



Dialogue for CUSTOMERS

2nd Quarter 2020



Our Mission - To Serve

dcopy.net

Safer at Home...The Current Normal

With the "Safer At Home" mandates in effect across Wisconsin, DigiCOPY continued to serve customers and the community throughout the COVID-19 pandemic as an essential business.

"DigiCOPY is not only a custom manufacturer, but serves as a supply line for manufacturers across the state. Continuing to offer print solutions to customers, with curbside pick-up for retail customers and normal commercial customer deliveries has provided essential services to the communities we serve across Wisconsin," DigiCOPY President & Founder said.



DigiCOPY is open to serve businesses re-opening as Safer at Home restrictions are relaxed in May. At our locations across Wisconsin, <https://dcopy.net/locations.php> we are offering curbside pick-up and statewide next day delivery. See our website

for details and store contact information <https://dcopy.net/>. We continue to protect our co-workers and customers, as we serve our communities during the pandemic, keeping safety our #1 priority.

Our on-line ordering systems, e-store estore.dcopy.net and email ordering will provide print solutions during the pandemic and after life returns to the "new normal."

We ask you to stay safe and remain optimistic...we look forward to working with you now, and into the future, post-pandemic.

"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 or canvas prints.

A series of celebration signs and banners to recognize family, friends and front line heroes is available on the e-store. Ship directly to the person being celebrated or pick up via curbside at a store location.

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

DIGICOPY DELIVERS
NEXT DAY, STATEWIDE DELIVERY

Providing **LOCAL DigiDelivery** for commercial customers in Green Bay, Wausau, Stevens Point, La Crosse, Eau Claire & Milwaukee.

NEW Curbside Pick-up assuring customer and co-worker safety.
*Not available at our Milwaukee-Erie Street location.

NEXT DAY Spee-Dee Delivery anywhere in the state.
\$7.50 PER BOX

When This Is Over

-Laura Kelly Fanucci

When this is over,
may we never again
take for granted...
A handshake with a stranger
Full shelves at the store
Conversations with neighbors
A crowded theater
Friday night out
A routine check-up
The school rush each morning
Coffee with a friend

The stadium roaring
Each deep breath
A boring Tuesday
Life itself.



When this ends,
may we find that we have become more like
the people we wanted to be
we were called to be
we hoped to be
and may we stay that way - better for each
other, because of the worst.



KEEP CALM AND PRINT ON



www.dcopy.net

Focus on the P's of Crisis Leadership



We need to be in recovery and reconstruction mode. We will most assuredly come out of this crisis different. It will be up to each of us if we want to make that difference better. It certainly can be better, even as painful as it has been to watch our friends and families suffer and businesses close, in some cases.

I firmly believe that the one-size-fits-all recovery mentality will not work. What I mean by that is what is right for Milwaukee isn't necessarily right for Green Bay. What is right for Madison isn't right for Eau Claire. Finding the balance in all of that is the challenging part. I respect the fact that we can't just flip a switch and we will go back to whatever is normal.

One-size-fits-all also does not work when we look at our planning during this crisis. Josh Finley, a mentor of mine, shared his four leadership questions in a recent blog (www.joshuaFinley.org). I came upon it through my leadership journey. If you go to his site, you will notice he is a faith-based leader. We are all leaders of one kind or another and it is how we react to the crisis, and not who we are, that matters.

His four P's for planning are:

1. What do we need to PRESERVE?
2. What do we need to PRUNE?
3. Where do we need to PIVOT?
4. Where do we need to PIONEER?



I strongly believe that asking questions is the best way to get the answers we need and not just to rely on what fits our limited knowledge bank. Good leaders ask great questions. And then they LISTEN! We've become a society where sometimes our questions aren't sincere and often times we can't wait for the person to answer so we can talk again. Be a sincere active listener.

If you are going to use the four P's, then listen to what people, in general, or your co-workers are saying. So, what do you want to **preserve**? Hopefully you have your own core values that are keeping you focused on the right priorities in your life. If you own a business or work in one, are your mission, vision and values driving your decisions? "That's the way we have always done things" is not a preservation strategy and will not help your business to survive.

While we do want to preserve, we also may need to **prune**. Even in calm seas, this is important. We all have 24 hours in a day and how we use that will determine what we need to prune. DigiCOPY has brought on new ideas to their offerings and, without adding new staff, they will have to make tough decisions on what to prune off the task list.

