

CEO's Corner

Mission Statement: To Help Our Visitors Reach Their Health, Fitness And Appearance Goals Through Information, Motivation, And Supplementation.

Seemingly Small Things Can Make A Tremendous Difference

"At 211 degrees, water is hot. At 212 degrees, it boils. And with boiling water, comes steam. And steam can power a locomotive.

Raising the temperature of water by one extra degree means the difference between something that is simply very hot and something that generates enough force to power a machine – a beautiful, uncomplicated metaphor that ideally should feed our every endeavor – consistently pushing us to make the extra effort in every task we undertake."

Recently I read a small book called 212 Degrees, which is where I found the quote above. The idea is that the extra effort that we all give every single day, hour and minute is what will truly make the biggest difference in our future success as a company. It's all about commitment and persistence in everything we do.

Why does it matter if we push just a little harder?

Why should we try to be even more creative and agile as a business? Like most things in life, that extra little effort can make the biggest difference.

As an example, the margin for victory between an Olympic gold medal and no medal at all is extremely small. During the 2004 Summer Olympic Games, the margin of victory was only 11 centimeters in the Women's Long Jump, only 0.71 seconds in the Men's 800 Meter and only 0.13 seconds in the Women's 800 meter. The little extra effort that these champions gave during the previous four years of practice was the difference between victory and failure.

The most successful people and companies in the world are simply the ones that are able to set a goal and then focus on it every single day, making small steps of progress in the right direction. They persevere even when they feel like quitting.

A great example is the story of Ernest Shackleton. In December 1914, he led a crew of 27 men in a quest to cross Antarctica on foot, the last known unclaimed prize in exploration annals. They set sail and when they were 85 miles from the continent, their ship was trapped by unusually thick ice.

They were frozen in that spot for ten months straight. Eventually, the trapped ship was crushed and destroyed by the increasing pressure. Forced to abandon the ship, the men salvaged their lifeboats and then camped on the ice for five months, knowing that it was very unlikely that they would survive to see their families ever again.

After braving extreme cold, breaking ice floes, leopard seal attacks, a shortage of food and drinking water, Shackleton decided to take a few of his men and risk an 800-mile ocean trip in a small lifeboat. He knew that his chances of surviving the trip were very small.

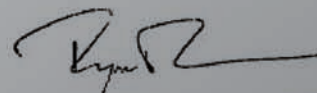
In one of the great accomplishments in nautical history, he made it through one of the most treacherous oceans in the world.

He didn't stop there. Shackleton went back and rescued the rest of his men who had survived there for another three and a half months. All 28 men survived the ordeal against all odds.

The men all contribute their success to Shackleton's leadership. Shackleton stayed focus on his long-term goal of surviving and saving all of his men, while setting smaller and realistic short-term goals daily. He never stopped believing that they would make it.

Here at Bodybuilding.com, we are proud of the fact that we are always going the extra mile for our customers, our co-workers, our families, and ourselves to improve our future and be the best that we can be.

"In the confrontation between a stream and the rock, the stream always win... not through strength but by perseverance." - H. Jackson Brown

**Company Notes**

Get your Merry Christmas on! During the work day on Friday, December 21st, we're going to have a Christmas potluck in the break room. There will be a sign up sheet on the bulletin board starting Friday, December 14th, so please sign up to bring something!

The Idaho and Florida warehouse will be planning a Christmas event, details to come. Be sure to ask your supervisor for more information.

Happy Birthday!

Ryan DeLuca	12/9
Wayne Earl	12/22
Rachel Parsons	12/12
Shawna D'Ingillo	12/27
Dominic Lucero	12/7
Mac Guy	12/25
Monterrance Woodard	12/25
Cotennie Sailor	12/21

December MVP

Crystal Matthews-
Affiliates Manager



Crystal Matthews is the Affiliates Manager for the Marketing Department. Crystal manages over 8,000 affiliates in partnership with Commission Junction. In just over three months since taking over the program, it has grown 7.5%. She is also overseeing the new Bodybuilding.com clothing line, which includes thirty new styles for our customers to choose from. Crystal is always available to help others on the team achieve their goals. Her great sense of humor makes working with her a real pleasure!

Nominated Department MVP's

Mike Bieker	Web Store Content
JP Ulmen	Web Supersite
Mike Kelley	Customer Service
Melanie Harris	ID Warehouse
Cotennie Sailor	FL Warehouse
Staci McKinstry	Finance

Department MVP's are awarded with a \$5 lunch gift certificate for an area restaurant.

Department Spotlight: Idaho Warehouse

Department Mission:

- Ship every order received accurately, everyday.
- Pack every order with a neat appearance and the ability to withstand the rigors of shipment.
- Manage the security and accuracy of the company's inventory.

Facts/Stats:

- 35 employees
- Ships 1250 orders per day, of which 200 are international.
- Ships 4400 items per day.
- Performs continuous daily cycle counts of 250 SKU's.

Our team prints, picks, scans, packs, and meters an average of 1,000 orders a day. We have over 6,500 products available.

As all of you know, we recently moved into a new warehouse facility on Vandal Way. A very big THANK YOU to all of you who helped out. It was nice to see some old and new faces and perhaps it gave some insight on the operations side of our company.

I thought it would be appropriate to discuss what exactly everyone accomplished relative to our move. We shipped our last order from Steelhead Way on Thursday, November 8th at 6:00 PM. As those last orders moved through the warehouse, each process was dismantled almost immediately after it processed these last orders. Throughout the night, conveyors, static shelving and computers were taken down and moved to the new warehouse.

