

Big Brothers Big Sisters-Changing Lives

Since 1904, Big Brothers Big Sisters has operated under the belief that inherent in every child is incredible potential. As the nation's largest donor-supported and volunteer-supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers ("Bigs") and children ("Littles"), ages 7 through young adulthood in communities across the country. They develop positive relationships that have a direct and lasting effect on the lives of young people.

The BBBS mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. The BBBS focus is on accountability. Big Brothers Big Sisters of Northeast Wisconsin services Brown, Door and Shawano counties.

To date, one of the greatest areas of need is for men to volunteer to become a Big. In northeast Wisconsin, Big Brothers Big Sisters has over 60 boys waiting to be matched. The time commitment for being a Big can be as little as an hour a week.



Becoming a Big doesn't have to be a huge change in your life, but it can make a big difference in a "Little's" life. Big Brothers Big Sisters of Northeast Wisconsin holds information sessions twice a month in their Green Bay office so interested individuals can learn more about the specifics of being a Big. They also hold information sessions in Door and Shawano county. To find out more about

future information sessions visit their website's homepage bbbsnew.org and click on the link: BE A BIG.

DigiCOPY proudly support BBBS programs throughout Wisconsin with in-kind printing. Deb Polster (below right), Events Coordinator for Big Brothers Big Sisters of Northeast Wisconsin uses the in-kind printing support for their Bowl For Kids Sake and Taste of the Town events.

"The in-kind printing support allows us to stretch our organizational dollars and make our fundraising dollars go further," Polster said. "The support from DigiCOPY is key in helping us meet our mission of finding adults to mentor youth across Northeast Wisconsin," she adds.



To learn more about being a mentor and/or supporting events sponsored by BBBS of Northeast WI go to bbbsnew.org. If outside of northeast Wisconsin, type "Big Brothers Big Sisters" and the city you live into your search bar.



"Like Us" on Facebook

Please take a moment to "like" DigiCOPY on Facebook to receive information on special offers, promotions, track company activities, co-workers in the community and other information. Share our page with colleagues and other Facebook friends.



E-Store is "E-Z"

The DigiCOPY E-store is a one-stop shop for business cards, letterhead, invites, posters, banners, signs, canvas prints...almost anything you can imagine printing on.

You can select one of any number of designs, or upload your own artwork. Pricing calculators with all items... "check out" and you are on your way.

The lightning quick turnaround time DigiCOPY is known for, all from the comfort of your home or office computer. Go to estore.dcopy.net



KEEP CALM AND PRINT ON



From Resolutions to Obsessions



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Statistics say that by now the vast majority of people have fallen off the New Year's resolution wagon. Many goals have fallen by the wayside into the cesspool of good ideas. That's pretty bleak, but the future is bright.

What we really should be focusing on is intentions, or maybe even obsessions. Every year I choose a word for the year. One of my mentors, John Maxwell, taught me that trick. Last year my word was "maximize" and the year before it was "legacy." Together, the word directs (hopefully) my activity for the year. Resolutions need to become obsessions. My word for 2020 is "vision" (I know, a little corny with the 20/20 vision reference). The future is bright because the first of every month offers a new start, or the next day can be the beginning of that bright future.

Truly, New Year's day is just another day, and for some of us a holiday (and maybe recovery time). Each day brings new opportunity and a step closer to that obsession. Breaking big audacious goals into smaller, achievable stretch action steps is more effective.



I'm focused on personal growth, and at the beginning of each day I set three things I plan to accomplish for that day. At the

end of the day, I look back and review my day and plan for the next one. I succeed. I fail. I move on and focus on the next 24 hours. Every day is a new day with a bright future.

This obsession has helped me move forward incrementally, day after day after day. We all get 24 hours—how do you use them?



As I have gained confidence in my daily planning, it has helped me to plan ahead a few days, weeks or even months. I've been blessed with getting some incredible speaking opportunities so, like you, I need to focus beyond what is in front of my face. My next step in that planning process is to develop weekly action plans or steps. I am getting over the notion that not accomplishing everything within a certain timeframe is not a failure, but an opportunity to learn.

