



# Hidden Treasures

## An update from 49er President Tristen Griffith

2015 is almost here! We have many exciting projects ahead of us.

A huge project already underway is our new monument sign that broke ground last month. I am told it will take 5 months to build. Once it is completed, we hope to see a significant increase in locals, traveling 4-wheelers and RV drivers. With this sort of investment, we expect overall growth for our business.

Have you seen our new dog wash? (pictured) Paul Millette and Sandra Phillips proposed this idea and our board approved it. It should be up and running any day now. Make sure to tell everyone to bring their dog to the Travel Plaza for a wash in our Evolution self-service dog wash and be sure to grab your dog a treat on your way out from the Exit Gate attendants.

Daryll Carlson and Mike Raven have been transitioning our Arcade Room to a Smoke Shop. Once complete, customers will enter in

what appears to be a "cave" and the walls will be painted all black. All the latest in Vapes, Zippos, E-Cigs, Cigars, Hookahs and others will be on display and for sale in brand new cases, decorating the inside. Henry Shabir is purchasing the entire inventory, which should

**arrive soon. I'm**

excited for the results!

Both the Smoke Shop and dog wash are not common in truck plazas. We are trying to set ourselves apart and become a recognized leader in our industry. Please help us to spread the word and get our guests talking.

As you can see, several projects are underway. All of which we hope will make the 49er an even greater success and the number one choice for travelers to stop.

In closing, I would ask all of our employees to continue to reach out to Martha or myself for any questions or suggestions you may have. We are always **looking for new ideas! Here's to a wonderful** Holiday Season and a Happy New Year! ■



### WHAT'S

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## TRAVEL TALK

What do you enjoy about the holidays?



Eduardo Rodriguez  
Maintenance

**"My favorite things are the food, being with the family and holiday pay."**



Alice Henderson  
Exit Gate

**"Watching my grandkids open their Christmas presents. They just can't wait to get to them and they are always just so thrilled with everything they get."**



Anita Corsbie  
Restaurant

**"I love all of the beautiful decorations and music that is played during the holiday season."**

Answers and photos submitted by: Asia Wilcox

## Welcome new Service Center Manager

Story by: Daniel Wilson, based on information provided by Matt Hibel



**M**att Hibel was recently hired as the Service Center manager. *Hidden Treasures* and The Sacramento 49er Travel Plaza would like to welcome him to the family.

Matt was born in Nevada, and grew up on a ranch in a small mining town east of Reno. He comes from a large family with three sisters and four brothers. At age 18, Matt moved to the Seattle area to attend school. He earned an associate's degree in Diesel Technology.

Matt then moved to Sacramento because he wanted to be near his

family, but didn't want to move back to Nevada. He took business management and marketing classes at Sierra College, where he attended for two years.

Matt then worked for a fleet maintenance company for 13 years. During his time there, he worked as a field tech and after 3 years, was promoted to Service Manager.

Matt—who told *Hidden Treasures* he likes football and played sports in high school as well as raced mountain bikes until he was 22 years old—says he enjoys hiking, swimming, fishing, boating and going to the beach when he is not at work.

**"I was going to move back to Nevada, but this opportunity came up with the 49er Travel Plaza and I feel very positive about my future here,"** says Matt. ■

## "Success Through Service" in action

Story by: Sarah Wilson

**P**erhaps you've seen your peers rocking a new red button, displaying our new company motto, "Success Through Service"? Be sure to ask your manager for your button if you haven't done so already.



Around Thanksgiving, a truck parked between the restaurant and truck wash caught on fire.

The flames from the truck then caused two nearby trucks to also catch fire. While flames reached, what seemed like, thirty feet and diesel fuel

spilled out onto the ground, many 49er employees rushed to help.

The Sacramento 49er Travel Plaza and *Hidden Treasures* are grateful for and thank the responders for their quick thinking and courageous actions.

Fortunately, no one was injured and firefighters were quickly able to douse the flames. These employees exhibited exactly what "Success Through Service" means. ■

Ryan (Service Center) – 1<sup>st</sup> responder  
Natalia (Service Center) – called 911 and contacted trucking companies  
Asia (Store) – wrote incident report  
Enrique and Wilmer (Truck Wash) – stayed after their shift to help clean up  
Mauro and Shawn (Service Center) – helped with the clean up  
Jeff (Maintenance) – came to help and contacted hazmat company  
JD (Maintenance) – helped cleaning up  
Daryll – talked to the hazmat crew  
Paul – came to help



# Travel Plaza celebrates 14th annual employee picnic

Photos by: Asia Wilcox

The 14th annual company picnic, held in October, was a blast and we thank everyone for coming out!

