



## Episode 1: “The Daylight of Our Lives...”

### *The Story so far...*

**I was checking the loading of the last shipment** of micro-widgets for our company's new west coast operation. A month ago, we landed the Snorkely contract and we were headed for Easy Street. The future was so bright I had to wear shades. I mean, it couldn't have been better. And, I'd met the girl of my dreams. Once this job was over, we would take a slow sailboat to the Bahamas. All I could think about was Kim. I couldn't get her off my mind.

When the phone rang, I was a million miles away. It was my partner in LA. He's the nervous type. Can't sit still. Worries about everything. Well, this time, he was really frantic. We didn't have enough micro-widgets in Malibu for the job. This was suddenly very serious. I'm talking life and death. We had to get 10,000 micro-widgets to the west coast as quickly as possible. If not, there goes the Snorkley contract, the sailboat, and the girlfriend.

I needed to wing the widgets to the west coast. And fast. I called Daylight Transport. We'd been using them for our normal shipping needs between the coasts because they are fast, reliable and inexpensive. Their trucks are even faster than some airfreight companies. And, they guaranteed delivery. The Daylight Transport sales rep told me about a special airfreight service they were offering between the east and west coasts. My micro-widgets could be in LA tomorrow.

Well, that's how things worked out. Thanks to Daylight Transport, the micro-widgets made it to the west coast in time. The Snorkley contract was saved. My partner in LA was happy. And Kim? Well, that's another story.



## Episode 2: “The Daylight of Our Lives...”

### *The Story so far...*

**We just got the Snorkley contract** and started shipping micro-widgets to LA. We should have been on Easy Street by now, but instead, it looked like Hard Luck Boulevard.

The cost of manufacturing micro-widgets was major. And we were storing the micro-widgets for Snorkley at a station warehouse in Brooklyn. Mike, the warehouse manager was screaming for cash up front. The micro-widgets were piling up and we hadn't heard from Snorkley's operations manager. It turns out he was on vacation in the Bahamas, on a sailboat with his girlfriend, Kim. We were living on borrowed money and time. The future looked dim.

I called Daylight Transport. They'd helped me out before. According to the Daylight Transport sales rep, they offered a special program that would answer my prayers: The Super Saver Program. They would be able to ship the micro-widgets to LA in five days, guaranteed or Daylight Transport would refund 50% of the freight charges. I wouldn't need the warehouse on the west coast. I could reduce my inventory costs and produce only what I needed when I needed it. Because Daylight Transport's trucks go coast-to-coast non-stop, the micro-widgets would arrive safe and sound. I wouldn't need to worry about breakage or pilferage.

Thanks to Daylight Transport's Super Saver Program, we were back on the road to riches. What happened to Kim, however, was another story.