So, whether they are daily or weekly, I succeed—I fail—I move on.



Often what I do relies on others and what they can bring to the table. Part of the planning involves materials for various presentations. DigiCOPY has developed some innovative ways to accomplish your goals and leave even more time to work on your obsessions rather than the minutia of details. The more you grow, the more you need partners.

So, what's your obsession?

What do you plan to do today?

Can you accept failing?

Who are your success partners?

Get over failed resolutions and become intentional and maybe even create an obsession.

Re-Invest in Your Community



DigiCOPY has wrapped up all United Way campaigns across Wisconsin and is pleased to report a 10% increase in overall co-worker participation. Two stores...Stevens Point and Green Bay, had 100% co-worker participation.

In addition to co-worker campaigns (*Eau Claire co-workers presenting their pledge check above*), DigiCOPY supports the United Way in each community we have stores with annual in-kind printing. Congratulations to all the United Ways across the DigiCOPY footprint for their recently completed campaigns and for the great work they do in the communities we serve!



Wide World of DigiCOPY

DigiCOPY Green Bay, 211 E. Walnut Street, has expanded its physical space and print/finishing capabilities in downtown Green Bay. Store square footage has increased by 40% with the addition

of new space on Walnut Street, enhancing oversized printing, mailing services, finishing, and storage.

New equipment includes the Titan 230 cutter, the Graphic Whizard slitter/creaser/cutter and the Ricoh Pro 8320S.

Printing capabilities/features of the 8320S:

- 120 prints per minute
- High capacity paper trays
- In-line booklet maker with face trim
- In-line GBC coil punch

“The automatic face trimming and coil punching of the Ricoh Pro assures better accuracy and quality, while allowing co-workers to focus on other customer projects,” said DigiCOPY-Green Bay store manager Troy Bauer.



The expansion of DigiCOPY Green Bay is good for customers, co-workers and downtown Green Bay.

“Service oriented businesses like DigiCOPY add significantly to the vibrancy of Downtown Green Bay,” said Jeff Mirkes, Executive Director, Downtown Green Bay (below). “Their dedicated staff provides professional services to consumers and businesses, so having a location with great visibility is a big plus for DigiCOPY. Being located in the heart of the Downtown District, they are in close proximity to so many of their existing and future customers. Their brand is being recognized and valued in the Green Bay market and we are delighted they expanded in Downtown Green Bay,” Mirkes added.



Improve Your Brain Health

In our series of articles to improve our collective health - this quarter, it's the brain!

Tips for better HEART health have been drilled into our brains: Eat less saturated fat, exercise, and know your “numbers” for cholesterol, blood pressure and BMI. But what about brain health? Although life expectancy has more than doubled since 1900, our “mindspan” — how long we stay cognitively healthy — hasn't kept pace. Forgetfulness, slower processing and feeling less sharp plague most of us as we age.



It doesn't have to be that way. How we spend our lives managing the modifiable risk factors that affect our brains is highly significant. Here are some ways to help your brain stay in shape:

Get plenty of quality sleep

A key way to keep your brain working is shut it off for 7-9 hours a night. Sleep is the most important thing you can do to reset the brain, allow it to heal, and to restore mental health. Research shows that during sleep, the brain clears out toxins called betaamyloids that can lead to Alzheimer's and other forms of dementia.

Here are a few simple things you can do to improve your sleep:

Do a digital detox. Commit to the same bedtime each night, and turn off all electronics and screens at least 30-60 minutes before you hit the pillow.

Dump your worries. Jot down any lingering concerns and a quick to-do list for tomorrow to help settle your brain. If you write down your worries, it tells your brain it doesn't have to be concerned about those things while you sleep.

Spend a moment meditating. Not only will 5-10 minutes of mindful meditation calm your brain and make it easier to sleep, meditation has been shown to reduce anxiety, depression, fatigue, and confusion.

DigiCOPY Celebrates Its 20th Anniversary

In observance of DigiCOPY's 20th anniversary in 2020, look for quarterly reflections from CEO and Founder **Craig Shuler** (below). DigiCOPY was founded in 2000, the first stores opening in Stevens Point and Eau Claire...from day one, relationships with customers, co-workers and the community were at our core.



