

DigiCOPY

Dialogue for CUSTOMERS

4th Quarter 2020



Our Mission - To Serve

dcopy.net

DigiXpress - Working For A Pulaski Company



MCL Industries is a full-service engineering and manufacturing company in Pulaski. They partner with customers across the United States-serving industries such as construction, defense, municipal, electronic

and entertainment. MCL is always looking for the next problem to solve with their customers. The DigiCOPY on-line ordering system has provided a solution that is working for MCL.

DigiCOPY began printing for MCL in late 2018...a wide array of products from trade show collateral to directional signs to sell sheets and banners. Over the course of time, DigiCOPY Green Bay Account Representative Sheryl Biersteker and MCL Marketing Coordinator Megan Bies began to discuss the possibility of an on-line ordering site for the company.

DigiXpress is DigiCOPY's streamlined on-line ordering system - the smart way to store and order your company's printed materials.

DigiXpress provides: 1. Document Management-to store and manage your company files. And we do the maintenance for you! 2. Save time & reduce cost-we give you access to efficient technology, equipment and staff while reducing capital, labor and management hours. 3. Order accuracy-you can ensure your order is correct before submitting, track your order history, and receive quick estimates on projects.



"I was looking for an ordering system that allowed MCL to store our documents and order items on demand," said Marketing Coordinator Megan Bies. "It gives us control of the 'look and feel' of our materials, without all the orders coming across my desk-a huge plus," she adds.

MCL Purchasing Agent Brad Sandahl is a new user of the system- his initial thoughts? "Stellar...at first I was concerned I would need to follow up with a PO, but once that was resolved, it's all good. The system is easy to use and customizable to our needs. Two thumbs up!," Sandahl said.

To learn more about our DigiXpress on-line ordering system, go to dcopy.net and find a store near you and we will put you in touch with an account representative. Join the 225+ companies with DigiXpress online sites.

"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**



www.dcopy.net

Be Intentional

-Todd Kuckkahn

Todd Kuckkahn can be reached at
buckybuckets@charter.net



I hope my thoughts don't offend anyone. Well, truth be told, I actually hope they do. It seems now more than ever we need to offend somebody to get them to listen and respond. There is way too much of that going on. Only individually can we hope to end this offensive nonsense. Be Intentional.

As I work in my profession and in my passion, I hear some disconcerting news. While we are in this mess, many businesses and individuals are choosing to step away from professional development and leadership development as a cost-savings. If you haven't noticed, this is the time we need it more than ever. Now is the time to invest.

Just like the right time to buy in the market is when prices are low (this is not legal financial advice), this is the right time to engage your employees in leadership development. That might include problem-solving, change management, customer service, sales, or behavior assessments, to name a few. What about communication, prioritization, corporate culture, diversity, teambuilding or self-confidence?

All of these topics add up to corporate culture. It is important to understand that corporate culture starts from the inside out. From inside the organization and, more importantly, inside the employees. John Maxwell shares that, "corporate culture eats vision." While a strategic plan with vision (mission, values, strategies, objectives, action steps) is important, it is of little value with a culture that will not embrace it.

DigiCOPY In The Community



For the fourth consecutive year, DigiCOPY distributed complimentary Veterans Day cards and envelopes to the communities we serve in the weeks leading up to the November 11th holiday. "We are grateful for the dedicated service of our veterans and grateful for the loyal customers we have across Wisconsin," said Craig Shuler, DigiCOPY president and CEO. "We were happy to share our gratitude by providing the complimentary Veterans Day cards," Shuler added. Thanks to all our veterans!

Just like the airlines tell us to put our masks on first so we can help others, businesses must help their employees develop and grow so they can help others. Emotional intelligence is the newest buzzword. All that really means is we need to address leadership, performance, decision-making, occupational stress and person well-being. We know this but what are we doing about it? Are we getting our masks on first?

If you really peel back the layers of the onion related to the corporate challenges of sales, customer service, inclusivity, and prioritization, you will see personality as the basis for issues inside and outside the workplace. Without getting too "touchy-feely", behavioral assessments like DISC can get to that with a brief "quiz" and an extensive report. Then you can really work from the inside out to impact your people and business. The DISC assessment serves as an audit for an individual so that person can begin to work on improving themselves.



