

THE HAPPY

P • R • I • N • T • E • R

Fall, Vol. I

Employee of the Quarter



ROB STARNES
"ROCK STAR"

Rob Starns is not an employee that most of the customers of Spectrum will ever meet because he is a pressman. He is an unsung hero of YOUR jobs. It's not me, Balinda or Kathy.

He is the one that adjusts your color, your registration and creates the final output. He is a real craftsman. Florida is missing a great pressman and a fine person.

Rob's a good guy and a great worker.

Featured Customer

Rourke PR

Rourke Public Relations is a full service public relations, advertising and marketing agency headquartered in Virginia Beach. Its philosophy is to deliver quality work and solid results to a select group of clients. To meet one of the best PR teams in the business and view its work and credentials, visit www.rourkepr.com.

The agency's manta is "Always Communicate." If you're not communicating regularly and effectively with your key audiences, someone else will and eventually lure them away. Rourke Public Relations uses a variety of communications tools to maintain customer loyalty and trigger potential customer calls.

Understanding employees

Understanding employees, is this a quiz because if it is I missed that chapter? Employees should come in, do their job and then go home. They have a job to do and if they don't do it well...well I'll find someone else who can. And that is exactly what some managers think.

Wow, I wish, I were that regimented. A robotic manager, reviewing each and every activity and never swaying from the course. What a great management style with all the finesse of a wrecking ball. Are wrecking balls obsolete, now?

These types of managers and supervisors suck the fun out of the job, yet the company wants great customer results. They fail to realize, that they take the pass, out of passion and make coming to work dreadgury. It drives me nuts to hear all of the lip service about customer service from these types of people. I'm about ready to jump off of the Beacon Building in Virginia Beach (I hope the grass is soft).

What is so wrong with a little customer service at the expense of profit? Having enough resources and management's encouragement to complete a job or task for the sake of the customer.

The largest oil company in the world may have profits in excess of 12 billion dollars this year. That's a 12 and ten zeros. (Shoot, I just broke my zero key typing to all of those holes. I'll never be able to close a parenthesis again on this board.) Do you think they could hire a couple of extra operators to answer their phones?

But are we, you and I, sacrificing service for higher profits in our organizations? Have we developed and calculated matrixes to such a degree that at the very least the customer-experience is lost or at the very worst the customer is actually lost? Are our efficiencies without empathy? Is our drive for profits reducing customer interaction? Ask yourself those questions the next time you

are in line for a half hour or you check yourself out at a big box store.

I'm all for progress, but managers must double their efforts to rally the employees. Because

employees are the conduit to the customers. They transfer the character...THE essence of the company to the customers.

Activity management should not be the only playbook for success.

I understand that guidelines and processes must be established and adhered to in order to grow a successful business, but we can't take the human element out of it. It is that human contact that builds relationships that eventually develop into loyalty.

Managers or rather leaders should look to their employees to find ways to have each individual drive positive customer experiences. Understanding employees' strengths and weaknesses is a major consideration for molding that person with a particular job.

It's not an €
"Pretzel Jetzel"

Leaders need
Understand,
Lead and Adap

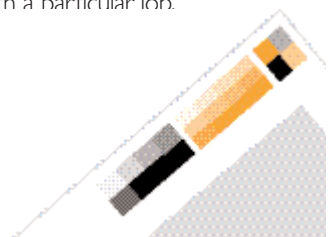
**What is so
wrong with a little
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SPECTRUM PRINTING

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Cho Cho

There are basically two types of printing today, digital and offset. Granted there are varieties of each, but let's not get into them. We'll keep this simple because I don't know that much about either.

Digital is just like the printer that you have on your desk. But in our world the printers are much bigger than your desk. The technology is the same though, bits and bites. And this works well for short runs and flat pieces. If your pieces do not need to have exact color consistency throughout the run or that will not be folded or cut then this is maybe a great alternative to offset.

Offset is ink and water. The technology has been around for hundreds of years. While there have been many improvements in inks

and make readies etc. the premises hasn't changed much. Starting my presses though is like starting a train. There is a lot of effort to get the press moving, but once started they are very very efficient. That's why you'll see a dramatic decrease in prices as your quantities go up for presswork.

Just remember short digital runs are best characterized as a car going to the grocery store. Long runs are more like a train hauling coal. Sorry no I can't give you quantities because then I'd have to shoot you. Not really. It's just that while quantities are a major factor there are other points of discussion like substrates, the value of the document and other stuff.

But rest assured that Spectrum can do both technology especially well.

Thanks for a wonderful first year.

Al is one of the many employees behind the scenes at Spectrum. He has over 43 years of printing experience. That's a lot of know how.

Well in the last year I would drape my arm around Al's shoulder and tell people that combined we had over 43 years of printing experience. Without experienced, dedicated enthusiastic people like Al or Cliff or whoever, your jobs would never get done.

I want to thank my employees who have

shown great fortitude and flexibility during this first year. They are truly a great bunch of people. And because of them, Spectrum is growing better everyday.

I also want to thank all of our customers.

You've been great. A good day in print for me is visiting you. We truly appreciate your business and your constant support.

Good

It can be either an acknowledgement of something well done or it a greeting or who you are.

Good does not mean easy. It also does not mean self-absorbed.

To me it is a state of mind. How one views the world and their participation in it. I define people as givers or takers, good or bad. Some people in business truly believe that they have to be aggressive or be a jerk to get things done. I must admit that few times I have yelled and screamed, but that is far from the norm. Taking control and leading an organization does not mean bullying and intimidating. It means setting the proper expectations and mentoring people to achieve their personal and professional goals.

At a base level we all have the option everyday to be either good or bad.

I choose good, I have wonderful friends and customers that are also good.

I'm lov'n life because of it.

Who Won?

BodyLinez won the summer promotion. You know, the drawing for two hot air balloon rides. The tickets are good for any Ride America Adventure Tour in North America. We're excited to hear back from Terrance about his flight.

Life is good if you're a printer...Bodylinz.

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