



# THE WAVE

Beach Detail  
bed, bath & beach linen rentals

Summer 2009 Newsletter

Volume 3 Issue 2

## TOUGH BUT NECESSARY

OK folks—here’s a riddle for you! What job at Whitecap Linen involves all these things every day? Pushing, pulling, lifting, jumping, sitting, standing, walking, talking, smiling, driving, riding, adding, subtracting, giving, taking, writing, counting, helping, listening, pride, humor, and dedication—just to name the obvious tasks. What? Can’t think of one? Oh—you think we’re pulling your leg, huh?

Well, there is a whole group of employees this fits exactly, and customers see them every day!! Yes, you figured it out! We are talking about the Transportation Staff for Whitecap Linen.

Let’s make some introductions. Donald Montgomery (top, right) is our Transportation Manager with many years of experience in scheduling delivery routes, driving, and meeting the customer. With his guidance and training, the Delivery Team stays on schedule, delivering and picking up customers’ linen. Donald works closely with our Production Staff to coordinate the delivery routes with the customers’ need for the linen. With the help of our GPS system, Donald knows where every truck is at every moment, allowing him to alter a route for emergencies or special needs. He cares about each delivery and each customer, and sets an excellent example for his crew of drivers.



We have a group of experienced drivers that are familiar to most of our customers as they drive bulk, motel/hotel routes, and restaurant routes all year. A group of these

are pictured below, left. From top to bottom, these are Randy Basnight, Curtis Moore, Faustino Pena, Roland Basnight, Gary Whitley, Jackie Cooper, Adrian White, and Nathan Mauffray. (Not pictured: Chris Smith, Richard Mauffray, Howard James, Andra Honablew, Thomas Baldwin, David Davenport, and Nathan Roughton)



Some are year round, some are seasonal, but all do a great job. All drivers are responsible for loading and unloading their trucks, performing and documenting a truck maintenance check list, reviewing the route paperwork for the day, and staying on schedule for timely deliveries. They know their routes and the linen it requires very well, which allows them to serve their customers better. Some also seek to better their skills by training for a commercial drivers license.



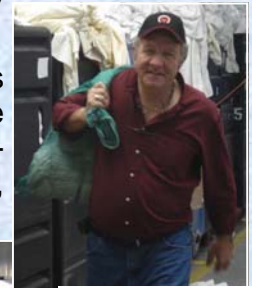
In the course of a day, a week, or a month, this group of employees really rack up the miles—1,167 per day, about 8,000 per week, and almost 35,000 per month. Now that’s a lot of driving!



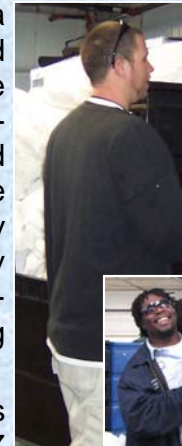
They punch in early, and work until the route is complete—no matter the hour. With a fleet of 13 trucks on the road this season, plus the fuel and maintenance costs, the Transportation Department at Whitecap commands a hefty budget. The drivers logged nearly 20,000 hours on the clock from June, 2008 to June, 2009. With most of the crew as seasonal, that was hard work for all of them.



“The driver is the face of Whitecap Linen for nearly all our customers – so they have to represent all the rest of us well – and they have” said Bob Oakes, president of Whitecap Linen. “Thank you to all our Transportation Staff! Your dedication reflects Whitecap Linen’s commitment to good service and quality. Keep up the good work!”



Above: Donald working along side his crew. Left: Chris Smith loading his truck; Bottom: The Whitley brothers, Gary and Terrance, loading mats for the day’s route.



The person who says it cannot be done should not interrupt the person doing it. ~~ Chinese Proverb

**A STRESSFUL TIME OF YEAR** It's hot and guests are complaining, or demanding, or wanting something else from you. They left their manners at home, in a jar, on the kitchen table. But that's OK! We are in the business of making them happy, and keeping that smile in place. It can build up some stress while you are doing that smiling, can't it? That stress will only make you cranky too, so here are a few tips to help you through the end of this summer season.



Have you noticed how 2 people can have totally opposite reactions to the same circumstances? Take driving in summer beach traffic—Sue really hates it, saying, “It drives me crazy how long it takes to get home! It ruins my evening!” Cathy enjoys it, thinking, “Now I can listen to my favorite radio talk show, and take my time winding down after my hectic day. I can't wait to get in my car!” Sue let the bad traffic stress her out, while Cathy used it as a time to unwind, and enjoy that radio program. Cathy has accepted the delay, and found a way to make it work for her. *The key here is that nothing is stressful unless you allow it to be. Find a way to make the problem work for you, not against you.*

Sue and Cathy went to lunch together often. Today their waiter was short with them, when asked about the daily specials. Sue got mad, saying “He has a lot of nerve—he spoiled my appetite.” But Cathy said, “Wow, he's having a bad day. I hope it gets better for him.” Sue personalized the waiter's actions, while Cathy realized it was not about her.

