

Stateline Business

Look Inside

JUNE 2009 ISSUE

Employees shine at Lakeside International Trucks

By Diane Mitchell

For Stateline Business

JANESVILLE — Lakeside International Trucks, headquartered in Milwaukee, Wis., recently received the Circle of Excellence Award.

This is the 14th time Lakeside has been honored with the award. In its 29th year, the Circle of Excellence program honors the International dealerships for excellent operating and financial standards, market representation and customer satisfaction.

Lakeside is one of only 26 International dealerships to earned this recognition. Lakeside International Trucks is a full-service dealership with locations serving customers in Milwaukee, Racine, West Bend, Random Lake, Janesville and Monroe, Wis.

"This award is special because it recognizes the hard work and professionalism we bring to customers in the southern Wisconsin area," said Bill Reilley Sr., President of Lakeside International Trucks. "Working together, our dealership team achieved Circle of Excellence status this year. Our customers rely on us to keep their businesses growing — and our International products and support are even more important to customers during these tough economic times. For 25 years, our customers have been returning because they know we deliver quality International products and services that help drive profits to their bottom line. Lakeside employees



Photo courtesy of Lakeside International Trucks

Jeremy Ressler of Janesville Lakeside stands by a truck. Lakeside International Trucks recently received the Circle of Excellence Award.

understand the value of each customer and have a genuine interest in serving their business. We have an operating philosophy at Lakeside we refer to as "Lakeside Pride." It is this shared pride amongst the employees that has created this winning and cooperative culture year after year. It is through the employee's pride in their work and in serving the customer that has allowed Lakeside to achieve this prestigious recognition from International Truck for 2008."

Lakeside International Trucking

feels very fortunate to have extraordinary employees working for them.

A working philosophy at Lakeside commonly referred to as "Lakeside Pride" is comprised of three fundamental pillars: pride in self, pride in work and pride in our customers. This pride drives their success in serving the customer and each other as employees. This doctrine is how the company has been able to achieve Circle of Excellence award as well as how they have been fortunate enough to retain such great employees for over the last 25 years.

Cameron Colby and Jeremy Ressler from the Janesville dealership and Matt Beckman from the Monroe dealership are three of Lakeside's outstanding employees.

Jeremy Ressler, a technician from Janesville Lakeside, offered on his own time, to take an International truck and some technician tools to a local school to educate grade school children on trucks and the ways we rely on them in our communities.

Cameron Colby, the newest member of the Janesville Lakeside team, offered to go out on his own time to invite community businesses in the Monroe area to grab a hot dog at our Monroe parts and service location. The intent of inviting customers out for a hot dog was to celebrate spring, bring the community together and spread some Lakeside Pride.

Matt Beckman, a lead technician at Monroe Lakeside, recognized that a local business was not able to have their trucks maintained and repaired during normal business hours at the Monroe location, so he offered to come in on Saturdays and work on the trucks so the company could continue to operate. This was especially important to the customer in the times we are experiencing today; a truck down is revenue lost for many businesses. The technician recognized this problem and offered a solution to the customer.

Pride comes in many sizes and forms. It is a culture; the way things are done at Lakeside -- from community involvement to working on Saturdays to ensure a company stays in business to educating grade school children about trucks. Employees are not asked to perform these specific good deeds; it is the pride they have in themselves, the workplace, and their customers allowing them to serve the customers in the best manner possible.

Last summer, demonstrating further the pride in their employees, more than 12 luncheons were hosted at businesses in and around Janesville. While this past year has been hard on so many people, Lakeside wanted to continue to stay close to the people in the community. They set up tents, tables and chairs and served up some of the best summer fare in many business parking lots in Janesville.