

THE

HAPPY

P • R • I • N • T • E • R

Winter, Vol. III

Employee of the Quarter



CLIFTON WEEKS

Here's a salute to Clifton Weeks our employee of the quarter.

Cliff is a quiet person and doesn't say much, but his knowledge and work ethic is unsurpassed. His printing experience reaches back almost fifty years and his expertise is a true asset. He gets the job done right every time. No exceptions. He is our go to guy about any print related discussion. It doesn't matter whether it's paper or a process, Cliff really knows his stuff.

But what I respect the most about him is that he has great inner strength.

Cliff's a great guy.

I'm OK, they're better

For the most part I see myself as a good person. I'm honest and fair to the people around me. I'm faithful to my wife and support my children. I even find time to pray on Sundays. So overall I think I'm a pretty good guy.

But I've got to tell you, I don't hold a candle to the inspired group of people at Mercy Medical Flight. These guys and gals shine bright. My little world is eclipsed by the bright smiles and the compassion that they shower on others.

This nonprofit organization's sole focus is to supply free air travel to medical facilities nationally and internationally for the thousands of people who can not afford it. These "missions" are the only hope for some of the patients and their families because without them the treatments and the cures would be out of reach.

They synchronize the pilots and planes, with the needs of others. Their purpose is to coordinate patients with pilots that are willing to donate time, expertise and fuel for others. The pilots fly the missions and the patients get to the facilities. The end result is hope.

Mercy Medical Airlift administers five distinct programs; Angel Flight Mid Atlantic, Air Compassion for Veterans, Patient Transport Hotline; Air Compassion America and Charitable Patient Airline Tickets. In 2006 they help close to ten thousand clients. That's an

average just shy of helping 30 people a day.

Ya know, sometimes we think that we're good and we get comfortable in our own self-image. This organization has

shattered my own reflection and made me want to be a better person. Don't get me wrong I'm a decent person, but these people are extraordinary.

The pilots come from all walks of life; celebrities, doctors, public servants, retired military and the average Joe like you and me. If you fly and want to get hours, why not fly a mission of mercy? Make a difference in how you see yourself.

If anyone knows of pilots or corporations that would help in this worthwhile cause, please contact Jim Smith at 757.318.9174 or check the web for more information www.mercymedical.org. You'll be better for it.

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Featured Customer

The Alzheimer's Association

The Alzheimer's Association is the largest voluntary national health organization dedicated to conquering Alzheimer's disease through research, and to providing information and support to people with Alzheimer's disease and their families. Locally, the Alzheimer's Association Southeastern Virginia Chapter supports thousands of families through various services, including a 24-hour Helpline, Respite Care, Subsidy Assistance, Care Consultation, Caregivers Training, a Safe Return program, and resource materials.



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Don't hate because I'm a printer

You know when I first got into this business two years ago, people thought I was crazy. Little did they know that I thought I was crazy too.

I went into print for a number of reasons. Some of them were accurate some were way off the mark. Now, I see this industry as very fractured with little or no market leaders. And I believe one of the main reasons for this is the inherent nature of being a printer. We are often the last step in a long succession of decisions to produce a product. All of the pressures rest on the printer. And few of us are Atlas.

Consequently, printers are notorious for being short-tempered, abrupt, and rude people.

Recently, I visited with a new customer. They are a very large corporation in the Mid Atlantic area. Personally, I was just happy to have them call Spectrum. As I chatted with this client I uncovered the reason they were looking for a new printer. Their current printer that they had been using for years was not very nice. As a matter of fact, I believe the actual phrase was, "...they're mean..." I was flabbergasted. I just don't understand that. How can a business, any business not just print survive in a competitive business environment being "mean"?

So does Spectrum look good when we hand out cookies or have a free raffle for diamond rings? Let's not forget that wild summer "free Sno-Kone Fridays," that was a blast!

The fact of the matter is that I believe that a positive, fun environment is a healthy business model. It makes for strong relationships and better communications.

So does that mean I'm a little crazy or that I like being the village idiot? Well ...yes, actually it does.

We dance for our customers and make them laugh because we want them to have an experience like none other. We're crazy about customer service and we believe your experience is better off for it.

Come on, who doesn't like a good cold Sno-Kone on a nice hot day?

It's the right thing to do.

What's pre-flight?

Have you ever gotten to the store and forgotten your list?

Or realized half way through a project that all of your calculations were wrong or you decide at the last minute to redesign "on the fly". Either way you have to go back for more materials. It happens to me all of the time. My friends won't go to the hardware store with me anymore because I spend half a day just trying to re-calculate what I need. Invariably my projects take a little longer than they should.

This can happen in print also. That's why we're going to institute pre-fighting of files. What this means is that when a digital file comes in we will capture it and review it while you wait. We'll look for the correct

fonts, ensure that the layout is correct and finally review photos to ensure that they are of a high enough resolution to print well.

This may take a little longer up front, but trust me it could save a ton of headaches later. We view this as quality control from the very first touch.

*The term originates from the pre-flight checklists used by pilots. The term was first used within the printing industry by consultant Chuck Weger.



Did you hear that this past summer we imitated "Free Sno-Cone Fridays"? That's right anyone who came into Spectrum

was offered a free Sno-cone. Everyone thought it was a really cool idea...sorry. It's all put away for the season now, but don't

worry we'll be doing it again.

Remember it's all about YOU.



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