"I left Kinkos after 15 years in early 2000 because I felt those customer, co-worker and community relationships weren't being valued as much. The DigiCOPY focus from the very beginning has been customer and co-worker relationships and our connection with the community. On a day to day

basis, we try to live that philosophy," Shuler said.

"Taking care of customers 20 years ago has evolved into building long-term relationships," Shuler adds. "We want to have a situation with our customers where it's hard for them to tell where their business begins and our business ends - and vice versa. We want to get so close to our customers that they can't tell we AREN'T part of their company."

One of Shuler's favorite parts of his role as CEO is the relationships he establishes with co-workers at DigiCOPY, which now number over 100. "I get emotional when I



think of the relationships established with co-workers over time. Folks you have worked with for a decade or more, experiencing births and deaths, the 'ups and downs' of their relationships, happiness and sadness, and being by their side through all that," Shuler said. "DigiCOPY should never be the MOST important thing in our co-worker's lives, but we do have to provide something valuable to our co-worker's lives-if we don't, we are not doing our part," he adds.

Another huge satisfier for Shuler is seeing the personal and professional growth of co-workers over time.

"Many co-workers started with DigiCOPY at a young age, and something

'clicked.' It was obvious from the beginning that we were going to be a good fit for them, and they were going to be a good fit for us," Shuler said. "Some co-workers have been with us 10...12...15 years, and we have seen them grow before our eyes. To see them grow up personally and professionally is very gratifying," he adds.

Look for more reflections from Craig Shuler in upcoming 2020 DigiCOPY Dialogue for Customer publications.



2000-2020

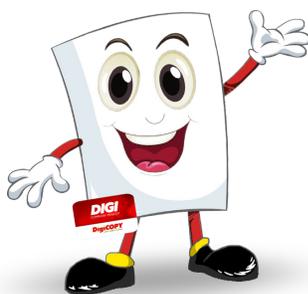
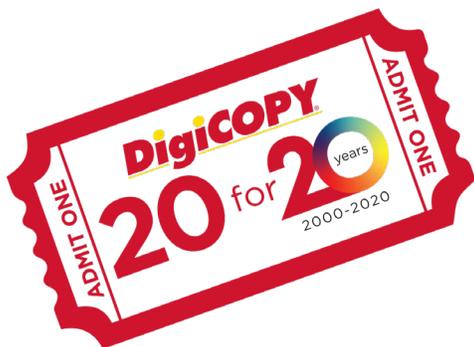


20 for 20 YouTube Series Celebrates Customers

In celebration of our 20th anniversary in 2020, DigiCOPY presents its '20 for 20' series, featuring 20 customers/organizations we partner with and provide print solutions for throughout Wisconsin. Videos will be posted monthly on the DigiCOPY YouTube channel.

Go to **youtube.com** and type "DigiCOPY" in the search bar. One, two or three videos will be posted each month throughout 2020.

You will see interviews with commercial customers, writers we've printed books for, publishers, the education sector, agribusiness, health care, entertainment, food/beverage and many, many more. Subscribe today to the DigiCOPY YouTube channel and enjoy our '20 for 20' series as we celebrate our 20th anniversary in 2020! Let the curtains open...



Print to Mail - Made Easy.

Direct mail is a powerful tool. At DigiCOPY, we have years of experience helping customers advance their campaigns and promotions through direct mail marketing. And we're constantly adding new technology and equipment to provide the most effective output.

HOW IT WORKS

Mailing Type

We have the tools to handle your entire mailing project from start to finish. We first work with you to define the mailing type that will work best for your project:

First Class

(less than 200 pieces & select larger mailings)

Mail pieces: postcards, letters, large envelopes (flats) and small packages

Standard Bulk

(select mailings more than 200 pieces)

Mail pieces: larger quantities of mail prepared for mailing at reduced postage. Can apply to various types of mail pieces.

Every Door Direct Mail

(mail to every door in a targeted area)

Mail pieces: large postcards with very specific dimensions

Variable Data

Enhance your mail campaign by leveraging variable data technology. You have the option to include custom text and images to better target your audience.

