P3 - June 2017

Caskey

* Austin coming into business – graduated College
* Old sales force (60 and 65) not getting along with younger salesforce
  + Have to address or will stay status quo
* Business has been a challenge
* Financials
  + Strong Cash
  + Lower margin accounts (keeping account though)
  + Lower Costs in Company --- HUGE --- been great
* Specialty Products
* Store BOTH PDF and working files --- 3 years
* Orientation Report
* Outside Sales test - will send to group
* Building option scenarios
* Sales Team
  + Sales rep Jim – 64 -- $700k in sales
  + Sales rep Tim – 59 -- $600k
  + Lady Kristin– young baby and sales have stalled - $450k 31 yrs old
  + Austin coming in
  + Chris 28 – just started 2017 works hard
  + Zach – 29 – 400k - $40,000 salary – 1.4 yrs in
  + Like to get it down to 4 reps –
  + Tony – sales of 2.2 million
* Chip – idea on retirement – last 3 years --- 60%, 40%, 20% of sales to fade out and retire
* How long do you wait for success in sales?
  + If doing the right things – (measure the work put in) then allow up to 1-2 years
* Indeed – posted jobs on that… Tony highly recommend this = how he got Chris and Zach
* Print P3 – portfolio – Give one thing new to Tony to post to the site --- need new content – things have stalled a little bit

BPI

* Drew and Lindsey – Drew sales growing doing well - Boaz
* Ethan and Jade – Ethan sales doing great - Birmingham
* Christian – Senior at Alabama – working at customer of BPI Tiffin
* Financials
  + Avg. $500,000/month
  + Profit $119,000 – 6%
  + Wide Format ---- Really Good
  + Offset – good but can be so much better
  + Digital – 230,000 impressions/month – cut click charges in half
  + Duplo/envelope press – great additions
  + Store Fronts are HUGE
    - Royal Cup go live in March
    - Will get to 500-600 orders per month
    - 20 store fronts now
    - Caskey moved all storefronts to BPI
    - Alan on PageFlex for Storefronts
    - Top 5 accounts will be storefront accounts that the new young reps got in
    - Brandon Rome/Content, Brandi receptionist --- upload new files etc. (
    - Specialty Products - she also does specialty projects) that is starting to take off well
* Will try to integrate Insite with Storefronts in the future --- emphasis on Rules Based Automation – and streamlining operations
* Bought Latex roll to roll wide format machine – coming in soon
* CRM for EPMS is way COOL ---- can we send auto reports to sales people for quotes?
* Quotes – each version has a dash --- 45678-1, 45678-2
* 5 color 29” – don’t hardly run anymore
* 6 color 40” – run 3 shifts – Sunday – Tuesday and Wednesday – Friday 12 hour shift – 36 / hour/week ? Night Shift – M-TH 4 10’s
* large job – customer pays for paper --- Alan to charge hourly rate or per M sheets to run etc
* UPS – GREAT with Storefronts/MIS etc
* Backups--- EPMS BPI and M&B back up at each other sites --- less expensive
* Anything outsource 100% - salesperson gets 25% of gross profit (BPI 75%)
* Use IPW --- no problem with accounting department --- use and just get a check back

Campbell

* Mom – dementia
* Dad – health doing well
* Austin – graduated high school – and going to Lee College
* Breann – married a year – ½ time working at church/husband produce manager
* Carson – going to seminary school
* Financials
  + Expressway doing great – 13% profit
  + Brother and sister wage not in there (they are 100% in E)
* E5 and #6 options to buy business
  + Went over scenarios
  + Tim leaning toward E5 purchase and not E6 purchase
  + This would be doing something in the middle --- doing something but not everything.
* Rent space from Mohawk???
  + Keep operations separate from Mohawk --- $9 employees etc
  + Liability waiver for Campbell employees working on site --- see attorney for a document to protect Mohawk from liability.
  + Is there a outsource building to use?

