



Tradetalk

Issue No. 21 – Spring 2010

www.tritrading.com

What a Difference a Year Makes

2010....Wow. People are still talking about the last Tradetalk issue and the photo's in the feature, *Where were you in 1994?* That was fun. Things continue to move fast at TRI. We recently celebrated recognition as one of **Washington State's Top 100 Fastest Growing Private Companies** (for the 2nd time!!). I just returned from yet another overseas trip, specifically to visit **Waheeb Malik** and his new Dubai office, as well as meet customers/suppliers in London and

Egypt; and the NPRA in San Antonio, TX. Next came the NACD Washington Fly-In, and the Regional NACD meeting on The Big Island, Hawaii. We'll also had several people attend the American Coatings Show in Charlotte in late April. I feel so fortunate to be able to travel often with **Autumn**, and of course **Harrison**, who recently turned one year old in December.



Left to Right: 1) TR & Waheeb take on Dubai. 2) TR with the 8th Wonder of the World, his son Harrison, in front of the Pyramids in Egypt. 3) The "3 Amigos" of TRI. 4) Harrison and Autumn visiting with local families throughout the 18 day/5 country trip.

Product Focus: Benzyl Alcohol

As a Lanxess representative, TRI stocks Benzyl Alcohol in warehouses across the United States. By working directly with the manufacturer we are able to provide competitive sourcing options.



Board of Advisors

It was a long time in the making, but we finally put together our Board of Advisors and have had our first two meetings subsequent to the last TT issue. I wish we had done this 15 years ago; what tremendous value this group of smart, talented people has already brought to our management team.

Thanks to **Jim Burgett** of I.P. Callison, Inc; **Brent Reys** of Wells Fargo, and **Mick Fleming** of Lane Powell, LP for their contributions and service.

Mission Statement

It's become tradition for one of our sales meetings each year to revolve around our holiday party in December. This year, a majority of the company initiated and developed our company mission statement. It was an extremely interesting exercise, where we questioned and looked into our ethics and values in developing the statement. Here it is...

"Our mission is to create sustainable partnerships worldwide by providing innovative and competitive sourcing solutions. Our success is based on the ethics and ingenuity of our team; we create an environment that promotes growth for our employees, partners and community."

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Featured Products

Caustic Soda (NaOH)
Caustic Potash (KOH)
Cellulosic Thickeners
Di Propylene Glycol
Epoxy Resins
Epichlorohydrin
Ethanalamines

Fumaric Acid
Glyoxal 40%
Glycol Ethers
Glycolic Acid
Gum Rosin
Hydrocarbon Resins
Maleic Anhydride
Methylene Chloride

N-Methylpyrrolidone (NMP)
Pentaerythritol
Propylene Carbonate
Propionic Acid
Propylene Glycol
Rosin Esters
THPA
Trichloroethylene

Food Ingredients

Ascorbic Acid
Citric Acid
Cocoa Butter
Cocoa Powder
Cocoa Fiber
Natural Caffeine

www.tritrading.com/products/



Row and Esther

15 Years of Dedication: Rowland Morgan

"We would like to acknowledge 15 years of dedication, loyalty and service by Rowland Morgan to TRI. He has been a vital part of the company since 'Day 1', and has been an integral part of our success."

Business Development Manager - Chris Karber

We had discussed Business Development in our Board meetings, but were not actively looking to establish a position until **Chris Karber** became available to us. A 5 year veteran at Chempoint, Chris brings extensive knowledge in product management, customer lead development, and sales campaign management.

We are very excited about the opportunities and possibilities he will present to our sales force. Welcome Chris. After meeting Chris, everyone will understand why we designed our 'BizDev' position around him.

Welcome to TRI Chris!



The TRI Nest - The birds fly, but sometimes (often?) come back...