The old warehouse was emptied by Saturday, November 10th and everyone began finding the new home for all of our products. On Monday, November 12th at approximately 10:30 AM we finished our first order at Vandal Way. By the following Friday, we were caught up on the entire order backlog. Everyone who participated should be proud of the fact that we moved roughly 7000 SKU's, 250,000 individual products (\$4 million in inventory) in three days, not to mention having the new facility operational on Monday, November 12th, using all of the old conveyor and a significant amount of shelving from the old warehouse.

The new warehouse was designed for:

1. Improvements in the scanning process to improve order accuracy and scanning efficiency. Hand held scanners have been eliminated, work stations redesigned, distractions eliminated and it is now a parallel flow to improve focus. The scanning operation is paramount to an accurate order.
2. Significant increase in cubic footage for overstock storage. This improves the accuracy since it is not stored in multiple locations.
3. Significant increase in the receiving area, which reduces the chance for receiving errors because of congestion of this critical process.
4. SKU's are slotted on aisles rather than rows and are slotted according to their usage. Certain groupings of products, i.e. protein bars, were located together to better manage expiration dates and stocking/picking efficiencies.
5. Use of cubic feet as opposed to square feet, future growth will be accommodated vertically.

Again, thanks to everyone for their extra effort and long hours to make this transition a success!



Department Employee Spotlight: Melanie Harris

Melanie has been a warehouse employee since September of 2006. During that time, she has demonstrated her personal initiative and hard work in learning all of the warehouse operations. She currently is processing all of the company's returns, which requires a quick turn around to take care of customer issues working closely with customer service. Not only does Melanie meet these goals, she takes the initiative to effect improvements in warehouse processes based on what she sees in customer returns.

Melanie's orientation towards accuracy makes her an asset in the warehouse. She is helpful to all and has a lot of enthusiasm.
Thanks, Melanie!

Idaho Warehouse Manager
Jim Vissotski





A Touching Story From Lindsay Cate:

I had the opportunity to speak a man named Darrell this last Friday regarding a few different workout supplements. During our conversation he mentioned that he lost his daughter, wife, and father all within a two month's time. He is a 56 year old guy who, due to tragedy, lost any and all drive. He let go of himself and just didn't care. Darrell wanted to work, with the support of close friends and our company, to regain his workout dedication and to just take care of himself!

I spoke with Tommy to see what more I could do to let him know we were thinking of him in the time of his loss, above a daily card. I thought a cookie basket with positive captions on it would definitely brighten his day! Also, I thought it would be nice to say sorry for his loss, and how much we admire the strength he has just trying to get off the couch to go to the gym after what had happened. I just received a call from Darrell today thanking me for simply just listening to his call! He told me he really appreciated the card and the cookie basket, and has found a 'nice person' and a 'friend'. Not only that, he also said that after receiving this basket he felt driven to better himself! A simply thought made him want to change, and be a better guy! He has not had a problem fighting to go to the gym. He wants to go get healthy!!!

Kind Words
from our
customers



This Months Book Program Beneficiaries

Book Program Beneficiaries:

- o Brandi Eller "One Minute Manager"
- o Jamie Whinery "Supercrunchers"

H4

I just wanted to send an e-mail to thank your company for such great service that you guys have provided to me. I'm a first time user and just by my first order, I know that my future orders will only be going to you guys. The order by phone was very quick and simple. The representative was very nice. He had a good attitude and made the ordering process that much easier. The shipping was well packaged. I've tried other supplement stores and I have gotten my products squished into boxes and eventually dented on some sides because of the impact of shipping. Well, I was very surprised when I opened the packages that I received from your company; very well cushioned, and neatly packaged. Plus, I can't complain about the prices. Last but not least, your shipping process is so quick. Normal companies charge extra for the speed that you guys ship at. I love how you guys are based in two locations that are at opposite ends of the country. It's so convenient unlike other companies where I would have to wait a week or more for my shipments to come in. For what I have gotten, it was well worth the money. Thank you for all your help and keep up the good work. You can expect to receive another call from me in the future.

Customer,

Patrick L.

BTW...my order number was 3769471. The Packer was "Brody ID"

Can you please tell both the representative who took my call and the packer that I said thank you for all their help. :)

Employment Anniversaries

Thank you for your continued hard work and loyalty to Bodybuilding.com!!!

Jason Macfarlane	Customer Service	2 years
Sarah Bennett	ID Warehouse	3 years
Crystal Burgess	ID Warehouse	3 years
Gordon Crawford	ID Warehouse	1 year

Changing Faces

A warm welcome to our Newest Employees!!

- o Christopher Payne Customer Service Representative
- o Clark Wheeler Customer Service Representative
- o Erin Hogue Customer Service Representative
- o Tyson Hunt Customer Service Representative
- o Jeremy Rasmussen Customer Service Representative
- o Reece Theobald Web Developer
- o Devon Hall Product Order Specialist—FL Warehouse
- o Lemark Dukes Product Order Specialist—FL Warehouse
- o Edward Dixon Product Order Specialist—FL Warehouse
- o Alexis McGriff Product Order Specialist—FL Warehouse
- o Quincy Clapier Product Receiving Specialist—ID Warehouse
- o Gregory Rodman Product Order Specialist—ID Warehouse

Bonus Watch:

Bonus time is coming up soon! Going that extra mile to increase profit for the whole company will benefit everyone as individuals. Look for ways that you can go above and beyond!