

THE

HAPPY

P • R • I • N • T • E • R

Winter, Vol. II

Employee of the Quarter



BROOKE DUNBAR

Brooke Dunbar is a great employee. She's dedicated, caring and the perfect cookie for any occasion. As a matter of fact she was once tagged with the title of "The Cookie Lady". Please no questions. I only report the facts. All questions will have to be referred through our PR Department...please.

Brooke challenges me by standing up for what she believes is the right way to build a company. I respect that and truly appreciate the candor.

It's great to have people of this high caliber hanging around...even if it does knock you down a peg or two.

Here's to the infamous Cookie Lady.

Energy

Years ago, when I worked for Xerox, I told my boss Wayne that I had read an article about Albert Einstein. And that Al (to his friends) only slept for two to three hours a night. I declared to Wayne that I was going to do the same thing. There was just too much to get done to waste time sleeping.

Everything went well for a few days and then I ran out of energy. I literally went to sleep late on a Friday night and did not get-up until Sunday. Needless to say I didn't continue that program.

Wayne Woolwyne had a different type of energy.

I haven't worked for Wayne for ten or twelve years and I would still drop on a sword for him. He is a man of great energy.

What makes a good boss? I'm not sure, but the good ones do have an energy and a presence that motivates everyone close to them. They get the most out of the people around them without intimidation and malevolence. They lead by example and want the people around them to grow, and to achieve more for themselves.

Boy, I sure wish I could harness that type energy and take a daily supplement. Wouldn't it be nice?

I don't want to qualify it as a business personality. I personally believe that it's a personality trait. Maybe it's a personal decision to be benevolent and positive to

everyone. Is it really that hard? I guess that's ...uh...a very personal choice.

Is there a choice in management styles? You bet! For me, I choose positive energy.

Do I get mad and yell. HECK NO!!! Well... maybe sometimes.

**It's the leadership
that steers the course
for an organization.**

As managers and leaders we must - and this is an obligation - contribute to the well being of the people around us. This duty goes way beyond

compensation. Never assume that pay and compensation equate to a positive working environment. So we have to minimize the difficult times and maximize the positive.

It's the leadership that steers the course for an organization. Is the course true? Is it steady? Or is it a burst of light that soon fades into darkness?

Pressures to compete, make plan, or make profits, are sometimes very...very overwhelming. These pressures and many others should never give management an excuse to be less than positive leaders and mentors.

Wayne has great character. I believe it's that character that fueled his energy.

Don't be a shooting star. Positive energy lasts a lifetime.

Featured Customer

Simply Achieve

Simply Achieve, Inc. is an educational consulting firm that is committed to providing personalized attention to schools and school divisions. Simply Achieve, Inc. helps schools meet and exceed state and federal requirements.

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Get Out of Jail Free

Recently, we printed a job that the customer said was wrong. I believe it was a few thousand NCR forms, if my memory serves me right. Boy, are NCR forms expensive.

The customer signed the proof. Hence we had a "Get Out of Jail Free" card. It was the customer's responsibility to proof our work and we had the golden signature. They had signed the proof and had accepted the final, so we were out of the woods, right? It wasn't our fault. We printed exactly what the proof was.

The problem was that we went too far for customer satisfaction.

You may not know this, but sometimes we recreate your documents. And that means not just retyping everything. It includes recreating the design, the formatting, the layout...everything - just as if we had scanned the document into computers.

Why...why...why would we go through all of that time and trouble? Maybe because we're bored or maybe we like a good challenge? No, not at all.

We do all of that free work because your image is everything to us. If we simply scanned in your document and then tried to change a few words here and there the results would look unprofessional to say the least. It would look as if the page had

"white-out" tape on it and placed into a typewriter for corrections. It would look like my attempts to recreate a Picasso.

That's because the scanned image is a bit map and all of the attributes of the job may not convert seamlessly. This is a problem that we face every day, although our customers do not know it.

We are all about YOUR image, so sometimes we ask you to proof the entire document even though you only requested one or two minor changes.

Please excuse us because sometimes we are just too...detailed oriented.

Marketing

Marketing is not an expense. It is an investment.

You never put all of your eggs in one basket, it's the same with marketing programs.

Most people don't invest in a stock thinking that they'll reap millions of dollars in profits. Sure we all hope that we hit "the mother load", but that's pretty much just wishful thinking. Most people have a diversified approach to investing that they are comfortable with and the results don't hinge on just one strategy. Diversification is the sanest approach.

It's the same with marketing.

Try different avenues. By the way, they all don't have to be around print (yes, I'm a printer and I haven't lost my marbles). Try the net, radio or even TV if it makes cents. If the budget can absorb it, attacking the market with a multi-faceted strategy may be appropriate. A short exhaustive saturation-marketing program may be all that is needed. Timing is everything for this type of program.

You could also piggyback on themes or momentum. Certainly holidays are the most obvious, but you may want to create your own like "The Happy Printers." Look at your market space and then carve your niche.

If something works keep it up and don't stop. Continue to tweak your most successful

programs, but do not recreate or change a good thing.

The real problem has always been knowing when to change from a fading expired program to a new theme. Most of us aren't big enough to be concerned with such worldly decisions at this point. Our companies are small and are supposed to be nimble. We don't have Manhattan agencies with market trend reports.

Start simple, but before you begin know where you are going. It will keep the end in sight and help you gauge your success.

Please remember it's easy to wish for success, but very...very hard to implement. Sales and marketing must be a part of that success.

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