Here are just a few of the highlights: Ramon Vargas cooked fresh (and delicious!) Mexican food. Henry Shabir kept our feet tapping with his amazing DJ skills, and hosted the festivities.

Martiniano Davalos and his daughter wowed us with a high energy salsa dance and several family members of 49er employees made us smile with their talents.

Rowdy Short won Employee of the Year and rapped with his son. Sarah Wilson playfully cheated in one of the trivia game rounds. Attendees also took home prizes in the raffle, and the children got to take home candy after bashing open the piñata.

Last but not least, Terry Rust, Tristen Griffith and Martha Leon each gave inspiring speeches about the future of the Travel Plaza.

Check out the photos from the event below. We thank everyone for participating and we look forward to partying with you again next year. ■



## One Day at a Time

**Story by:**  
**Renard Franklin,**  
**Store Supervisor**

How many times have we said to each other "time is flying by; the year is already over; where did the month go?"

It appears as if we go to bed when we're 20 years old and we wake up at 40. It's as if there is no time to catch our breath, to manage our days or to enjoy what we have. Abraham Lincoln once said that the best thing about the future is that it comes one day at a time.

The Sacramento 49er Travel Plaza is quickly moving forward to provide exceptional service to achieve our success. But not so fast as to forget the basics

that got us to where we are today—great customer service.

Dedicated management, professional employees, and, most importantly, loyal customers are the foundation that makes the Travel Plaza strong.

Our workplace works best one day at a time. When we take the time to do the job right the first time, listen to our customers' needs, slow down to go the extra mile and to recognize that being on a great team means being there for our fellow workers – that's living and working each day as if it counted.

Good customer service is all about sending customers away happy—happy enough to pass positive feedback about our business along and to become repeat customers.

We are planting the seeds for the Travel Plaza's future. The essence of good customer service is forming a relationship with customers – a relationship that makes our individual customer feel they were appreciated enough to return.

You can do this by remembering the one true secret of good customer service: "You will be judged by what you do, not what you say."

This doesn't happen overnight, it happens one day at a time. As in our personal lives, reliability is one of the keys to any good relationship, and good customer service is no exception. Think before you make any commitment, no matter how big or small, because nothing annoys customers more than a broken promise.

Each day, try to do something extra for our customer. For instance, if someone asks you to help them find something, don't just say, "It's over there" and point. Lead the customer to the item and offer them more help, if needed.

Whatever the extra step may be, people notice when customer service professionals make an extra effort.

As we go about our daily lives, let us not forget our servicemen and women who are still defending our freedoms far away, and let us say thank you to the first responders here at home.

We wish everyone a peaceful holiday and a prosperous 2015... one day at a time. ■



### Happy Anniversary!

Itzel Gaona (1)  
JD Travis (1)  
Michael Merced (5)

### Welcome to the Family!

Christian Calvert  
Enrique Guerrero  
Eric Bakke  
Ernest West  
Kathleen Wright  
Kathryne Kennedy  
Katrina Posada  
Matt Hibel  
Mauro Vazquez  
Steven Brimer

### Happy Birthday!

(1/1) Raquel Arreola  
(1/2) Steve Coffee  
(1/6) Sarah Wilson  
(1/10) Daniel Perez  
(1/15) Alvaro Tovar  
(1/30) Rosa Hernandez  
(2/5) Clint Altheide  
(2/5) Katrina Posada  
(2/5) Kathleen Wright  
(2/9) Jimmy Perez  
(2/5) Mayra Saavedra  
(2/7) Matt Beaty  
(2/9) Brenda Fortmuller  
(2/11) Alberto Navarro  
(2/13) Silvia Garcia  
(2/16) Pat Roff  
(2/23) Wilmer Leon  
(2/24) Daryll Carlson  
(2/24) Jennifer Crandall  
(2/27) KC Bruce  
(3/1) Martiniano Davalos  
(3/11) Natalia Gudino  
(3/17) Patricia Gonzalez

### Happy Holidays



Happy New Year!

Did you know?

- ★ You can set up Direct Deposit and have your paystubs emailed to you! Ask the Administration Office for details.
- ★ You can find the Travel Plaza and Silver Skillet on Facebook!



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