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The University of Illinois at Chicago gives the Gordon Flesch Company high marks for an innovative copier rental program that's saving the school time and money.

UIC Gives High Marks to GFC's

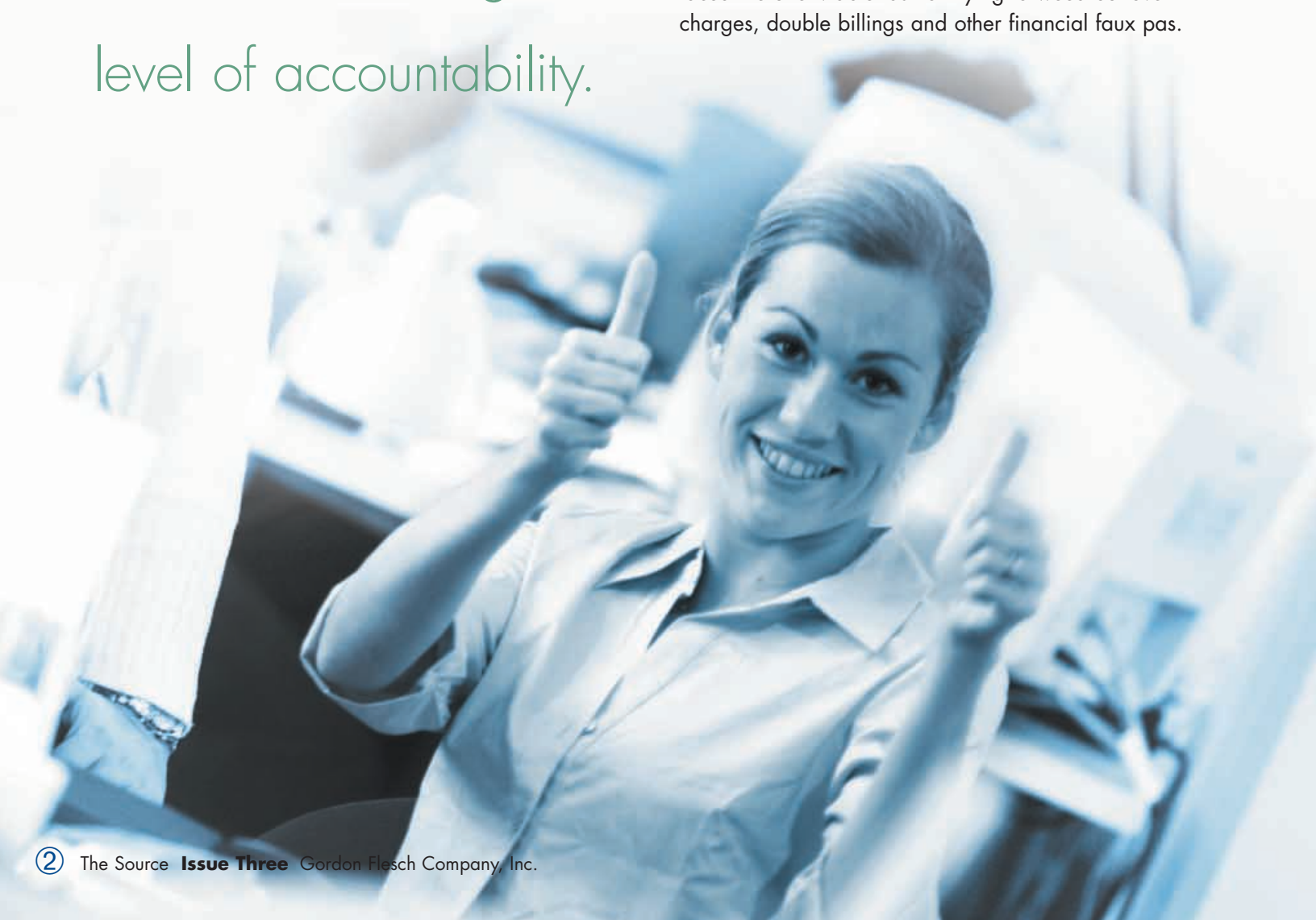
The plan involved a centralized copier rental program offering more attractive pricing, more responsive service and a higher level of accountability.

If satisfying the office equipment needs of Chicago's largest public university sounds daunting, picture hundreds of individual departments handling the task individually.

"It was a mess," says Brooke Bergan, director of the Office of Publications Services at the University of Illinois at Chicago, a bustling urban campus of 25,000 students, 12,000 faculty and staff, and 15 colleges.

"Basically, each department used to lease its own copiers. Think of it: You're not an expert on the subject and you have to go out and research machines and make the best decision you can with, probably, very little knowledge. And once the copier was in, there was no organized way to handle problems. The whole situation was very time consuming and very haphazard."

Worse, Bergan says, it was often financially wasteful. With bills pouring in from hundreds of copiers leased from numerous vendors, the university's purchasing department faced the unenviable task of trying to weed out overcharges, double billings and other financial faux pas.