Marjalena, Bin, Joe and Jill

We are proud of our culture at TRI, it's not always the most fun place to work (that's why they call it work!), but we believe it's a great, safe place to develop, grow, and prosper. We have our share of fun, but understand that at the same time – it's the work we are here for. In November, one of our CSR's, **Matt Solbrack**, left for an entrepreneurial opportunity in the catering business. This gave us an opportunity to extend an employment position to **Liana (Bin) Li**, whom many will remember as our operations manager several years ago.

We are delighted to have Liana back, and the experience she gained in her two years away make her even more valuable to us (if that is possible). Of the 18 people working in the Seattle, four of those people have left TRI at one time or another, only to come back. The others are **Jill Thompson** (Regional Acct Coordinator), **Marjalena Santos** (Exec Asst), and **Joe Riverman** (Western Region Sales Manager). We are delighted to have all four of them back, and contributing so extensively to our success.

Rookie Spotlight: Hans Jensen, CSR

With all of the other comings and goings (and coming-back's!) among our Seattle headquarters staff, we don't want to overlook our newest CSSR, **Hans Jensen**. Hans joined TRI in November 2009, to step into the shoes left by Matt's departure, and has hit the ground running! Hans brings almost a

decade of experience in domestic logistics, inter-modal, and import-export, most recently with Paramount Transportation (a division of R&L Carriers) in Kent, Washington.

Welcome to TRI, Hans!



Celebrating a Decade of Accomplishments: Rich McNamara

Happy 10-Year Anniversary to our Northeast Sales Manager, "Rich Mac"

Rich joined TRI in May of 2000 and has proven to be a leader in the chemical industry. His exceptional communication skills, industry knowledge and willingness to help his customers and his co-workers has developed and maintained long-term relationships and new business for TRI. In June of 2009 Rich celebrated the wedding of his oldest daughter in their home state of New Jersey.

Congrats to you and your family Rich!



Connect, Tweet and Link into TRI - Social Networking



Become a FAN of TRI on Facebook today:
www.facebook.com/pages/TRInternational-Inc-TRI/99651252489



Follow TRI on Twitter and receive our tweets:
twitter.com/TRInternational



Connect with TRI on LinkedIn:
www.linkedin.com/companies/trinternational-inc

USA Rugby 7s - Las Vegas, NV

Many people know the company's affinity class USA Rugby 7's event held each February. This year, and in future years, the event is held in Las Vegas, which makes for additional fun. We hosted 5 business contacts this year, and each of them said 'you have a new rugby fan' after the event. We watched two days of rugby, and enjoyed the 24 hour a day festival that is Las Vegas. Many thanks to **Autumn Ridnell** who hosted a wonderful cocktail party at our Planet Hollywood suite after the tournament concluded. We hope that next year, we are able to grow our customer/supplier participation at this event. Here is a video clip of the rugby (including Kevin Swiryn's impromptu engagement on the field!)

"We're looking forward to a prosperous 2010, thanks to all customers, suppliers for your participation with TR International, Inc."

USA Rugby 7's. Swiryn gets Engaged!



*Kevin pops the questions at the USA 7's tourney
Watch the video on YouTube!
http://www.youtube.com/watch?v=sHwctU_AGQM*