Life is full of situations that cause stress. There is nothing we can do about that. We can only change how we handle it. *Usually other people's behavior has nothing to do with you. Don't take it personally!*

This busy time will be over far too soon for everyone, so take the stress in stride. Look for ways to turn a negative into a positive when the situation stresses you out. And remember, don't take it personally when you encounter bad tempers, spoiled children, angry patrons, tired visitors, and all those lookey-loos on the by pass! Just smile, and be glad to get in your car, turn on your radio, and cruise on home after work, leaving it all behind!



Adapted from bizmailtoday.com article on behalf of The Confidence Center, Aug. 5, 2009

**KEEPING ON KEEPING ON...** Even in this tough economy, the need for a vacation is stronger than ever. Folks just need a break from their fears, worry, and concern over what will happen next. The difference is they will be more thoughtful with their spending while on that vacation. All of us in a seasonal business are in the same situation. We have a limited amount of time to make the major portion of our annual income.

We can do it, though. We all have something great to offer. Good food, fun spots, restful cottages with smooth sheets and fluffy towels—just what that customer needs. We can show our customers who we are—what makes us special, and give them the consistent service they are looking for, and offer a great deal along with it. That's good ol' Banker resourcefulness!

Our area is unique and offers a wide and varied choice to every consumer. Whitecap Linen and Beach Detail wish all our customers a prosperous shoulder season this year. You are all outstanding, and make the Outer Banks a destination of choice—one of the best places on earth to relax and unwind. May the customers fill your restaurants, your rooms, your cottages, your stores, and your coffers!

**GONE TO THE DOGS** (Try this just for fun)

There's a dog inside all of us, waiting to be let out. This game is based on a computer called SUKA, built in 1975 by Russian scientist Mikhail Volkonsky and now housed in a London museum.

SUKA is powered by CATS (Canine Algorithmic Transfer System™) which determines what kind of dog you are. Simply answer 10 questions, being as honest and accurate as possible and CATS will calculate which breed you resemble the most. So, go ahead—give it a try!

Go to: <http://www.gone2thedogs.com/>

You will see a big video on the left, But...Look for the box on the right that says "Click Here to Play What Dog Are You". That will get you to the game. Click "START" to begin. Answer the questions—Once you have completed all 10 questions the machine will provide you with the results of what kind of dog you are. Click "RESET" at any time to start the test again. Enjoy!



**HEY EVERYONE! WE ARE E-MAILING NEWSLETTERS NOW**—In looking for more ways to be environmentally friendly, Whitecap Linen emails our newsletters now. This will save paper and ink. Helping conserve now helps our world for future generations. Some of you will get emails—and some won't if we don't have your email address! We want everyone to get an email copy so please send your email address to [info@whitecaplinen.com](mailto:info@whitecaplinen.com). Type the words “NEWSLETTER ADDRESS” in the subject line. If you have more than one email address you would like to receive the newsletter, put the additional addresses in the body of your email. We will add your email address to our distribution list for *The Wave*, and send the current copy right out to you so you don't miss a single issue. Also look for the newsletters on our web site at [www.whitecaplinen.com](http://www.whitecaplinen.com).



**NEW SUPPLY PRODUCTS**

In the winter of 2009, we announced our new Vellux Plush Blanket, Santa Barbara Cotton Thermal Blanket, and Custom Tagged Pillows with your Company information on the tags. Supply listens to your needs, and looks for products that meet our customers standards for appearance, price, and durability.



**Martex Print Bedspreads, Above**

Recently a request was made for bedspreads or bed coverings as replacements in rental cottages. In the search for products to fill this need, two groups of throw style bedspreads have been added to the regular line at Whitecap Supply. Martex Hospitality Bedspreads in 5 prints and 6 solid colors are now available, as well as 3 print patterns by Ganesh. Delivery takes approximately 14 days. Specs on these styles are available to customers by e-mailing info@whitecapsupplyco.com to request pricing and color images of these items. The e-mailed images will make it easy for you to communicate with your homeowners, if needed. The search for more bedspreads is ongoing so Whitecap Supply can expand the number of styles available to our customers.



**The 3 Ganesh Prints Available**

from Supply. 1888 Mills' Magnificence Duvet Cover in a tone on tone stripe, 100% Cotton Sateen, is a luxurious statement for a bedroom. The light weight Insert is non-allergenic, and can be machine washed. Matching Pillow Shams have a boxed flange, and add that finished look to the bed. By adding the matching accessories, You can enhance your look. The Euro Shams and Throw Pillows add just the finishing touch. This grouping is available in white and ivory.

Duvet covers and inserts are also now available

**Solid Martex Bedspreads, below, available in Rose (pictured), Bone, Chianti, Forest Green, Khaki, Navy, Pale Green, and Slate**



Contact Whitecap Supply for pricing of the Magnificence group, or brochures in .pdf format .

