



Member Spotlight: Leicht Transfer & Storage Co.

105 years of success

By Nancy Jean

At the entrance to Leicht Transfer & Storage, 1401 State St. in Green Bay, the greeting proclaims that 2008 marks the 105th anniversary of the company.

What quickly becomes apparent is not only how respectful those people caretaking this century-old business are of their past, but how focusing on the successes of that past is leading them into their future as a family of three companies now under the umbrella of RGL Holdings, Inc.

The goal of RGL Holdings is to offer integrated material management services — locally, nationally and internationally. The company is named for the company's beloved past president, the late Russell G. Leicht, who was well known in the community for his many charitable works. His office now serves as a conference room and is memorialized with a collection of fascinating company memorabilia. It was because of Leicht and his mother Margaret that the City of Green Bay now has the land on which Leicht Park sits along the riverfront in downtown Green Bay.

The history of Leicht Transfer & Storage Co. has from the beginning been intertwined with that of Green Bay.

Fifty-nine years after Green Bay was incorporated as a city the paper industry was growing and T.M. Leicht used \$150 to purchase one lame horse, its blind teammate and a flat wagon to begin a hauling business.

By 1925 Leicht had 40,000 square feet of warehouse storage space and by 1933 — his 30th year in business — Leicht had 20 trucks in service.

Many things have changed through the years — like the company's nearly three million square feet of warehouse space and technological advances which allow inventory tracking in real time. But the very reason for the company's growth and evolution, explained Bob Johnson, in his seventh year as president and CEO of RGL Holdings, is the same



Steve Evans, president of Leicht, and Bob Johnson, CEO of parent holding company RGL Holdings, stand in front of the company's new expo backdrop that reflects the company's new marketing look.

reason T.M. Leicht was successful — he listened and responded to the needs of his customers.

RGL Holdings was founded in 2001. "Our goal is to make their life easy and simple," said Steven Evans, Ph.D., president of Leicht Transfer & Storage. Evans — in his sixth year with the company — holds a doctorate in logistics and operations research from UW-Madison.

"It's more of a one-stop shop," said Johnson, describing what the 275-employee RGL Holdings can do for customers, large and small.

RGL Holdings includes Leicht Transfer & Storage Co., which provides 24/7 warehousing, distributing and order fulfillment. Long-time customers include Procter & Gamble and Georgia Pacific. Technology includes the RF Bar Code Warehouse Management Systems and the Labor Management Systems.

Leicht also specializes in wood crating and warehousing of crates. The company also offers machinery and equipment handling and storage.

Expertise in wood pulp and wetlap storage and handling transferring, storing and shipping of wood pulp and wetlap is something Leicht is also known for. Its forest product handling and storage includes 15 acres of outdoor storage with rail

access. Weyerhaeuser is a big customer.

Leicht acquired Checker Logistics in Neenah in 1999. It operates as a full-service warehousing and distribution center and has more than 50 years of experience in its transportation operation.

The most visible growth in RGL Holdings is in its RGL Specialty Services operating division. Services provided by RGL Specialty Services are in-plant material handling, packaging, co-packing, consulting and brokerage.

Serving as consultants in warehouse management is one of the things it does best, explained Evans and Jennie Anderson, vice president of sales. "We have the expertise," she said. Shipping and receiving coordination, raw materials and finished goods handling, line supply and line take away, transportation solutions and specialized equipment are also available.

And one of the growing services they're most excited about is consumer packaging, said Anderson. "People are extremely interested in this," said Anderson.

Here are a few best business practices from RGL Holdings:

- Their mission statement says a lot: "RGL ensures that the customer receives the right product,

at the right time, in the right configuration, in the right condition, with the right information. RGL Holdings exists to live out our founder's dream of having viable and continuously improving business far into the future, to earn adequate returns, to serve customers, to be a great place to work and to give back to the community."

- Safety comes first under the direction of Carol Jamrosz, vice president of safety, quality and training. Injury prevention training includes employees reading and discussing the book "Safety 24/7" by Gregory Anderson and Robert Lorber. The book speaks to "building an incident-free culture."

- Jamrosz oversees the "Return to Work" program, designed to return a person to the workplace as soon as possible doing appropriate tasks. "They recuperate faster," said Johnson, plus hidden talents are sometimes discovered, added Evans.

- Safety first. "The more effective you are in safety operations means you prevent injuries and you can save a lot of dollars as well," said Johnson.

- Leicht Transfer & Storage property is entirely smoke-free. A contracted nurse helped in the transition and works with employees on wellness.

- With the economic downturn, Johnson said this is the time for a company "to make yourself better and better on core competency."

- Leicht offers NWTC the opportunity to train students on-site as a community service. "We also get to look at prospective employees for ourselves," said Evans.

- Anderson said the Chamber's Business After Hours is an excellent tool for networking. "Relationship building is the key," added Johnson, noting, "It's in those discussions that we find a lot of mutual opportunities."

- "Integrity is absolutely critical," said Johnson of leadership, "so that people believe what you say." Set goals for people, make them achievable and don't micromanage, he added. Empower people to be successful, said Evans.

For more information see the company's Web site at www.leichtgb.com or call toll-free (800) 338-5665.