List Verification

You provide us with your mailing list and any variable information to be printed on your mailing piece. We then verify your addresses, NCOA certify the list and presort. Our software can eliminate duplicate addresses, provide geocoding information, and output a list of address changes from your list.

New Corporate Accounting Specialist

May Skow (right) is the new Corporate Accounting Specialist for DigiCOPY. May grew up in the Fox Valley area, but moved away in 2010 due to her husband's military career. In January 2019, her family relocated back to Wisconsin from California. "We felt most at home in the central Wisconsin area, so last July we moved to a farm in Milladore," Skow said.

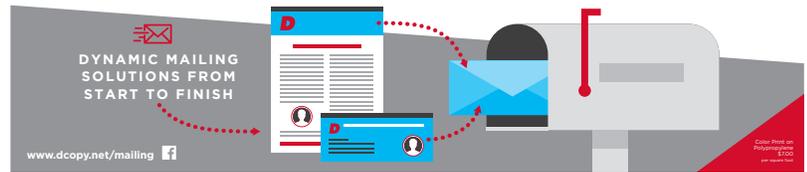
May's role includes working with DigiCOPY President/CEO Craig Shuler, to plan, implement and oversee the overall accounting strategy. In her free time, May enjoys reading, gardening and cooking with her family.

DigiCOPY

MAILINGS

20 years
2000-2020

OVER 3 MILLION MAIL PIECES PRINTED AND PROCESSED.



3,000,000!

mail pieces
printed and
processed

Production

We print your mail pieces, assemble and prep them for mailing. Your postage can be printed directly on your mail pieces for a professional finished product.

Delivery & Postage

We take care of delivering your mailing to the post office for distribution. We give you the option to use our postal permit, or use your own. You also have the option to provide a postage check which we can deliver along with your mail pieces.

Making it Easy

At DigiCOPY, we want to be an extension of your business. That's why we continually strive to offer the latest technology, products and services to help you manage your business, maximize communication effectiveness and enhance your marketing. We are your partner in propelling your business forward.

We are very confident in the difference our mailing services solution can make for your business.

Contact your account representative (on the back page of the newsletter) to **receive 20% off** the printing portion of your next print & mail project. Reference "20th anniversary mailing project." Offer valid through March 31, 2020. No cash value. Not valid on DigiXpress on-line orders or accounts with special pricing.



Our Mission: **To Serve**

Customers

We strive to build long-term relationships with each of our customers. Together, we will provide the highest quality document solutions, employing digital technology and the dedicated, solution-oriented attitudes of co-workers.

Co-Workers

Each of our co-workers is a valuable member of the DigiCOPY family. We appreciate their opinions, and recognize their hard work. We value independent thinking and teamwork; and foster a flexible environment where creativity is rewarded.

Community

We acknowledge the invaluable relationships we form with our communities, customers, co-workers and suppliers. We will play a vital role within each community we serve, providing career opportunities and unique services.

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Updates to our mailing list based on incorrect info above? Contact Brant Bergeron at bergeron@dcopy.net or 715-347-2736. If you no longer wish to receive this publication, contact Bergeron as well.



Here's what our customers are saying:

“DigiCOPY has been so very helpful and accommodating with all my projects. The projects have been done with such great quality! I am amazed. Thank you so very much...for being so very helpful with all my projects!”

“DigiCOPY has put us in a position to better assist our clients and provide them with a wide range of resources. Looking forward to continuing to work with DigiCOPY!”

“Extremely friendly and professional staff, excellent services. I was very pleased with the quality of their range of services. Delightful experience I would definitely recommend this company-you won't be disappointed. Kudos DigiCOPY.”



Your DigiCOPY Account Representative

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<<SalesRepPhone>>

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Milwaukee Van Buren (414) 283-2679
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Green Bay (920) 857-2208
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Stevens Point (715) 295-9606
stevenspoint@dcopy.net

Erie/3rd Ward (414) 291-4050
milwaukee_erie@dcopy.net

La Crosse (608) 782-4355
lacrosse@dcopy.net

**8 locations to
serve you...**

US Bank (414) 765-2379
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