



The More Things Change, The More They Stay The Same!!

TR's 10 year Retrospection

In reviewing the events of past years, and looking over recent TradeTalk articles, it became clear to me that literally, 'as much as things change, the more they stay the same.' We travel, add employees, lose some, host sales and operation retreats, entertain, tweak company systems, etc..... An outsider might think it gets boring, but it just seems to get more interesting and more challenging as we go. That's what the Pursuit of Excellence must be all about.

Pursuit of Excellence

The results of the past 10 years show that TRI is an ever-evolving organization, improving whenever it can, and continues to strive for the best. Present and former employees will recall some specifics (as perhaps our wonderful customers and suppliers will), but in the end it's the quality of the individuals, the people that make up the organization, that make all the difference.

I would like to personally thank every employee; present and past, for the tremendous commitment they have made to make TRI the company it is today. It's certainly still a 'work in progress', but the quest for excellence is always there.

Commitments

Speaking of Commitments, one of the tools we are using for continued excellence is our '**Five Commitments.**' Each manager at TRI is developing a value-based



Base Camp 2005: Might be Palm Springs, but still a Sales Meeting (See page 2)

list of the 5 commitments they will make to the company and to themselves to improve both the organization and the person. TR's commitments have been published and discussed in full with the company...(sorry, no details here, that's 'for family eyes only!')

Coaching and Continued Education

TR has embarked on a program working with Walt Sutton, a world-class CEO coach. Although only two months in the works, the positive effect on the organization is unmistakable. Shondra Garrigus, our Operations Manager, is doing another form of Executive Coaching and the development of her already formidable skills (combined with her stratospheric high

standards in her daily duties) has been great to watch.

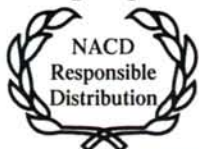
Three of us attended the NACD Young Leaders Conference (how did I qualify for 'young,' others might add how did I qualify for 'leader,' but that's a debate for later). Bareq Peshtaz and John Godina; certainly future industry leaders, attended the San Antonio meeting, and we admired the techniques available to us to improve effectiveness.

We will be sending Rich Mac to the Prospecting & Business Development Sales Course hosted by NACD in Philadelphia in June, and also sending Sandy Fuller to the RDP Code Coordinator Workshop later this summer.

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Products

The following is a list of our strongest products.



Quality - Responsibility - Stewardship

Ascorbic Acid
Benzyl Alcohol
Caustic Soda (Beads, Flakes)
Caustic Potash
Chlorinated Polyethylenes
Citric Acid
DiPropylene Glycol

Epoxy Resins
Fumaric Acid
Gum Rosin
Glycol Ethers
Gum Rosin
Hydrocarbon Resins
Hydrogenated Resins
Maleic Anhydride

MEK
Methyl Methacrylate
Polyethylene Wax
Polymeric MDI
Propionic Acid
Propylene Glycol
Titanium Dioxide (Rutile, Anatase)

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Excellence: People additions!!

Kathi Ellis: Thank you Karen O'Connell (many of you will remember Karen as our first operations manager from 1994-1997). Thank you for introducing us to our new Executive Assistant, **Kathi Ellis**. Kathi is the epitome of excellence. How many job applicants ask their prospective bosses during their initial interview "Are you Coachable, cause if you're not I can't work with you." At that point Jeff and I looked at each other and wondered if she had a few twin sisters that could come work for us as well!! Kathi brings a sense of wisdom, calm and professionalism that is remarkable. When we found out that the only other company she interviewed with was Microsoft, and she took the job with TRI, we had to question her judgement (just kidding), but everyone at TRI is so glad she chose to come to our team. Kathi comes to us from Cargill Corporation, the largest privately held business in the country where she was Exec Asst to a top level executive. Thank you Kathi for all you have done for TRI already, and more importantly the effect you will have on all of us in the future.



Kevin enjoying himself in the Fijian Islands

Kevin Fuller: There is just something about Rugby Football and TRI. **Kevin Fuller** is yet another outstanding rugby player, former Captain of the Uni of Washington Rugby Team, Captain of Brentwood College (Vancouver Island), and played for several clubs while living in New Zealand... He has all the talents we look for in a person; knows how to win (humbly), experiences losses and gets up to play again, is aggressive, hungry, smart and constantly seeks to improve himself. He follows in a growing line of successes at TRI with Rugby backgrounds (**Rowland Morgan**, **Sam**, **Matt**, and most recently **Austin Britts**) and as he learns in his role as Sales Assistant, we know he will be a force in the future of TR- International.

Kathi posing for a perfect picture!



Rowland Morgan Celebrates 10 Years at TRI!!!

While we focused on TRI's 10 Year Anniversary in the last Tradetalk Issue, an oversight was that **Rowland Morgan** celebrated his 10 Year Anniversary as well. Rowland is as fine an example of loyalty, consistency and integrity as any company could wish for in an executive. Thank you Rowland for staying by us for these years and taking the leadership stance you always do – particularly when the going gets rough. We all appreciate your candor and support.

Baby Jacob!!

Congratulations to **Brian Gorzoch** on the birth of **Jacob James**. Brian waited a long time for that special phone call which he received on 3/2/05... an hour later Jacob was delivered to his house and the rest is history. Brian spent the better part of 8 months preparing to get his license to adopt.

Born on 2/21/05 Weight 7lbs 1oz.
Blue eyes and reddish-blond hair.

