



GORDON FLESCH®
COMPANY, INC.

the source

For Higher Productivity and Lower Costs.

ISSUE ONE 2009

Lighten Your Load

GFC ONSITE SERVICES

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Our Expertise:
GFC Onsite
Services

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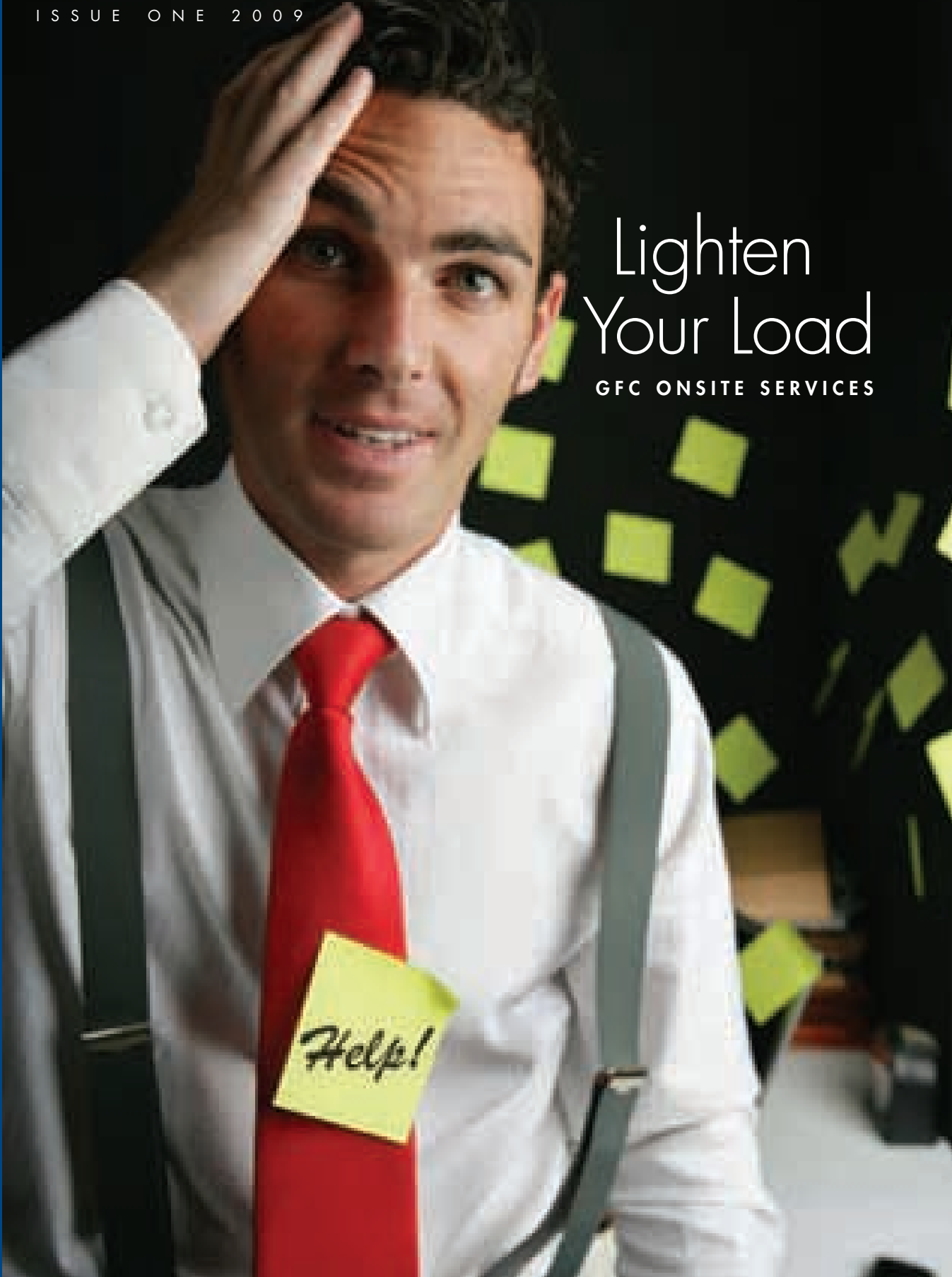
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imageRUNNER
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Managing Your Office Services So You Can Manage Your Business

GFC ONSITE SERVICES

Every company of a certain size requires a variety of office services to keep business running smoothly. But staffing and overseeing an in-house mailroom or copy center is expensive, time consuming and can force a manager to direct his or her focus away from the company's core business.

That's why, every day, several dozen Gordon Flesch Company associates report for duty at the offices of some of our largest customers, providing ongoing, on-site support operations that run the gamut from document production to mailroom management, courier services to document imaging and storage.

It's called GFC Onsite Services. Through the program, the Gordon Flesch Company assumes full responsibility for many of our customers' day-to-day operations. That means they're freed to concentrate on what matters most: satisfying current clients, cultivating new ones and, ultimately, growing their business.

When a new customer signs on with GFC Onsite Services, we start by performing a top-to-bottom review of their office operations. That analysis covers everything from business equipment to staffing issues. All areas where operations can be streamlined, and efficiencies gained, are reviewed. Then, a fact-based list of recommendations is made. Newer—and often fewer—pieces of business equipment are needed. Service plans are designed, staffing recommendations are made and new document workflow plans are developed. Then, we put those plans into practice, working beside our customers as part of their business.

