

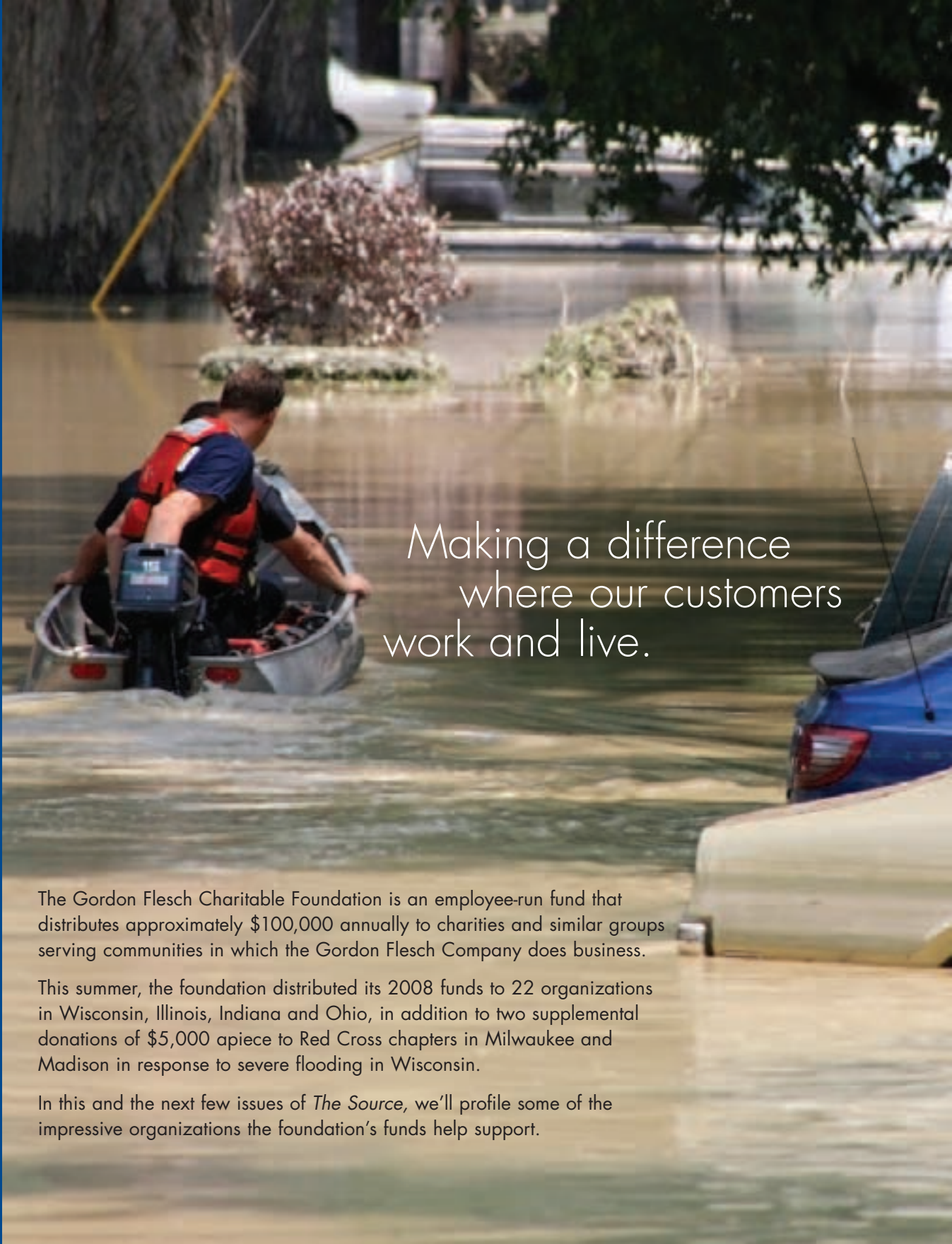


GORDON FLESCH®
COMPANY, INC.

the source

For Higher Productivity and Lower Costs.

