



### **2017 Caskey Group – 3rd Quarter Meeting**

Dates: Sunday, September 24<sup>th</sup> – Tuesday September 26<sup>th</sup>

Location: York, Pennsylvania

#### **Members Arrival and Departing times:**

***Austin will plan on being at the BWI airport at 12:00 noon to pick up John and Chip  
(Black Chevy Colorado – Austin's cell 717-600-6311)***

John Lynch – Arriving at BWI at 12:14 PM - (John's cell 319-240-2240)  
Departing at BWI at 10:54 AM

Chip Smith – Arriving at BWI at 11:25 AM - (Chip's cell 615-480-6064)  
Departing from BWI at 3:20 PM

***Tony will plan on being at the BWI airport at 2:00 PM to pick up Tim, Alan and Doug  
(Ford Beige Pick-up Truck – Tony's cell 717-577-5213)***

Tim Campbell – Arriving at BWI at 1:08 PM - (Tim's cell 706-537-5324)  
Departing at BWI 4:25 PM

Alan Davis – Arriving at BWI at 1:08 PM - (Alan's cell 256-572-9910)  
Departing from BWI 4:25 PM

Doug Hederman – Arriving at BWI at 2:25 PM - (Doug's cell 601-750-7370)  
Departing from BWI at 4:25 PM

#### **Hotel Information**

Wyndham Garden York

2000 Loucks Road

York, PA 17404

Phone: 717-846-9500

5 rooms are booked with Tony's name 5136B15388647 – Confirmation number – 80409EC033299

## **Sunday, September 24th**

**4:00 PM** - Arrive at the Wyndham Garden York (Check in)

**5:00 PM – 7:00 PM** – Tony's house for dinner – Casual night at the Rife's

Hard Shell Crabs as an appetizer

Alex Meckley will be our chef for the night – a variety of fun things will be cooked

Main Course: Grilled Rib Eye with Pancetta Mashed Potato, Vegetable Medley

**Dinner Discussion** - Around the horn - 2017 year in review – 2018 projections

**7:00 – 8:00 PM – Woolverton – John Lynch Conversation**

Employee Based Theme for me

Getting the most out of employees

Productivity/Efficiency program

- Chip's example

- Others

Salary people

- Accountability

Cross Train – do not have backups in some places

Overtime / On Call for weekends?

## **Monday, September 25th**

**7:00 AM** – Breakfast at the hotel

**8:00 AM to 10:00 AM – Caskey Group: Tour GSP Division / See New Land / Tour Caskey Group**

Review the new GSP building drawings – discuss anything the members feel should be changed.

Discussion on new business opportunities the members are working on. I will share the new opportunities, and proposals we have going on. My point in the conversation is to learn and grow from the success stories the members are having in 2017. Please bring examples of the proposals, products, web links or anything we can grow from.

**10:00 AM to 11:00 AM: Campbell Printing - Tim Campbell**

I continue to focus on our business opportunities that are print and non-print. It just so happens that I'm seeing opportunities to make money in the non-printing press world; as ugly as it is, the demand is there. My time on the agenda will be to review all of the moving parts of the Expressway operations. I continue to be hopeful that you guys are not too disinterested due to the non-value it brings to the group.

Regarding Campbell Printing, I want to talk about my sales team (New young rep, and the rep that is 66 and coasting). Need advice on this area.

### **11:00 AM to 12:00 Noon: Hederman Brothers – Doug Hederman**

Discuss three potential merger/buyout opportunities – PCI, RPT and Copy Cats.

Account review – How do you determine when you walk away? Creative ways to upsell? Is there any good reason to keep low margin work?

More Wide Format discussion – what is the right way to get started? What have you learned from experience? Would you recommend having it as a stand-alone?

How do you handle commissions with publications or projects that involve sponsorships or donations?

Anybody try any new incentive programs and how are they working?

### **12:00 noon to 1:00 PM: Lunch**

### **1:00 PM to 3:00 PM: – Tour Harley Davidson – Confirmation Number for 6 – 20170718-3315104**

1425 Eden Road – York PA 17402 – 877-883-1450 – tickets are will call

### **3:00 PM to 4:00 PM: BPI Media Group – Alan Davis**

Discussion of the book “The Third Wave”

Computer and software security

Update on Efficiency reports and Cross-buyout agreement

### **4:00 PM – 5:00 PM – Marshall and Bruce – Chip Smith**

Focus on managing personnel changes and opportunities:

Recent move of Chris Batey from Plant Manager to Director of Engineering. Allen Carden assuming all Management and scheduling duties for the plant. Shane Lee, current bindery and shipping manager, will offer support to Allen.

Dudley's son Duncan completed 6 week internship this summer. Positive experience all around. Looks like he will join us upon graduating in May. His personality and skills seem geared for operations/management. He has expressed an interest in sales. How do we insure that we give him the best opportunity to be successful?

Bill Selph, one of my top salesmen, has asked if his daughter can shadow him for a couple of weeks. She is a personable and hardworking young woman. She dropped out of college after her first year and has worked as waitress and just spent 9 months working her way around Australia. If she is still interested in sales and M&B after shadowing him for two weeks, I am thinking of offering her the 6 week internship. After that review and possibly offer job. Thoughts? Compensation?

Discuss my continued changing role and impact on the company. More and more time spent in management while my sales decline sharply. Driving me crazy. Think it's best for company now but continually second guessing myself.

**6:30 PM – Dinner at Iron Hill Lancaster – Confirmation #1770414661 for 7 – [www.ironhillbrewery.com](http://www.ironhillbrewery.com)**  
781 Harrisburg Pike – Lancaster, PA 17603 – 717-291-9800 – Larry Miles will be joining us

Visit Blue Balls, Bird and Hand and Intercourse, Pennsylvania after dinner *if time permits*  
<https://www.mapquest.com/us/pa/blue-ball-282037623>

## **Tuesday, September 26th**

**7:00 AM – Breakfast at the hotel**

**7:30 AM to 8:30 AM: IT Conversation**

What Security Devices and Programs do we have in place to protect our companies?

**8:00 AM – John needs to head to the airport (*Austin will be the driver*)**

**9:00 AM – 11:00 AM: Tour York Container**

138 Mount Zion Road – York, PA 17402 – Connie Wolf – 717-757-7611  
[www.yorkcontainer.com](http://www.yorkcontainer.com)

**11:00 AM to 12:00 Noon:** Closing remarks / Review P3 website / Agree on next meeting

**12:30 leave for airport (*Tony will take Chip, Doug, Alan, Tim back*)**