

Every time I sit to write this portion of Tradetalk (often at 30,000 feet – which seems to be the only time I get uninterrupted time anymore), I marvel at what is required to drive a company forward. I heard a saying the other day, 'a leader's job is solely to ensure the correct people

occupy the correct positions within the organization.' I find myself constantly striving to ensure we are as effective as possible. One thing for sure, once you think you have it all done – something happens to create more change.

CEO/Owner, Anthony Ridnell

Global Developments: India & Dubai



TR, Anand & Austin at Taj Mahal

The office opening in Dubai at the beginning of the year was successful, and **Waheeb Malik** has done a great job expanding TRI's global presence. Shortly after announcing the opening, one of our key suppliers in India; **Mr. Anand Jain** – opened our third international office in Delhi, India. His knowledge of the industry is superb and he has made an enormous contribution, serving as TRI's sourcing representative for Indian products while also developing a sales force of his own selling into other global markets.

[Read more... Page 2](#)



Happy New Year & Seasons Greetings from all of us at TRI!

Not Your Average Sales Meeting

We had another successful annual sales meeting in September which focused on team building. Day one included a full day of open discussions, group activities and even a game of rock, paper, scissors followed TRI happy hour. Day two began with a morning of golf followed by a wonderful party hosted at Fox Hollow farm where we recognized **Shondra Garrigus'** 10 year anniversary at the



Joe & Jeff: Victims of the golf-bag prankster www.youtube.com/user/TRIInternationalInc

company. Her affinity for 'Ultimate Fighting' has not gone unnoticed, and she was awarded the '10 Year Championship Belt'. We decided to forego any type of hardcore business agenda, in lieu of enabling our new team members to get to know each other. We have enjoyed benefits of these new found relationships already.



10-Year TRI Title Champion 'Queen B' Shondra Garrigus K.O.'s Karber at the annual sales meeting & BBQ

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Featured Products

Adipic Acid
 Ammonium Persulfate
 Ascorbic Acid
 Benzyl Alcohol
 Butylated Hydroxytoluene (BHT)
 Caustic Soda (NaOH)
 Caustic Potash (KOH)

Citric Acid
 Cocoa Butter & Powder
 Di Propylene Glycol
 Dimethyl Carbonate (DMC)
 Epoxy Resins
 Fumaric Acid
 Glyoxal 40%
 Glycol Ethers

Glycolic Acid
 Gum Rosin
 Hydrocarbon Resins
 Isopropyl Alcohol
 Maleic Anhydride
 Methylene Chloride
 PEGs – Full Line
 Pentaerythritols

Perchloroethylene
 Polyaniionic Cellulose
 Propylene Carbonate
 Propylene Glycol USP
 Sodium Persulfate
 THPA
 Trichloroethylene

Global Developments: India & Dubai *cont. from Page 1*

In another significant move, TRI has created our first 'ex-pat', shifting **Adam Patchett** to Dubai in August to complement Waheeb with our global trade sales.

business in a very exciting growth region. At last sighting, Adam was taking the pitch for the Dubai Highlander's Rugby Club in various places like Qatar and Bahrain.

A spirited Adam, Austin & Waheeb in the stands at the Dubai Rugby Sevens



What an opportunity for Adam, moving to a new continent, developing his own

Worldwide Networking & Social Events



TR & Austin at the Dubai Rugby Sevens

In October **Shondra Garrigus**, Waheeb, and I visited Berlin for the EPCA. Then in November **Austin Britts**

and I traveled through Texas with **Jeff Wright** for our oil/gas business, while Shondra was in Korea visiting suppliers.

In early December Austin joined our global trade team at the Dubai Rugby 7's and on to India afterwards to visit suppliers with **Anand Jain**. Autumn and I (with our son, Harrison) took a few days vacation in Northern India and return to Dubai to attend the Gulf Petrochemical Association (GPCA) at Atlantis, Dubai, Dec 13-15.

We have some great social events planned; the entire company will go in mid January to Palm Springs for some teambuilding (and golf, and sun, etc.) and many of us will be entertaining guests at the USA Rugby 7's in Las Vegas in February. Let us know if you want to join us at this world class sporting spectacle.

"Thanks to everyone at TRI for creating our success and growth, and to our suppliers and customers who make it all possible."

Organizational Improvements & Collaborations

All companies experience 'growing pains', and TRI is no exception. The past 6 months have shown me we need to do a better job with ensuring our team members develop professionally, and we've made some significant moves. Most notably, **Michelle Connor** has been promoted to Operations Manager - tasked with ensuring consistency across our entire ops and purchasing teams. We have been without such a 'manager' for many years, and I'm pleased that all involved have embraced this change.



Jenn, Mar & Sandy warming up the range

One of our standout interns, **Kelsey Smith**, has remained with TRI on a full time basis. She is another intern success story, and has joined the

purchasing team - concurrently working with **John Godina** to integrate **ChemBlend's** operations into the 'TRI' system. We are excited to have yet another talented person join TRI. **Sandy Fuller** has taken on the additional task of managing the purchasing team in addition to her already heavy duties managing compliance

matters and inventory control. **Kara Anderson** will move to handle all of Austin Britt's significantly increased business. **Jeffrey Hodgson** joins our Business Development team, and has already proven he will be another outstanding TRI producer.



Kara & Brian Gilbert

All of these moves combine to create a much more focused, structured, and efficient TRI. Some good 'tweaking' all the way around.

