huff	7-Mar
Jimmy Starks	19-Jan William Tittle	11-Feb Leonard Joyner	8-Mar
Oliver Vaughn	19-Jan Brett Darr	12-Feb Herman Cooper	8-Mar
David Brittell	20-Jan Richard Banter	13-Feb Scott Caskey	9-Mar
Rita Gaddis	21-Jan Danell Crain	16-Feb James Clem	9-Mar
Juan Guerrero	23-Jan Kenneth Sheetz	16-Feb Leslie Shanahan	10-Mar
Kevin Leach	24-Jan Richard Mc Daniel	16-Feb James Froman	12-Mar
Harry Fulk	24-Jan Michael Patchett	18-Feb Bryan Enders	13-Mar
Lawrence McAlley	25-Jan Terry Underwood	20-Feb Dennis Sealscott	14-Mar
Matthew Paetz	25-Jan Demetrio Solis	20-Feb Nathan Smith	14-Mar
Earl Harris	28-Jan Barbara Bingham	23-Feb Mark Byrd	15-Mar
James Williams	29-Jan Bruce Massey	23-Feb Kevin Herron	16-Mar
Jose Ledesma	30-Jan Richard Murphy	25-Feb Gaston Garcia Jr	18-Mar
		Douglas Mykrantz	22-Mar
		Frank Young	26-Mar
		Jesus Posada	28-Mar
		Felipe Torres	30-Mar