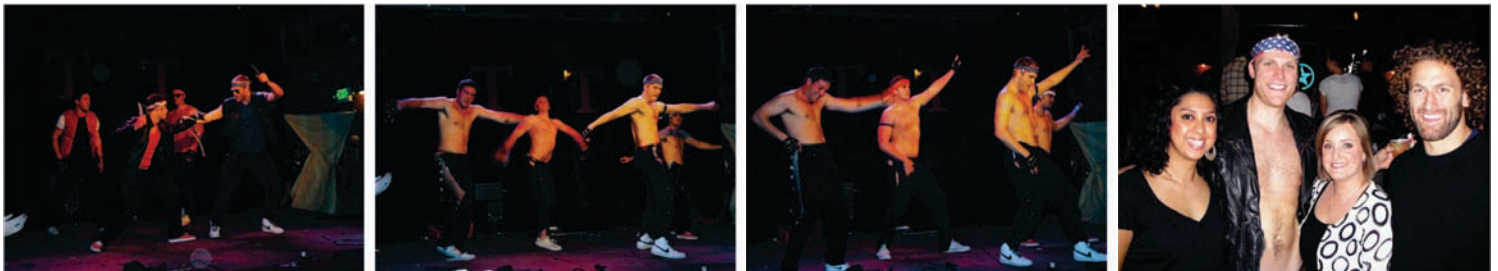
TRI Afterhours: A Thrilling Night



Jill, Mar, Adam, Jennifer and Esther at the show

In other TRI Seattle rugby related news, the OPSB Rugby Club recently held their annual Full Monty fundraiser in Ballard. During the event, which is always a crowd pleaser (mostly with the ladies), TRI's Adam Patchett and three of his teammates put on what was unanimously agreed upon as "the performance of the night." As seen below, TRI's representation was very strong, as usual. The performance, which was a compilation of

Michael Jackson's Beat It and Thriller, was mixed by John Bush (TRI Intern) and entirely choreographed by Marjalena Santos (TRI Executive Assistant). In just two short weeks, she was able to transform "four VERY uncoordinated rugby guys" into the stuff of legends. At the end of the night, when the fog settled (there was literally fog on the stage), everyone had a great time, and thankfully no one was injured.



A glimpse into "the performance of the night" as Adam struts his stuff. On the Right: Mar, Adam and Jennifer, Kevin Swiryn.

TRI Top Products Focus - Spring 2010

TRI continues to maintain a diverse portfolio of products, reaching into many industries, such as: Coatings, Inks, Adhesives, Chemical Formulating, Personal Care, Food & Beverages, and Pharmaceuticals.

Benzyl Alcohol: Demand has increased marginally over the last two quarters and we are stocking Benzyl Alcohol in multiple location throughout the U.S.

Propylene Carbonate (PC): PC is considered a "green" alternative to many traditional solvents in the coatings industry. PC is VOC exempt, highly soluble, and continues to gain attention as

manufacturers look for environmentally responsible solvents, without compromising performance. PC and Dimethyl Carbonate (DMC) are excellent additions to our broad portfolio designed for the coatings industry.

Cocoa Powder: TRI has a steady supply of cocoa powder, despite the fairly tight market that has caused many suppliers to extended their lead-times. Kevin had the opportunity to visit Nederland & Moner last January and see their world-class facilities first hand. Our partnership with both manufacturers continues to grow and their support is evident as we position ourselves to be a trusted source of cocoa products in the North American market.

KOH, Flake and Liquid: KOH has been a popular product, especially with our HI&I and water treatment customers. The overall KOH market is experiencing a slow demand recovery, which has been aided by seasonal demand from the agricultural and food additive industries. KOH is also available in liquid form, which is converted from flakes to a liquid solution by the experts at our ChemBlend facility.

Tetra Hydro Phthalic Anhydride (THPA) We have an excellent source and are looking to bring on more customers over the next few quarters. We have remained very competitive in the market and keep product readily available in our Houston warehouse.

Customer Support & Contacts

<u>Executive Team</u>	Anthony Ridnell	CEO/Owner	tr@tritrading.com	+1 (206) 979-1400
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Tradeshows & Events



PittChem Day
May 11, 2010
Omni William Penn Hotel
Pittsburgh, PA, USA



IFT Food Expo
July 17 - 20, 2010
McCormick Place
Chicago, IL, USA



SupplySide West (SSW)
October 20 - 22, 2010
The Venetian & Sands Expo
Las Vegas, NV, USA

To schedule a meeting with TRI or for more information on events & meetings contact TRI at info@tritrading.com



NOTICE: We Are Moving our Headquarters to a New Office in August 2010

Please note our Headquarters will be moving office locations in August 2010. Our phone and fax numbers will not change, so please feel free to call us if you have any questions. You will receive an official update after our move is complete; for now please continue to send mail to the address below.

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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.