

COMING BACK FROM 9/11

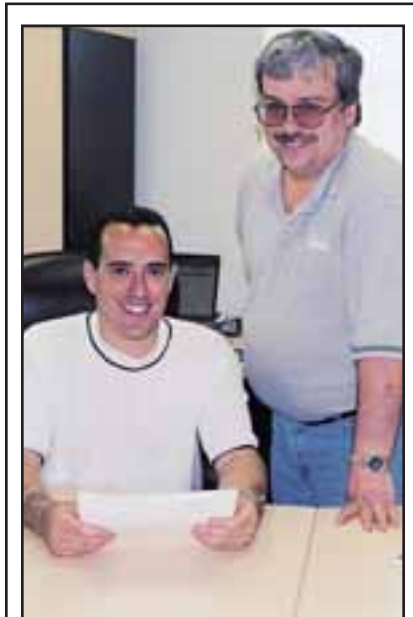
Less than one year after it had moved into new headquarters in Westbury, N.Y., the devastating tragedy struck. Corporate Coffee Systems relocated in October, 2000. On September 11, 2001, the World Trade Center was demolished by terrorists.

"There's no easy way to express our feelings at the time," David Henchel, president of the OCS company, says. "We were in shock like everyone else around here and across the country. We lost valued friends and many people we were close to at the accounts we served. And, of course, our business suffered. The Manhattan district, an important segment in our marketing region, was completely closed down. At least 40 accounts were gone along with the equipment we had placed on location."

It's two years later now. David is pleased to report the amount of volume lost during the tragedy has been entirely recovered. How?

"It's taken a lot of hard work by all in the company to bring us back and get us to the point where we are today," David states. "Our growth has been stimulated by emphasizing single-cup and promoting our own fraction package products."

Corporate was founded in Inwood, N.Y., in 1985. From its base now in Westbury on Long Island, it covers the New York metropolitan market, a radius of 100 miles, through 15 routes. Aside from the hot beverage



DAVID HENCHEL

DOM LUTI

array which includes specialty items, a full line of allieds is offered to clients including bottled water in five-gallon jugs, snacks, canned cold drinks and juices. There is no vending as David believes it is not needed to properly service his locations.

The workforce totals 40 employees. Key in the management structure are Gregg Henchel, David's brother, executive vice-president, and

Dom Luti, vice-president. Both have been instrumental in assisting the firm's expansion through the years.

The new headquarters building is the fifth which Corporate Coffee Systems has occupied since it entered the OCS field. It measures 25,000 square feet and is a sizable upgrade over the previous site of 8,500 square feet. The design has been determined through the experience learned as the business grew. Undoubtedly the work flow developed has led to a more efficient operation and a positive impact on bottom-line profits.

There are numerous features; it is a front-to-back layout where executive offices are situated around a perimeter to eliminate a "maze" effect which can be present when they are placed in a haphazard manner. Computerized orders are processed in an adjoining room which is playfully named the "bullpen." A spacious conference room also doubles as an area to test new equipment and products.

The service department utilizes a floor drain, a heavy duty power arrangement and ample room for maintenance. Parts needed for repair are immaculately stored to facilitate ease of finding them.

Products to be offered to customers are neatly stacked in a lengthy warehouse which leads to a staging area and multiple loading docks where route vehicles are loaded for delivery.



The fifth headquarters for Corporate Coffee Systems' growing business is an efficient industry showcase located in Westbury, Long Island, N.Y.

The entire structure incorporates high ceilings along with great lighting to provide an open feeling to the surroundings. There's no better way to enhance employee productivity and morale than by providing an efficient and pleasurable workplace. And Corporate Coffee Systems is doing that.

After outgrowing four former buildings which housed the operation, David recognizes his present headquarters is an industry showcase which will help build sales and profits for years to come. 9/11 was a sad and major setback, not to be forgotten, but the future here does indeed appear bright. □



With a backdrop of five-gallon water jugs, MICHAEL RUSSO, JOHN CRAFA and TOM McPHAIL are pictured in the top photo. The staging area and multiple loading docks are directly behind. At left: the "bullpen" area for order processing—JoANN JANARO is at the computer with LENORA MOORER, JENNIFER JOCKERS and APRIL CRAWFORD looking on. Service technicians J.R. LUTI, BORIS SIMKHOVICH and RAY ROSADO are at bottom left with a view of the parts storage room.