With five generations now in the workplace, the fact that differences make us better is more critical than ever. And those are not just age differences. I do my best to seek out ideas and opinions that are different than me. Someone else's thoughts don't necessarily change my mind, although I'm open to that, but it certainly helps me to modify or improve my thoughts. I like the way Simon Sinek talks about uncomfortable conversations. We need to be intentional and have more of them, or at least the first one.

For me, it all comes down to my core values—optimism, trust, honesty, enthusiasm, teamwork.

That forms the basis of what I do and helps ground me as an employee and person. My "I" (inspiring) DISC style fits well with my core values and hopefully makes me a decent person to work with in the community. My core values and DISC style serve as the foundation of me as an employee.





Wide World of DigiCOPY-COVID 19




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www.dcopy.net



The site includes:

Menus

Table Top Signage

Magnets

Posters

Preventative Protection Products

Outdoor Signage

Gift Certificates

Window Decals

DigiCOPY is excited to announce that you can now order all of your print needs direct from our online portal and have them delivered to you locally or shipped direct to you. Open to any business and/or organization.

Check out the portals and pick the store closest to you or go to dcopy.net for a link to the site:

- Stevens Point: hospitalitysp.dcopy.net/
- Eau Claire: hospitalityec.dcopy.net/
- Wausau: hospitalityws.dcopy.net/
- Van Buren: hospitalityvb.dcopy.net/
- Erie: hospitalityerie.dcopy.net/
- La Crosse: hospitalitylc.dcopy.net/
- Green Bay: hospitalitygb.dcopy.net/



If you don't see an item you would like to order and would like a quote or have any questions, please feel free to message us anytime. <https://dcopy.net/contact/quote/quote.php>

Health and Wellness During The COVID-19 Pandemic

Healthy routines are critical to taking care of your overall health and wellness

Nutrition: Planning your family meals ahead of time can help you emphasize whole grains, vegetables, and fruits, instead of easy to make and often unhealthy comfort foods. Stock your pantry with nutritious, cost-efficient and shelf-stable foods, such as whole grain breads and cereals, beans, nuts, seeds, and sturdy fruits and vegetables (such as apples, citrus, celery, broccoli and carrots). Meals can bring families together and become a great way to teach children about nutrition and provide a way for them to practice their motor development. Meal planning, preparation and eating may also serve as a daily ritual to provide structure, purpose and predictability, especially in uncertain times.

Exercise: Adults should get at least two and a half hours of heart-pumping exercise a week, according to the American Heart Association. Children ages 3 to 5 should have plenty of chances to be physically active throughout the day, and children ages 6 to 17 should get at least an hour of exercise every day.

Sleep: When you're stressed or worried about the future, it's harder than ever to get a good night's sleep, but that's when you need it the most. Your body does some of its most important work when you're asleep, like tissue repair, muscle growth, and protein synthesis. Sleep deprivation impacts how you feel about life (mood), general decision-making, your appetite and wanting to be active. Bedtime routines (brushing teeth, dimming lights, avoiding phone or computer work and/or use before bed) and ensuring that you have a good sleeping environment (dark, quieter, colder) can help improve your sleep.

Relationships and mental health: Sheltering in place has brought families and partners together, but it has also added strains. Everyone is adapting in their own ways to new living patterns and uncertainties related to COVID-19. Finding creative ways to take breaks and make new daily rituals with and separate from one another can help reduce strains on relationships. Learning about and practicing mindfulness and resilience and/or continuing to be involved in faith communities (if only online) and spiritual practices can help protect and preserve mental health during uncertainty.

Keep in mind that now is a crucial time to maintain healthy habits – not take a break from them. It can help you and your family stay healthy and maintain a sense of normalcy.



Feeding America Eastern Wisconsin-Giving Families A Place At The Table

More than 35 years ago, Dr. Milton J. Huber, a professor of public affairs at the University of Wisconsin-Milwaukee, suggested to Milwaukee Rotarians Price Davis and Arthur Riemer, that the Rotary Club of Milwaukee adopt a food bank project that would help get excess food to people facing hunger.