Personally, I just pruned about fifty e-newsletters from various businesses on my personal and professional accounts. If I only spend one minute on each, that is adding about an hour to my

day. If I need the information I thought they provided, I can always find more than enough with an online search.

Todd Kuckkahn can be reached at buckybuckets@charter.net

Having a long career in basketball, I fully understand what it means to **pivot**. Does your pivot mean elimination, nurturing or an overhaul? I recently heard a story about a photographer who is now doing "porchraits". What a great pivot and what will that mean for his business. Many of you have had to pivot at home with your new remote office. I need to pivot less to the refrigerator! I also had to pivot with an eight-year-old in the house as he is "home-schooled". My daughter (the mother) had to pivot and created daily lesson plans that keeps him on target and out of my new work environment.

Finally, **pioneer** to move the "c" in "reactive" to become "c"reative. Getting out of your comfort zone and busting through the fear zone to pioneer an idea is always difficult but maybe more so in a crisis. However, if it fails you can always blame it on the crisis—well maybe that's not a good idea. But why let something out of your control dictate what is in your control. Several businesses I know have now developed an online website for ordering, even though they weren't technology people.

Countless restaurants are pioneering an intensive takeout ordering opportunity and DigiCOPY is right by their side offering signage. I've pioneered doing online webinars rather than in-person coaching, teaching and training and my message is focusing on how to lead in a crisis.



Finally, let me offer a resource as we recover and reconstruct. The Centers for Disease Control (CDC) offers a number of business resources (besides personal) (<https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html>). We will all be challenged mentally by how we respond to each other in the work place and grocery store and park and the first large scale gathering. Challenges include the use of masks, taking people's temperature, sanitizing spaces, and barriers for safety (which we have already seen). This site offers some help.

I know through all of this is that I need **people**, my own fifth "P". Work at home is convenient but not what I want with my life. #saferathome has helped me grow my business in a different way but the lack of interaction (nothing wrong with my family, by they way) has been daunting. Let's focus on recovery and reconstruction.

I guess I just need a hug! For that, one size does fit all!!

Wide World of DigiCOPY



EMERGENCY SIGNS

HEALTH, SAFETY, AND COMMUNITY INFO

DigiCOPY can help with Safety & Informational Signs during the COVID-19 pandemic.

NEED A QUOTE?
Call 414.291.4050 and ask for Martje
Email wetherall@dcopy.net



“Unprecedented times” has taken on a new meaning at DigiCOPY during the COVID-19 pandemic. **1.** In mid March, DigiCOPY was designated as an essential business, then **2.** for the safety of customers and co-workers, DigiCOPY offered curbside pick-up only at all locations.



A number of special products are now offered, including **3.** emergency/pandemic signage, **4.** erasable signage for the food industry and **5.** celebration signs for birthdays, anniversaries and graduations while we are safer at home.

And we haven't forgotten about the community, from **6.** sewing cloth masks for community members, **7.** partnering with Thrivent Financial on mask supplies and **8.** crafting plastic face shields for frontline healthcare heroes.



Stress and COVID-19

Taking care of yourself, your friends, and your family can help you cope with stress. Helping others cope with their stress can also make your community stronger.

- Take breaks from watching, reading, or listening to news stories, including social media. Hearing about the pandemic repeatedly can be upsetting.
- Take care of your body.
- Take deep breaths, stretch, or meditate.
- Try to eat healthy, well-balanced meals.
- Exercise regularly, get plenty of sleep.
- Avoid alcohol and drugs.
- Make time to unwind. Try to do some other activities you enjoy.
- Connect with others. Talk with people you trust about your concerns and how you are feeling.

Telephone Email Mailing letters or cards Text messages Video chat Social media

Help keep your loved ones safe.

Know what medications your loved one is taking. Try to help them have a 4-week supply of prescription and over the counter medications and see if you can help them have extra on hand. Monitor other medical supplies (oxygen, incontinence, dialysis, wound care) needed and create a back-up plan. Stock up on non-perishable food (canned foods, dried beans, pasta) to have on hand in your home to minimize trips to stores. If you care for a loved one living in a care facility, monitor the situation, and speak with facility administrators or staff over the phone. Ask about the health of the other residents frequently and know the protocol if there is an outbreak.

Take care of your own emotional health.

Caring for a loved one can take an emotional toll, especially during an outbreak like COVID-19. Find ways to support yourself.

Stay home if you are sick.

Do not visit family or friends who are at greater risk for severe illness from COVID-19.



