

THE WATER COOLER

Stories and views from our staff



Front Row: Lizzie R., Sarah L., Jenny K., Ashley G., Jackie R., Allie M., Natalie B., Sarah B., Paige B. Back Row: Kirsten L., Mandi R., Taylor K., Sammie M., Alana A., Samantha N. Not Pictured: Sophie S., Mackenzie L., Cassidy H., Emma S.

More than Hockey

By Tov Rezabek and Diane Achterkirch

Being both a father and a coach of hockey players, I have a unique perspective of the game. But on a recent road trip to Winnipeg, Canada, my perspective became even more unique.

Start with 17 anxious ten-year-old girls going to their first-ever international hockey tournament — in fact, their first time going to a foreign country. Throw in eight hours in a car each way and you have yourself a unique perspective already.

What did I endure?

- All the snacks that were supposed to last the entire pilgrimage were eaten in the first hour.
- Constant text messaging of teammates to see who's where and if they'll catch up.
- Crossing the border and almost getting detained because of sibling fights.
- 16 front desk phone calls at the hotel to find out which room everyone's in.

But then, thankfully, there was some hockey.

We played other girls who were the same age, but we were pushed to the limit. The Canadian girls just play hockey so well. Our girls were resilient — they believed they could compete, and never gave up. All in all it was a schedule of five games in four days at arenas all over Winnipeg!

And after hockey, more of the same.

The kids running the hallways in swimsuits, arguments about which street to turn on, driving eight hours to get home at midnight only so Mom and Dad could go to work the next morning completely exhausted — but not before hearing the kids say, "I can't wait until next year!"

In the end, was it worth it? You bet. Because it wasn't just about wins and losses. It was about spending time with your children and your players. A chance for teammates and friends to grow closer to each other. It was about more than hockey — it was an experience that provided memories to last a lifetime.

THE MEGAPHONE
 Project updates and company news

A New Look

Print Media is trying on a new look.

As part of our re-branding efforts, we've redesigned our informational brochure. The marketing piece will be used as a tool for both potential and existing clients who want to learn more about the services offered by Print Media.

The new brochure includes more enticing and concise text. It highlights our five areas of focus — design, print, promotion, fulfillment and e-commerce. The intent is to provide basic, high-level information to pique interest, and then direct readers to the website or to call for more information.

The design was done exclusively in-house by graphic designer Kristin Martin and showcases our creative capabilities. It features fresh, progressive elements. Action photos reflect the speed at which our business operates, and the excitement highlights our passion for customer service.

"When you get a referral, someone is putting their own reputation on the line. They're saying, "I trust you enough to let you get involved with people who affect my career, my reputation, and my livelihood." It's a big responsibility. Giving and getting a referral means someone is willing to take a risk. Are you worth it?"

— From Jeffrey Gitomer's Little Black Book of Connections



What fun for our new dance studio to show off our new design and logo on warm up jackets. Thank you for all your help with the creative design, guidance and expertise on the warm up jackets

– Michael Bang
 North Star Dance Studio

Thanks for all you do and how quickly you and your vendors turn things around.

– Tom Garrison
 City of Eagan

E-COMMERCE

The latest buzz in the on-demand world

The Real Deal

By Tov Rezabek

Recently, Print Media has been putting a lot of focus on strengthening our e-commerce efforts. New technology, systems and relationships have allowed us to expand our “on-demand” capabilities and offer greater customer service.

Things like business cards and promotional products are available for order online in an “Amazon.com” style format. We’ve made it simple for customers to place and deliver orders, start to finish. A self-proofing feature even allows you to check the accuracy of orders before they’re placed!

So are all these changes worth the expense and effort for Print Media? Research shows that yes, e-commerce pays off for companies in a big way. According to recent studies by The Aberdeen

Group, “...e-Procurement users have consistently been able to lower prices paid for goods and services, reduce administration costs, shorten acquisition cycles, increase the use of preferred suppliers, reduce off-contract (‘maverick’) spending, and improve inventory management.”

Additionally, the studies suggest that “automating procurement offers the greatest opportunity to improve processes, increase productivity, and reduce costs across the supply chain. Reductions in procurement costs translate into dollar-for-dollar increases in profits.”

So as you can see, it’s no wonder companies like Print Media are placing e-commerce development at the top of their priority list. It’s the wave of the future. And, at Print Media, it saves both time and money for everyone — a better solution for us, a better solution for our customers. Now that’s the real deal!

PRESIDENT’S CORNER

A note from Phil Dennis

Positive Changes

Hello and thanks for reading!

As you’ve probably noticed from the other articles in this edition of PARTICULARS, there are a lot of changes taking place around here.

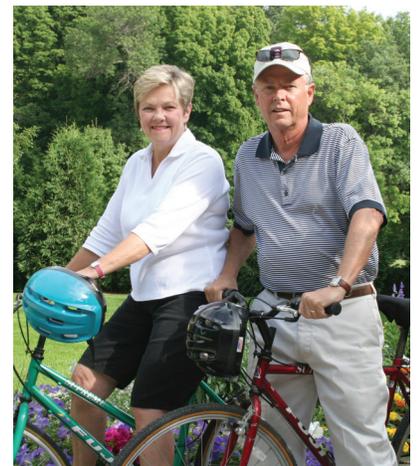
Marketing has taken on a stronger role, and we’ve made it a priority to focus on polishing our brand to provide impact and consistency. As you can see from this publication, a new look can really grab attention and set the tone for a company’s brand personality. In addition to the newsletter, we’ve produced a new brochure and are looking forward to a redesigned website in the near future as well.

But marketing is just one of many exciting pieces to the puzzle. For the first time ever, we’ve added sales staff to introduce the advantages of

our company to potential clients, and to better maintain relationships with existing customers. Given the nature of the economic environment, this is an encouraging and necessary step forward for us.

Finally, our new e-commerce and fulfillment capabilities have also taken off. In order to satisfy the “on-demand” nature of today’s business, placing online orders for printing is essential. Through technology and strategic thinking, we’ve been able to make it happen. Now, a system that saves our customers time and money is soundly in place.

With all of these developments, it’s an exciting time to be a part of Print Media. And in the next issue, I hope to have even more positive changes to share with you!



Studies show more baby boomers are taking to the biking trails. Phil and Jennifer Dennis are about to head out on the new Dakota Rail Bike Trail that stretches 13 miles from Wayzata to St. Bonifacius MN. Baby boomers are frequent visitors to the bike trails because of their childhood experiences with biking. At Print Media, we’re blazing a few trails of our own.