The notion was simple: Instead of plowing under excess crops or discarding product due to slight defects in packaging or weight, they could help reduce food waste by connecting food resources to those facing hunger.

On Aug. 1, 1982, America's Second Harvest of Wisconsin, now known as Feeding America Eastern Wisconsin, opened its doors in a small warehouse on the south side of Milwaukee. Their first donation was 600 pounds of apples they received from a local grower.

They've come a long way since those early days. Today, Feeding America Eastern Wisconsin is the leading hunger relief organization in the state, operating food banks in Milwaukee and the Fox Valley.

Together, with a network of about 400+ member organizations, they provide food to nearly 400,000 people each year.

Feeding America Eastern Wisconsin has worked with DigiCOPy for a number of years...and Scott Marshall, Vice President of Development & Communications, says DigiCOPy has helped his organization move their mission forward.

"Whether it is helping us try to understand a large bulk mailing and how to navigate that, or taking our ideas and creating great signs and brochures and banners and promotional pieces, the process is very collaborative. When we come up with an idea, we may be 50% there or 90% there, but



DigiCOPy is always able to get us to the 'finish line' and on time," Marshall said.

Improving access to healthy and nutritious food for those facing hunger remains the foundation of their work.

Truly solving hunger, though, requires all of us to dig deeper. "It takes all of us working together as a community to define and solve the root causes of hunger – and collectively, we're doing just that," Marshall adds.

How can you get involved?

ADVOCATE-Make Your Voice Heard



Mobilizing state and federal lawmakers to support legislative solutions for hunger relief remains a critical part of their work to help solve hunger in Wisconsin and across America. Feeding America Eastern Wisconsin works with state and

national colleagues to educate elected officials about the impact of food insecurity in their communities and identify policy solutions to put families on the road to health.

HOST A FOOD/FUND DRIVE

Organizing a virtual food or fund drive provides an easy and effective way for you and your group to help solve hunger in our communities. Online Harvest makes it easy to create a page, build a team and start fundraising. Questions on how to get started? Send an email to info@FeedingAmericaWI.org



Scott Marshall

feedingamericawwi.org/donate-now/



20 for 20 YouTube Series Celebrates Customers

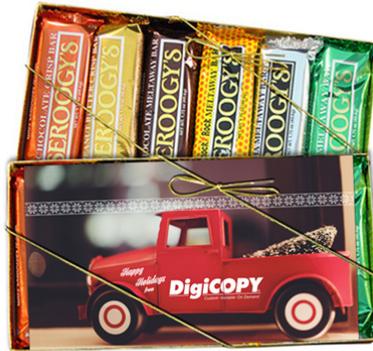
In celebration of our 20th anniversary in 2020, DigiCOPy presents its '20 for 20' series, featuring 20 customers/organizations we partner with and provide print solutions for throughout Wisconsin. Videos will be posted monthly on the DigiCOPy YouTube channel.

Go to youtube.com and type "DigiCOPy" in the search bar.

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dcopy.net 4th Quarter 2020

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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.

In This Issue:

[Holiday On-Line Ordering Site](#)

[Healthy Habits During the Pandemic](#)

[MCL Finds Success With DigiXpress](#)

[Be Intentional](#)

[Wide World of DigiCOPY](#)



2000-2020



Your DigiCOPY

Account Representative

<<SalesRep>>

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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:

"I come to DigiCOPY for all my office needs. Whether it be for printing off copies or ordering supplies. All staff are professional and courteous. Can't beat the service."

"There was a slight mix up with the order. It was corrected immediately which says something for your customer service. Spot on! Good job!"

"They are always happy to help on the phone when I call to ask how many envelopes we have there. They never make it sound like it is a chore that they have to check. We always have a quick turn around also which we really appreciate!"

"I got 500 business cards and two personalized name tags within 24 hours! Super impressive! Thanks for the great service!"

"This location has helped me immensely when I've needed something last minute. Always incredibly friendly and efficient. Customer for life!"



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7 locations to serve you...