Rental Program

John Cepek, Bergan's predecessor in the Office of Publications Services and now a consultant with the university, tells a similar story. "It was such a fragmented environment, even departments that obtained the same equipment within relatively the same time frame were paying totally different prices, based on what their salesman thought he could get. It was an unfortunate situation."

In 2002, though, the Gordon Flesch Company approached the university with a proposal that promised to simplify the picture dramatically. Based on a similar program the company maintains for Northern Illinois University, a public university 65 miles west of Chicago in DeKalb, Illinois, the Gordon Flesch Company's plan for UIC involved a centralized copier rental program offering more attractive pricing, more responsive service and a higher level of accountability than the university's diffuse, department-by-department leasing system was achieving.

Despite its advantages, Bergan says the success of the copier rental program was anything but a foregone conclusion when it launched in late 2002.

"This is a university that values decentralization a lot of the time," Bergan says. "Departments value their autonomy and they don't like to be told what to do. So we thought the program might be a hard sell. But it was just the opposite. It seems like we went from zero to 100 copiers overnight."

"They were delighted with the flexibility of it, the fact they didn't have to wait for a lease to expire before they could upgrade their machines. How can you argue with the fact that the pricing is so much better than they had previously, and the service is so much faster and more responsive?"

Today, 650 of the UIC's 750 copiers are rented through the Gordon Flesch Company program. And Bergan estimates the program has saved the university more than \$2 million in hardware and administrative overhead costs since its inception.

"The Gordon Flesch Company has been a fantastic partner," she says. "They're very good at keeping customers satisfied. People are just very, very satisfied with the program. I'd hear about it if they weren't."

Employees Walk for PKD Cure



Sunday, September 17, employees of the Gordon Flesch Company's Dublin, Ohio office took to the streets as part of the annual Columbus-area PKD walk.

The PKD walk raises funds for the PKD Foundation, which was started in 1982 to help find a treatment and cure for Polycystic Kidney Disease, the world's most common genetic, life-threatening disease. Afflicting more than 600,000 Americans and an estimated 12.5 million people globally, PKD impacts more individuals than cystic fibrosis, muscular dystrophy, hemophilia, Down syndrome and sickle cell anemia—combined.

Dublin branch members and their families—including Connie Buck, Tom and Jeannie Flesch, Doug and Jennifer Gleichauf, Penny, Kattie and Heidi Murray, Rick Tossman—participated in the walk, soliciting donations from a "Casual Day" event in the branch, as well as from employees at other GFC branches, family and friends. As a result of their efforts, "Tom's Troops"—so-called in honor of GFC President Tom Flesch, who, along with his brother John and late father Gordon, is afflicted with PKD—were for the second year the walk's top money-raising corporate team. For more about PKD and fundraising events in your area, visit www.pkdcure.org.

Canon imageRUNNER® Series

Raises the Bar on Color Output



Following on the heels of several standard-setting color multifunction devices, including the popular C3220 model, Canon ups the ante with three new machines that promise to take color output to a whole new level in the office environment.

Boasting faster speeds, improved color quality and greater functionality, Canon's new Color imageRUNNER series—the C4080, the C4580 and the C5180 models—builds on the C3220 platform to bring office users an even more advanced variety of capabilities and advantages. Those include:

- Higher print speeds
- 1,200 x 1,200 resolution
- Ultrasharp color quality
- Greater paper-handling capacity
- Enhanced finishing options
- Superior connectivity

Canon Aims for Offset

Canon recently unveiled two new digital color printers that the company says closely mirror the look and feel of offset printing at a price point that puts the machines within reach not just of high-volume, professional printing environments, but of marketing and advertising users, as well.

The first model available, the imagePRESS C-1, will begin shipping at the end of October. This model will replace the CLC line from Canon and bring new levels of color consistency and press-like output to the graphic arts, creative color and proofing markets.

"During the proofing process, you want something that accurately represents what a project is going to look like at the end of the press run," says Alec Riss, district account executive for Canon U.S.A. "We feel that imagePRESS output comes as close to a press-like appearance as you can get."

Alec Riss, district account executive for Canon U.S.A., says the new Color imageRUNNER models draw on decades of Canon research and development to bring customers the highest-quality color output available in the market today.

"We're achieving higher speeds, we're getting finer image quality, we're getting a broader color spectrum and we're adding greater levels of functionality," Riss says. "We're bringing world-class color technology to the office space. And the ease-of-use is on par with what Canon customers are familiar with from their business equipment."

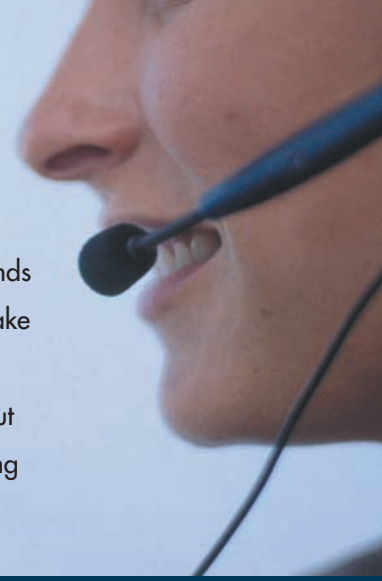
To learn more about all the features and benefits of the new Canon Color imageRUNNER series, talk to your Gordon Flesch Company representative.