Baby Jacob the future of TRI...already in training



TRI Takes Credit Cards

Due to recent demand, we have implemented a procedure where we can now take payment by credit card. Pay by American Express, Visa or Mastercard for your purchases from TRI and get frequent flyer points at the same time!!! That way you can come visit us for our fishing trips, company functions in Palm Springs, ski trips to Whistler, etc... Seriously, we hope that customers will find this service we offer a convenience and take full advantage.

Base Camp 2005

The TRI sales team joined together for Super Bowl XXXIX in Palm Springs for our Biannual Sales Meeting. The meeting agenda was "Base Camp 2005." *We've come a good distance up the mountain, but how do we get higher?* After reviewing 2004 results, we are very pleased with TRI's development in logistics, sales and marketing.



*Row & TR:
The Yin & Yang of TRI*

We are adding to our operations team so that we can provide the best possible service and support to your business. As an import-based company, we intimately realize the potential frustrations that an extended delivery schedule can cause and will always do everything possible to minimize that.

As a sales force, we are constantly focusing in on our customer's needs and requirements, while trying to supply the most cost-efficient raw materials. We have also added a new Sales Assistant to improve communications with our customers and suppliers.

After extensive psychological testing, **Rowland Morgan** holds the current TRI Poker Championship title. **Bareq Peshtaz** took **Rich McNamara's** title as "Fastest Salesman," winning an impressive 40-yard sprint at about midnight. While Rich was quick off the line, Bareq's closing speed made the ultimate difference.

In Summary, yes indeed – as much as things change, they certainly stay the same...but we are having fun with the changes, and we hope our customers and suppliers notice the positive changes we are constantly striving to make in our pursuit of excellence.



What is TRInternational?

TRI is a chemical distributor with worldwide sourcing capabilities.

We have seven sales reps located throughout the United States and warehouse our product in every region of the country. We consistently hold several million dollars of inventory in stock. For every product that we sell, in most cases we have both domestic and import sources, we try to facilitate a solution on sourcing that best fits our customer's needs. We do a thorough 'audit' of all suppliers (i.e., personal visits, interviews and customer/supplier recommendations) to be sure we choose suppliers that will provide stability in quality and delivery.

Our goal is to establish long-term relationships (an often overused term)

rather than take advantage of 'spot' opportunities, although we will work on these opportunities as dictated by customer demands.

Our product strengths lead us to concentrate on several industries, including but not limited to: Paint and Coatings, Food, Pharmaceutical, Cosmetic, Concrete and Adhesives. However, due to the flexible aspects of many products, we cross over into numerous other industries.

Because of our history in international trade and the contacts made accordingly, we are able to source new, unusual and specialized products as requested by our customers.

We also work on products that are 'hard to source' based on factors such as

plant shutdowns or shipping disruptions due to current world events.

We are an active member of the National Association of Chemical Distributors, and carry a multimillion-dollar Liability Insurance policy through AIG, a leader in insuring the chemical industry.

We fix customer problems!!!



A night out with the boys

TRI Product Positions:

Featured Product! Caustic Potash Flake (KOH):

TRInternational, Inc. has been named the sole distributor of potassium hydroxide flake (caustic potash) for India's Sree Rayalaseema Alkalies & Allied Chemicals Ltd.. This product is the latest addition to our high quality, competitively priced line of direct imports. TRI will be stocking this material in 25kg bags, 1 metric ton supersacks and 1 U.S. ton supersacks. We will also be packaging this material in 500 pound steel, fiber and poly drums in Chicago. The relationship between TRI and Sree, combined with the quality of the product and packaging, promises to provide a long term solution for KOH customers across the country.

Maleic Anhydride, Briquettes:

Direct import position with a Korean manufacturer, 25kg bags. Stocked in warehouses nationwide.

Propylene Glycol: Tech, and USP Kosher

Fumaric Acid: (Technical grade and food grade): Import position. Stock in New Jersey, Houston, and St. Louis.

Epoxy Resin: Exclusive import position with Thai Epoxy. We stock drums and bulk on the West Coast and in Houston, TX.

Titanium Dioxide: Imported, Kerr-McGee technology. Chloride process, selected grades available.

Benzyl Alcohol: Lanxess factory pack drums and bulk. We stock in New Jersey, Chicago, Houston, and Los Angeles.

MEK: Stock both bulk and drums in NJ, Chicago, and Houston with regular shipments to West Coast.

Acrylates: Have drum stock available. Please call with further interest.

Polymeric MDI: Import and domestic material available in bulk and drums.

Glycol Ethers: We stock both drums and bulk material in Houston, New Jersey, and on the West Coast. These are both Propylene based (PM, DPM, PM Ac, DPM Ac) and Ethylene based (EB, EB Ac, EE, EE Ac, etc....).

Citric Acid USP: Chinese material, available in 50lb bags.

Epichlorohydrin: Japanese material, we stock in Houston, TX.

Hydrocarbon Resin: Exclusive import positions with Yuen Liang. We stock in multiple locations throughout the USA.

DiPropylene Glycol: We stock drums and bulk of both domestic and imported material in Houston, New Jersey, Ohio, St. Louis, and L.A.

Caustic Soda, Beads, and Flakes: We have an exclusive import position with bags, supersacks, and drums. 50 lb bags for U.S. customers. We stock in 8 locations throughout the USA.



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All information in TRI Tradetalk is as accurate as possible. Any errors are accidental and unintentional. If you notice an error, please contact us and we will correct it immediately.

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