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Celebrating Runners 20th Anniversary!

Reflections from Diane and Thor Smith...

It's almost surreal to think that 20 years have passed since the birth of Runners. We have to pinch ourselves when we reflect on where we are now and how it all started. It totally keeps us grounded. Over the past twenty years, we have never lost sight of the fact that our company could go down the tubes like so many others we have seen. We are not really sure how we've been lucky enough to survive this ever-growing and changing industry, but over time we knew we had to start taking on more challenges and move in different directions if we were going to grow and remain competitive.



Drew out on another delivery with Mom and Dad (Diane and Thor) (1987)



Thor trying to get a different perspective on the delivery business. (1987)

Note in the picture of Thor that there was no computer on the desk and the typewriter on the floor (our billing machine) replaced our handwritten invoice. We had a growth spurt that month! Kidding aside, growth was slow but it had some advantages—survival for starters. Knowing now what we didn't know then, would surely have sunk the ship had we grown any faster. Being the novice business people that we were... we were all too consumed with the day-to-

day operations, unaware of what the future held of us, and unaware of the need for a business plan. Through trial and error, we have learned so much about what is required in all phases of our business. Let's just say, we now have a plan! There is something to be said for strategic planning!

Speaking of planning and goals, the timing of our anniversary ties in beautifully with the purchase of our warehouse in Baltimore City that 20 years ago would have exceeded our wildest dreams. Opportunities abound here and we are busy "planning" our expanded services for all of our customers—old and new. Twenty years of anything is worth celebrating but for us it's especially gratifying to know we literally started with nothing to owning this 67,000 sq. ft. warehouse. Strangely enough, 20 years later the challenges are just beginning, but we are now better prepared.



Another growth spurt! Computer!! (1989)

From the bottom of our hearts we thank each and every one of you—our longstanding clients for your loyalty (in spite of this wildly competitive business we are in), and our newest of clients for your trust in us to handle your needs. Thank you so much! We are well aware that without you there would be no us. Your satisfaction will always be our highest priority!



Diane multi-tasking—I hope the pasta isn't boiling over! (1990)

Diane and Thor Smith

Contact Us: If you have any comments or suggestions in ways that we can help make your business run more smoothly or efficiently, we want to hear from you. Please give us a call or send us an email to: info@runnersinc.com

For delivery quotes, custom services, and warehousing options—plus pricing, contact us:

Runners, Inc., 7924 Queenair Drive, Gaithersburg, MD 20879

Phone: 301-948-7500 Toll Free: 1-800-204-7501 Fax: 301-330-1451

Email: info@runnersinc.com Website: runnersinc.com

Warehouse Phone: 410-644-0360 Warehouse Email: warehouse@runnersinc.com



What's In It For Me.... \$\$\$

To help celebrate our 20th Anniversary, we would like to announce two opportunities for us to thank our customers.



EARN \$100:

We will reward the first person who forwards this newsletter to 5 business emails with a \$100 check. To participate, simply forward this email to 5 business associates who may need our services and send a carbon copy of your emails to scottrell@runnersinc.com. Remember to enter "20th Anniversary" in your email "Subject Line" to qualify. (This opportunity is on a one time basis and will not be repeated.)

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STARBUCKS eTRAC CONTEST:



To encourage more of our customers to sign up and use eTrac (online order entry), we're offering a new *monthly* promotion to thank you. Each time you place an eTrac order, your name will go in a drawing for a \$20.00 Starbucks Gift Card. At the end of the month a name will be drawn. The more you use eTrac, the more times your name will go in for the drawing and the better your odds of winning.