The second model, the imagePRESS C7000VP, delivers consistent print speed at 70 pages per minute (ppm) for letter-sized output and maintains its various rated engine speeds regardless of media weight or coverage. Using new toner technology from Canon, the digital press will print consistent color at resolutions up to 1,200 dpi. The company's new, finer grain toner, coupled with the elimination of fusing oil, outputs a product that mimics many of the qualities of offset printing. Along with the new toner, a new advanced-fusing technology allows for Gloss Optimization, a technology that allows the user to match the gloss of the toner to the gloss of the paper.

The imagePRESS C7000VP will begin shipping in early 2007.

Dispatch Coordinator Keeps the Service Coming

Perhaps no one is more keenly aware of the Gordon Flesch Company's exemplary reputation for service than Ronda Downing. Dispatch coordinator in the Geneva, IL branch office, Downing spends each day orchestrating the work of the branch's team of dispatchers and service technicians to make sure service arrives where it's needed, when it's needed, regardless of inclement weather, vehicle breakdowns and a host of other potential hurdles. **The Source** spoke to Downing recently about her 16-year tenure with the company, her "do whatever it takes" attitude and the benefits of having dispatch teams who work close to their customers.



Ronda Downing, Dispatch Coordinator, Gordon Flesch Company, Geneva, IL branch

Q: What are the responsibilities of a dispatch coordinator?

A: I wear lots of hats. I oversee a team of five dispatchers. I check dispatcher reports to make sure service calls are completed on time. I coordinate new equipment installs to make sure technicians arrive after the delivery truck does. Most important, I work to make sure that if one area of the region is busier than another, the technicians in the area that's less busy are available to cover the calls in the busy area. I'm the one who juggles the books, basically.

Q: How does the dispatch process work?

A: When the customer places a service call, it goes into a dispatcher's queue. And that dispatcher is responsible for assigning a technician so the work gets done. But on any given day, the work isn't evenly distributed. So, for example, if we have snow in the south, the south area might be clobbered with service calls, while the north area might not be as busy. So I work with the dispatchers to try to get technicians distributed in a way that gets the work done most efficiently.

Q: What's your busiest season?

A: Fall is usually the busiest. That's when Canon and Sharp introduce new machines, and when colleges and universities open for the fall semester. We have a lot of college and university customers, and they need their equipment in tip-top condition for registration and the start of classes.

Q: What advantages do you see in the Gordon Flesch Company's dispatch system?

A: A big advantage that we have is that we're local. I really appreciate that about the company—that they keep dispatch teams locally. We're not based in Nebraska talking to someone in New York. We know what's happening in the area, whether it's raining or snowing, whether there are traffic issues. So we're able to schedule around problems and get service to the customers as efficiently as possible.

Q: What's the key to good customer service?

A: Communication. That's number one. I'm responsible for calling customers to let them know the status of their job, and it's so important to keep those lines of communication open. Customers need to know when their service is going to happen. I've been told many times, "I just appreciate so much that you called." When you have a frustrated customer and you're able to go out of your way, pull strings and get them the help they need, that's very satisfying. That's what it's all about.

Communicating with the technicians is very important, too. Our dispatchers need to know exactly what the techs have going on. That way we can make sure we're not giving them more than they can handle and they can give our customers the best service possible.

"Toner pirates" sail on the murky margins of the business equipment industry, scamming businesses with expensive—and sometime bogus—toner products. In the next issue of **The Source**, find out how you can protect yourself and take the wind out of their sails.



Company Locations:

ILLINOIS

Chicago
312-544-6850

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

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

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

Myers Honored to "Carry On" Foundation's Work

Ann Myers has been named president of the Gordon Flesch Charitable Foundation, succeeding her husband and the foundation's first president, Gordy Myers, who passed away in February.

Myers, a Wisconsin resident with a background in education, says that, in light of her personal connection to the foundation, she views her new post as a particular honor.

"The foundation meant so much to Gordy," Myers says. "It was one of our favorite topics of discussion. So it's a privilege, unquestionably, to be able to carry on the good work that he and the foundation's board started."

Despite facing what she calls "a steep learning curve," Myers says she is eager to begin her tenure in the job.

"This a very rare opportunity. Gordy and I always believed in the idea that together you can do more. And serving on this foundation is chance to do something that really makes a difference in the lives of others. Who wouldn't want a job like that?"

Born out of the events of September 11, 2001, the employee-run Gordon Flesch Charitable Foundation supports charities and similar organizations serving communities in which the Gordon Flesch Company does business. All company employees can nominate a charity for funding consideration. The board, which is also made up of employees, then meets, researches and reviews candidates, and makes its recommendations.

In 2005, to help support relief efforts in the wake of the Gulf Coast hurricanes, the foundation made a \$100,000 donation to the American Red Cross and Habitat for Humanity.



Created to support charities in the communities in which GFC does business, the foundation's funds go to help children, the elderly and a host of other recipients.



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