Keep watch as Supply continues to add quality products to make your life easier.

Thanks for letting us know what you need, and for shopping with Whitecap Supply Company!

Philosophers of the Middle Ages proposed highly elaborate explanations of metaphysical problems. William of Occam (1285-1349) warned against such excesses in his dictum, "It is vain to do with more what can be done with less." This became know as Occam's Razor, as it cut away any excess speculation, leaving the simplest, most plausible explanations. How can we apply this to our lives and jobs?



**The Wave TRIVIA**

**TEST YOUR KNOWLEDGE!**

1. Who was Helen Keller's teacher?
2. Who is credited with saying, "When the going gets tough, the tough get going"?
3. What 2 countries did Hadrian's Wall separate?
4. What Texas city is said to be named for the vice president under James Polk?
5. What travels through space at 66,700 miles per hour?
6. In what ocean is located 0° latitude by 0° longitude?

Answers on page 4

A man in rural North Carolina had a flat tire, pulled off on the side of the road, and proceeded to put a bunch of flowers in front of the car and one behind it. Then he got back in his car to wait.

A passerby studied the scene as he drove by and was so curious he turned around and went back. He asked the fellow what the problem was.

The man replied, "Ah got me uh flat tarr."  
The passerby asked, "But what's with the flowers?"

The man responded, "When ya break down they tell ya ta put flares in da front and flares in da back.

Ah nevah did understand it, neethur."



**RIDING THE WAVE** All of the production crew at Whitecap Linen deserve a huge pat on the back! This season they have broken the record for pounds processed in one week, with 291, 090 pounds during the week of July 20-26, 2009. Every employee has given their all to ensure the processing schedule stayed on track. With such a large amount of work to do, we have four shifts of employees working 10-12 hours shifts. The shifts alternate schedules, to keep overtime to a minimum, and still get all the work accomplished. In addition, a separate crew of washer and dryer operators work at night, having linen ready for the morning shift to iron, fold, wrap, and weigh out for delivery. All the employees work together as a team, to get their allotment of linen processed during their shift, leaving the plant clean, and ready for the next crew to clock in and take their places on the production floor. When you get that bin of clean towels, or pack of crisp napkins, remember Norma, or Anthony, or Donald, or Maria, or Julie, or any one of the 155 people working hard every day to get linen ready for you. Thanks, everyone!

*Riding the Wave highlights a special person or group each month.*

**Whitecap Is Pleased To Add These New Customers.  
We look forward to serving you!**

Hatteras Realty, Avon, NC  
 Crumbles, The Cookie Shoppe, Corolla, NC  
 The Back Porch Restaurant, Ocracoke, NC  
 Outer Banks Seafood Co., Corolla, NC  
 Rusty's Surf and Turf, Buxton, NC  
 ShinDigs Rentals, Manteo, NC  
 The Fin and Claw, Corolla, NC  
 The Flying Dutchman, Corolla, NC  
 The Dunes Restaurant, Nags Head, NC  
 Stone Oven Pizza, Duck, NC  
 Lisa's Pizza, Rodanthe, NC  
 Uncle Ike's, Corolla, NC  
 Dajio, Ocracoke, NC  
 Columbia Crossing Restaurant, Columbia, NC  
 McClees Restaurant (new management),  
 Columbia, NC

**Beach Detail Welcomes These Rental Home Owners.  
Thank you for allowing us to serve you!**

David Billie  
 Bruce Harrison  
 Maggie Smith  
 Becky Vernon

**TRIVIA ANSWERS**

1. Anne Sullivan
2. Knute Rockne
3. England and Scotland
4. Dallas
5. The Earth
6. The Atlantic

**COMPANY DIRECTORY**

Monica Mauffray, Vice President  
X. 203

Rick Foister, General Manager,  
Whitecap Linen  
X. 203

Mark Yacobi, Sales and Customer Service  
X. 206

Gale Middgett, Customer Service Asst.  
X. 218

Donald Montgomery, Transportation  
X. 211

Judy Norman, Payables  
X. 216

Wanda Davenport, Receivables  
X. 210

Angela Brickhouse, HR, Purchasing, and  
Marketing venues  
X. 209

Willie Mae Tillett, Reception  
X. 212

Wayne Mauffray, Maintenance  
X. 205

Sonia Salazar, Lead Production Supervisor  
X. 207

Sonja Helton, Production Supervisor  
X. 207

Ronda Forbes, General Manager  
Beach Detail  
252-491-4268, X. 15

Tara White, Orders and Billing  
Beach Detail  
252-491-4268, X. 11

Miles Griffin, Warehouse & Transportation  
Beach Detail  
252-491-4268, x. 14

Sheryl White, Reception  
Beach Detail  
252-491-4268, x. 12