Optimistic Outlook for Success in 2012 *by Shondra Garrigus, VP Global Sourcing*

2011 has been an interesting year for chemical distributors...between shale gas technology and the precipitous rise and fall of propylene and butadiene, vacillating crude costs resulting from ongoing speculation and worldwide economic uncertainty caused by inflation in China, the Eurozone debt crisis and the U.S. struggling housing

market; there has been little chance for companies such as TRI to rest on their laurels.

Nonetheless, TRI's business persists in both in the U.S. and overseas and for that we are grateful not only for every employee that contributes their considerable efforts on a daily basis,

but also to our much-valued customers and suppliers who are equally responsible for our success and without whom we would not be able to enter 2012 with a strong product portfolio and an optimistic outlook based on the belief that strong relationships and innovative thinking will always engender success.

For their ongoing support, TRI would like to provide special thanks to the following suppliers:



Meet TRI at the Next Tradeshow or Industry Event

www.tritrading.com/events

As a Responsible Distributor and active member of many chemical distribution associations, we enjoy attending and participating in industry events and tradeshows put on by the NACD, NWCA, NPRA, EPCA and GPCA to name a few. These events keep our team face-to-face with industry professionals from February to December.

We will also be attending PittChem Day in April, the American Coatings Show (ACS 2012) and Chemspec Europe in May, IFT in June and SupplySide West in October.

The ACS should prove to be a great networking and prospecting opportunity as several of our salesmen will be

present at our booth and walking the floor of the show in Indianapolis. As for the Paints & Coatings Show, we hope to bring together representatives of TRI USA as well as of our Global Offices and will be highlighting a few VOC-exempt solvents this year, including Dimethyl Carbonate and Propylene Carbonate.

TRI Farm Team Produces Again *by Jeff Wright, President*

As Tony mentioned, we are pleased to welcome two new employees since the last publication of TradeTalk: **Kelsey Smith & Jeffrey Hodgson**.

Kelsey joined the TRI "Farm Team" (internship program) early in 2011 as an Admin Intern, before transitioning to Operations Assistant in May, where she did a great job filling in for **Esther Smith** during Esther's maternity leave this past summer.

We were pleased to see Kelsey "graduate" to Purchasing Agent in October, working with **Sandy Fuller** and **Dave Miller** in our new and



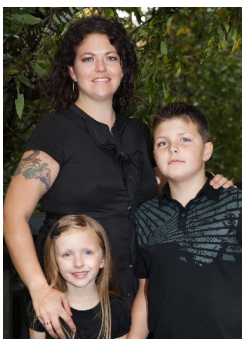
improved Purchasing department. Kelsey is a 2010 graduate of WWU, and brings a great attitude, enthusiasm and ability to each new role... we're glad to have her at TRI!

Jeffrey came to TRI in August from our "unofficial farm team" (a certain chemical distributor in Bellevue, WA), where he worked in customer relations and operations since 2010. Jeffrey is a 2008 graduate of the UW (yes, another Husky), and studied for 3 months in Vienna, consistent with TRI's international theme. With his Chemistry degree from the UW, Jeffrey also worked for 2 years as a research chemist at SNBL USA, a contract research organization in Everett, WA. Finally, someone who can discuss molecular chains with **Chris Karber!**

Welcome to TRI Jeff & Kelsey!

Get To Know Your CSR: Michelle Connor

Family camping, football and two phenomenal children make this hard-working woman one of a kind. Michelle Connor's profound love for her family and devotion to her sports teams along with her resilient work ethic make her an integral part of the TRI Team.



Michelle is a firm believer in karma and "Always treats others with respect." This positive attitude has helped Michelle grow personally and professionally through her years at TRI and in previous jobs. You can hear

her smile through the phone when she speaks with customers.

Her fun-loving nature matches her childhood memories of off-roading on the weekends with the family Jeep Club, the Powerline Ponders and eating Cocoa Krispies in the snow on special weekend getaway with her father.

Family life is busier (and better) than ever. Football fever is in full effect during the Fall and Winter as Michelle enjoys watching her son, Connor play on the 5-Star Football team, while her daughter, Lilly is cheerleading on the sidelines. When the kids aren't playing you better believe she is rooting on her favorite NFL team, the Seahawks.



Michelle with Kelsey, Jeff & Joe on the golf course at the TRI Sales Meeting golf scramble

In the Spring and Summer it is all about family camping, hanging out on the lake or Sunday family dinner. She says "It doesn't get much better than that!"

Honorable Mentions, "I Do's" & Babies

TRI is sad to note the departure of **Liana "Bin" Li**, who served TRI in Operations and Purchasing during her two tenures with TRI, 2004-2007 and 2009-2011. We thank Bin for her service, and wish her well in the future!



Congratulations to **Esther Smith** and her husband, Ryan on their new bundle of joy! Meet Brayden Ryan Smith born July 20, 2011. We wish this new family all the best!



Congrats Mac family! **Rich McNamara** is TRI's 1st grandfather! Rich and his Wife, Debbie welcome Olivia Nicole into the world on July 26, 2011.

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Tradeshows & Events

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



USA Rugby Sevens - Las Vegas

February 10 - 12, 2012
Las Vegas, NV, USA



NPRA

Int'l Petrochemical Conference (NPRA)

April 1 - 3, 2012
San Antonio, TX, USA



NACD Western Region Meeting

April 17 - 22, 2012
Kohala Coast, HI, USA



American Coatings Show

May 8 - 10, 2012
Indianapolis, IN



NACD Washington Fly-In

May 16 - 17, 2012
Arlington, VA, USA



Chemspec Europe

June 13 - 14, 2012
Barcelona, Spain

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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“Our mission is to continue 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.”