According to Scott Dressel, a Milwaukee-based sales representative for GFC Onsite Services, the concept allows clients to tap into the office equipment and management expertise of the Gordon Flesch Company and avoid overstaffing.

"Our customers' core businesses don't involve mailing, or printing or document management, but ours does," he says. "So they can trust those back-office functions to us and have confidence they'll be handled well. Plus, they don't have to overhire. Our team includes staff members who can fill in when someone's sick or on vacation, and that creates efficiencies for customers."

Dressel says identifying those and other efficiencies is a big reason for the strong, long-term relationships the Gordon Flesch Company builds with its GFC Onsite Services customers.

"We have monthly meetings where I ask my on-site managers and supervisors about new process improvements, cost savings and other initiatives that can benefit the customer," Dressel says. "Our goal is to get the job done as well as possible, but also to add value to our partnership with the client. I think we've been very successful at that."

For more information about GFC Onsite Services, talk to your sales representative.



Aldo Leopold Nature Center—Monona, Wisconsin

Considered by many to be the father of wildlife ecology, Aldo Leopold was a conservationist, philosopher, educator, writer, and outdoor enthusiast. Established in 1994, his namesake, Aldo Leopold Nature Center, is an oasis of 20+ acres of nature study space surrounded by urban development near Madison, Wisconsin. Its mission is to “teach the student to see the land, understand what he sees, and enjoy what he understands.” The center specializes in connecting children, their families and teachers to the outdoors through hands-on, guided experiences and educational and adventure programs. Through its Nature Nuts educational initiative, the center offers after-school educational programs for at-risk elementary-school children who cannot afford traditional after-school activities. This program focuses on improving reading and math skills while developing in children an appreciation for nature.

A \$5,000 donation from the Gordon Flesch Charitable Foundation will ensure that hundreds of underprivileged, at-risk youth will benefit from positive and challenging after-school programs in a unique nature setting.

A New Way to Pay

Now, you can pay your Gordon Flesch Company invoices right online. Go to the “customer resources” section of our Web site (www.gflesch.com) and follow the easy instructions. It’s simple, secure and a great way to save time (and paper).



GFC Partner Gives Back

Recently, an article in *The Source* about the work of the Gordon Flesch Charitable Foundation caught the eye of Camille Cotran. Cotran, president and CEO of the Canadian firm Densigraphix, a Gordon Flesch Company supplier, says he was inspired by the foundation’s mission to “serve the communities where we work and live.”

“As we are a Canadian-based company, we have a tendency to focus on our local communities north of the border,” Cotran wrote in the letter to Gordon Flesch Company President Tom Flesch. “But I certainly agree with the vision that we need to help support the communities where we work—not just where we live.

“Effective immediately, I would like to contribute 1% of your purchases with us in the form of a rebate to The Gordon Flesch Charitable Foundation.”

The foundation recently received its first check from Densigraphix. As its sender had hoped, it will be used to further our mission to support charities and similar organizations serving communities in which we work and live.



Canon Delivers Big Results for Small Business

With the new Canon Color imageRUNNER C1022 and C1022i, small businesses can finally achieve greater productivity and competitiveness with a single compact multifunction solution designed specifically for the way you work.

The imageRUNNER C1022 Series delivers exceptional output at speeds of up to 22 pages per minute (letter) in monochrome and brilliant color yet are small enough to be placed on a desktop or in a small space. Additionally, the easy-to-use, productivity-boosting features and capabilities such as standard network printing, duplex color scanning and available color document distribution functions help make these devices true partners in the success of your business.

The imageRUNNER C1022 Series is offered in two models based upon your needs. The standard model is designed as an affordable multifunction device for offices that don't require electronic document distribution or fax capabilities but want the flexibility to add these optional functions as needed. The "i" model provides a comprehensive, out-of-the-box solution for businesses that want to utilize advanced document distribution technology or consolidate stand-alone fax devices.

imageRUNNER C1022



- 22 pages per minute in full color and black-and-white
- Letter, legal or executive size
- Reduction and enlargement from 50% to 200%
- Print resolution 2400 x 600 dpi
- Direct print from a variety of media
- Canon Universal Color Send (standard on C1022i Model) allows sending to e-mail, Shared Network File (SMB), FTP, or IFax
- Optional fax board

For more information about the imageRUNNER C1022 Series, visit www.gflesch.com or talk to your sales representative.

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The Source is printed on paper manufactured with 10% post-consumer waste and manufactured with wood from well-managed forests certified in accordance with the rules of the Forest Stewardship Council.

THE GORDON FLESCH CHARITABLE FOUNDATION
Making a difference where our customers work and live.



Walker's Point Youth & Family Center—Milwaukee, Wisconsin

Since 1976, Walker's Point Youth & Family Center has provided shelter, counseling and other problem-prevention and intervention services for troubled youth and their families. Through their Runaway Teen and Crisis Program, their emergency center today serves about 220 youth with temporary housing each year, over 90% of whom leave the shelter to return home or go to a safe alternative home. However, recent years have brought a big increase in homeless youth. Reports of child abuse and neglect, a common issue cited by youth in emergency shelter, have also been at very high levels. Once at Walker's Point, it is difficult to find alternative housing for these young people, so they stay longer, which requires additional paid staff.

A \$5,000 donation from the Gordon Flesch Charitable Foundation will help to cover the cost of additional licensed counselors to staff the Walker's Point shelter.



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