ISSUE TWO 2008



Making a difference
where our customers
work and live.

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The Gordon Flesch Charitable Foundation is an employee-run fund that distributes approximately \$100,000 annually to charities and similar groups serving communities in which the Gordon Flesch Company does business.

This summer, the foundation distributed its 2008 funds to 22 organizations in Wisconsin, Illinois, Indiana and Ohio, in addition to two supplemental donations of \$5,000 apiece to Red Cross chapters in Milwaukee and Madison in response to severe flooding in Wisconsin.

In this and the next few issues of *The Source*, we'll profile some of the impressive organizations the foundation's funds help support.

Leasing 101

Why a good
equipment lease
makes great
business sense



Why do **85 percent** of US companies lease some or all of their business equipment today?
And why do **89 percent** of those say they plan to lease equipment again in the future?

The answer is that more and more businesses are discovering the advantages of leasing the equipment that helps their organization run. After all, revenues are generated—and profits are realized—by operating the equipment, not by owning it.

THE LEASING ADVANTAGE:

- **Minimal startup costs**

Initial expenditures are small, so your company can obtain the equipment it needs quickly and inexpensively.

- **Protection against obsolescence**

Today's office technologies can change rapidly. Through GFC Leasing, you can upgrade your equipment anytime by modifying your lease.

- **Working capital is conserved**

Your company's cash flow—and line of credit—can be dedicated to profit generating activities, emergency needs and investments.

- **Consistent budgeting**

Lease payments are consistent, making budget projections more predictable.

- **Tax savings**

Lease payments can be fully deductible when structured properly.

- **Lease on a project-by-project basis**

If large, time-definite projects are a mainstay of your business, then you can lease the exact equipment you need for exactly how long you need it.

- **Reduced interest-rate risk**

Fixed payments can protect against higher interest rates in the future.

- **End-of-lease options**

When your lease expires, you can purchase the equipment, return it, upgrade it—or lease it again.

At GFC Leasing, we've been making leasing work for businesses for more than 40 years. From customized leases to our large selection of equipment from top brands, flexible pricing to outstanding service commitment, we pride ourselves on creating leasing plans that go beyond our customers' expectations. In the next issue of *The Source*, we'll look at the ways GFC Leasing takes all the advantages of equipment leasing and turns them into an even bigger benefit for your business.

Did You Know?

In addition to providing customized office equipment leasing solutions, GFC Leasing also creates the same kind of tailored leasing plans for all kinds of equipment—and all kinds of companies. By acting as a leasing conduit between equipment suppliers and individual companies, we can design the best financial arrangements for our customers, no matter what kind of equipment you need.

For more information, visit www.gfcleasing.com.

THE GORDON FLESCH CHARITABLE





eCopy ShareScan Essentials

Unlocking the Power of Information

With ShareScan® Essentials™ from eCopy,™ your business will discover an automated document scanning solution that puts paper documents directly and securely into your electronic workflows, saving time, reducing costs and boosting business results.

ShareScan Essentials lets you use your multifunction devices to quickly and securely scan paper documents and distribute electronic copies as PDF files, giving your whole team better access to information. It offers document scanning to e-mail, fax, network folders, and eCopy Desktop.™ In addition, ShareScan Essential's platform architecture opens unlimited opportunities for integration with any business application.

What's included in ShareScan Essentials?

- ShareScan connects your multifunction device to your organization's e-mail and other enterprise applications for easy-to-use, secure distribution of document images.
- eCopy Desktop PC software provides an intuitive interface that lets users retrieve, combine and edit original-quality document images at their desktop.

- eCopy Connectors and Services link eCopy-enabled devices with software applications to give users the ability to scan document images directly to those applications. ShareScan Essentials includes connectors that enable document scanning directly to:

Microsoft® Exchange™	Lotus Notes
Mail via SMTP	eCopy Desktop
Fax via Exchange/Notes	Fax via Print Drivers
Network Locations	

At the Gordon Flesch Company, we can harness the power of eCopy ScanShare Essentials for your organization. Talk to your Gordon Flesch Company sales representative for more information.