Marshall & Bruce

* Rob got engaged – He sales for M&B now for 2 years … but starting to get real traction now
* Mary Daniel (Robs twin) = is a speech therapist
* Sam – Junior year at Auburn
* Mary Locke – wife
* Business is Good – just not as good as used to be
* Mom dementia is bad
* Financials
  + Sept 1 – Aug 31 is fiscal year
  + Sept 1 – April 2017 for financials
* Buy Sell conversation
* Real Estate side --- Building Valuation
* Chip 45%/Dudley 45%/Dad 10%
* Entertainment – rent Suite at games 1 or 2 times – vs season tickets/Golf is great

Hederman Brothers

* Holt – graduated High School – going to Ole Miss Business Degree
* Sara – going into 10th grade
* Blair –
* Mom – sold house in Jackson – lives close to Doug – Spends summer in Beaver Creek Colorado
* Been in new house for 1 year now --- awesome house
* Had 14 acres – sold 6 acres with building with insurance, sold 3 acres with hotel --- oops sold to insurance company instead – has on contract with the last 6 acres to real estate company..
* Bought 10 acres at new site --- 6 acres with company on it --- and 4 for future use as needed
* Tour – took a lot of photos and videos
* EPMS – RFQ by sales reps and product managers… Project managers can change estimate QTY, stock (if no outsource)
* EPMS – accounting side is weak
* Just in Time inventory --- not much stock in inventory ---- GREAT…cuts down a lot of warehouse space
* Camera system throughout shop ---- HD cameras ---
* TV – communication throughout shop
* Pressman – weekly feedback on production/effeiciency
* METRICS – job planning --- Scott Powell (estimator)
* Cutter in the Receiving warehouse --- they pre cut stock and get it to the press for the specific job
* Pre-press template for estimating
* Business Cards, single sheets etc – templates in the system so don’t have to run everything through
* Job Manager incentives ---- printout from Doug
* Does Hederman get into Wide Format?
  + Use local company now for WF --- (Newks biggest customer)
    - Merger 50/50 with Brad (equipment and people)
    - $100,000 or less ---
    - Would eventually build a building for this division
* Can outsource installs --- 3M certified installers to hire
* Great offering for sales force to knock on doors… new product offering
* Color Mock-up – M&B – use mock-ups and get orders every time it seems like
* Tony Rife – GET into promotions if get into Wide Format --- a must
* YOUNG reps get --- BPI – sell promotion items as well – strictly about growing sales in anyway…doing a trade show – then also offer promotions
* Cash Flow – an issue with new building and the move
* $105/month payments for the next 14 months
  + $25k on top of that for the next 3 months – IGEN
* Coated text $49 per hundred weight
* Coated cover - $51 hundred weight
  + Use local source so can deliver 1 or 2 times daily – JIT inventory
* Devon – Director of Database Marketing --- going on sales calls now – email blasts, Geo Fencing, Flip books, offers on-line, landing pages, SEO, digital marketing etc.
* Caskey ---- writing proposals is the KEY ---
* EQ – emotional Intelligence testing
* 515 Reports – form handed out for review
* Evaluations – forms handed out
  + Employees grade themselves first – hands it in --- then the manager goes over this with them
    - Campbell loves the self evaluation process

Woolverton

* FedEx follow up meeting with Tim --- reduce yearly spend
* Marketing/Social Media person --- who
* Anji to learn production layout? Not just design
* Snap Cards
  + Loyalty card – attached to Wine company example Loyalty Program
  + Buy List
    - Retail
    - Restaurant
    - School district fundraiser (10 out of a card)
  + Can we do analytics (store keeps the cut outs) and sends them back --- then give back to customer to show where it came from
* Wide Format – Sell the machine
  + Buy HP latex (instead of wide format) $25k
  + Waterbased technology
  + HP will give credit because replacing competitor equipment
* Temp for folding – Todd Wilson
* Non Competes --- not valid unless all salespeople have one
* $2 CWT paper increase in gloss/matte/dull – price increase to clients on a scale
* Store Front – increase price

Next Meeting

* Sunday September 24th – Tuesday 26th … confirm dates in Email