FOUNDATION — Making a difference where our customers work and live.

Royal Family Kids' Camp of Kane County — Geneva, Illinois

Royal Family Kids' Camp is a residential five-day camp for abused, neglected or abandoned children ages seven through 11 who are living in foster or at-risk homes and are being monitored by social services. The camp serves 58 campers with a variety of fun activities, games, sports, and hiking. Each camp is run on a strict ratio of no more than two kids per adult counselor, offering a unique opportunity for the children to receive individualized attention and positive role modeling. The entire staff models a non-violent, positive way of life as an alternative to many of the negative, abusive situations these children have faced.

The Gordon Flesch Charitable Foundation's donation of \$5,000 will help give a week-long, safe and positive experience to children in need.

Technology Investment Pays Off

THE ART OF GOING PAPERLESS

Headquartered in Columbus, Ohio, Budros Ruhlin & Roe is a wealth management firm providing fee-only financial planning, tailoring individual investing programs to meet the exact needs of their clients.

That customized approach, combined with a growing client list, not only yields some impressive results, it generates a lot of paper, too. And considering that Securities and Exchange Commission regulations demand long-term possession of investment records, it was no surprise that piles of paper were fast becoming mountains.

That's when the firm turned to the Gordon Flesch Company.

For more than 15 years, the Gordon Flesch Company was the firm's primary supplier of office equipment—copiers, scanners, fax machines and multifunction devices. When the decision-makers at Budros Ruhlin & Roe realized that the Gordon Flesch Company could also offer the software and support necessary to help them make the transition to a less paper-dependent workplace, it was an easy call.

Gordon Flesch Company technologists went on-site and used KwikTag® digital filing to convert more than one million pages of past documents into an electronic format. The software's patented tagging method makes it easy for employees to quickly find, use and organize the documents they need. And using eCopy™ allows scanned documents to be used seamlessly with the firm's current document workflow patterns.

Brian Jack, the director of information technology at the firm, described the results this way: "We had a huge room—25 feet by 30 feet—dedicated to client records. To convert all that paper to an electronic format was no small task—but it has made a huge difference."

Visit www.gflesch.com to see how KwikTag and eCopy can help your company.

Company Locations:

ILLINOIS

Chicago
312-544-6850

Geneva
630-262-8300 or
800-950-4718

Joliet
815-744-1414 or
800-475-5457

INDIANA

Indianapolis
317-489-0470 or
888-269-7217

OHIO

Columbus
614-789-5700 or
800-756-1174

Mansfield
419-884-2031 or
800-866-2031

WISCONSIN

Madison
608-271-2100 or
800-333-5905

Milwaukee
414-321-8844 or
800-365-1672

Satellite Offices:

ILLINOIS

Buffalo Grove
Downers Grove
Libertyville
Rockford

OHIO

Chillicothe
Findlay
Lancaster
Newark
Wooster

WISCONSIN

Janesville
Kenosha
Racine

www.gflesch.com

THE GORDON FLESCH CHARITABLE FOUNDATION

Making a difference where our customers work and live.

Millennium Soccer Club—Madison, Wisconsin

The Millennium Soccer Club sponsors soccer programs for low-income elementary and middle school youth in the Madison, Wisconsin area. Their elementary school-age programs currently serve youth in three neighborhoods in south Madison. This spring, Millennium is launching a new elementary age program in the Meadowood neighborhood, which the city of Madison has identified as an area in need of safe, accessible, well-organized youth activities. In all, there will be more than 300 low-income kids participating in the fall/spring programs. Local high school soccer players volunteer each Saturday morning for six weeks to coach small teams of kids, working with them on skills and ending with small-sided games.

The Gordon Flesch Charitable Foundation donated \$3,500 to support the efforts of the Millennium Soccer Club.



Technology that works. People who perform.

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