

EMPLOYEE SPOTLIGHT

› David Szczuraszek
DRIVER



BIRTHDAY: March 15

BIRTHPLACE: Chicago

HOME: Mt. Prospect

FAMILY: No kids, one younger sister

FAVORITE THING ABOUT MY JOB: Having great coworkers

FAVORITE FOOD: Fried chicken

HOBBIES: Basketball, lifting weights

A MOVIE I'D WATCH OVER AND OVER: Scarface

FAVORITE SPORTS TEAM: Bulls

I'VE TRAVELED TO: Poland

FAVORITE SEASON: Spring and summer

FAVORITE HOLIDAY: Christmas

IF I HAD THE CHANCE, I WOULD: Get rich

WHAT MAKES ME LAUGH: Comedians

BEST CHILDHOOD MEMORY: Going to Poland to meet my family

ONE THING THAT MAKES ME HAPPY: Music

LIFE PHILOSOPHY: In life there are always obstacles. If you fall, just get back up.

Presorted
Standard
U.S. Postage
PAID
Palatine P&DC, IL
Permit No. 7052

elk grove graphics
1200 Chase Avenue
Elk Grove Village, Illinois 60007



VOLUME 23 :: ISSUE 1

SPRING 2012

POSTAL NEWS

The USPS has recently announced that they will again be offering a 2% discount on first class presort and standard postage rates for pieces that contain a QR Code/Mobile Barcode. This promotion was designed to increase the value of Direct Mail and build awareness around integrating mobile technology into Direct Mail communications.

QR Codes/Mobile Barcodes provide a connection between print and the digital world. When scanned, these mobile barcodes can motivate one to take immediate action: make a purchase, register for an event or download a coupon.

The mobile barcode promotion runs July 1, 2012 through August 31, 2012. If the mobile barcode is displayed properly we will be able to secure a 2% postage discount on all First-Class Presort, Standard and Non-profit letters and flats. The following rules apply:

- QR Codes/Mobile Barcodes must be two dimensional and readable by a mobile smart phone (see our QR Code below).
- Barcode must lead recipient of the mail piece to either a web page that allows recipient to purchase a product or service or a personalized URL that leads to a web page whose web address and content are unique to the mail piece recipient.
- Must be postmarked July 1, 2012 through August 31, 2012.
- All postal paper work needs to be filed electronically. Elk Grove Graphics is in compliance with all the rules and regulations to take advantage of this discount.

If you have been contemplating using a QR Code/Mobile Barcode on your next mail campaign, this is the perfect opportunity to start. If you should have any questions, please contact your salesperson for assistance.

Scan QR Code for a special offer



INSIDE THIS ISSUE

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- "Best of the Best" Workplace Award

ELK GROVE GRAPHICS AWARDED
BEST WORKPLACE IN AMERICA



Once again, Elk Grove Graphics, along with 14 other firms across the nation, has been designated as one of the 2011 “Best of the Best” Workplace in America Award, given by the Printing Industries of America. This is the twelfth consecutive year Elk Grove Graphics was presented with this prestigious honor.

We are the only company in Illinois to win this coveted award, and only one of two companies in the U.S. to be given this award since its inception.

This award honors companies that provide a superior work environment and exemplary human resources practices. Companies are judged on criteria such as management practices, work environment, training and development opportunities, financial security, workplace health and safety, work-life balance, recognition and rewards, and health and wellness programs.

We are honored and grateful to both you, our customers, and our employees for helping us attain this award year after year. We are honored to be recognized and proud of our reputation in the marketplace.

The Printing Industries of America is the world’s largest graphic arts trade association, serving more than 10,000 member companies.

ENTER THIS ISSUE’S CONTEST

Congratulations to Hollie from Rotary, the winner of last issue’s contest.

For this issue’s contest, answer this trivia question:

In what years did the Chicago White Sox and Chicago Cubs win their last world series?

Email your answer to marketing@elkgrovegraphics.com by May 20, 2012. Please include your name, company, and phone number. One winner will be chosen from the correct entries and will receive a \$100 gift certificate to Nordstrom’s. Good luck!



1200 Chase Avenue | Elk Grove Village, Illinois 60007 | p. 847-439-7834 | f. 847-439-0182 | www.elkgrovegraphics.com

ELK GROVE GRAPHICS’ DIGITAL IMPROVEMENTS AND DATA SECURITY ENHANCEMENTS

The need for handling client communication across multiple platforms has become very important in this global marketplace. The digital world is driving big changes to communication materials. With these changing needs comes a demand for increased digital bandwidth, improved software platforms and the assurance of data security. As we continue to grow at Elk Grove Graphics, we’re committed to making investments and enhancements to our business IT infrastructure, office and plant.

We are improving our internal technology to meet these demands. Our most recent improvements focused on the needs of faster bandwidth, the ability to add data storage as client needs grow, and deal with strict data security compliance issues.

The upgrades we are investing in now will deliver the best solutions for the type of work we are asked to produce. These improvements will also meet or exceed compliance issues for the vendor certification processes that are becoming more common, especially in health care, financial, education, and human resources departments. The new hardware, software and physical security systems we have purchased addresses these specific needs and will give us a solid foundation as our digital offerings continue to grow. Included in our upgrades is a new main server, improvement to the data lines coming into the plant, complete office rewiring for faster data transferring internally, security installations including key card access controls to the office, plant and server room along with security cameras to the perimeter of the building.

Many of our clients are gathering much more data on their own customers, prospects and employees through the growing use of CRM (customer relationship management) tools. Our case studies make it clear that the goal investment in CRM tools are paying off when the data collected is used in variable data marketing programs, direct mail campaigns, reminder card mailing, marketing to movers, personalized statements and donor campaigns.

For example, a large family health club with many locations identified its members and mailed them branch specific programs based on customer history. The custom marketing appeal was customer specific and printed along with the corresponding branch location maps and information. The information going out is very relevant to the recipient and more likely to increase return on investment.

An example of HR data usage is the printing and distribution of legally required corporate communication to employees. Variable data documents such as annual Summary Plan Descriptions need to be personalized and distributed to many different locations. Data management, documentation of delivery and security are driving issues in this type of work.

We remain vigilant in our efforts to be in compliance with current best practices and standards regarding data handling. We continue to improve the documentation of procedures, redundancy plans, backup systems and disaster recovery processes. All of these are an important part of this upgrade plan and position us well to enhance our partnership with you for many years to come.

MARIANJOY REHABILITATION HOSPITAL: ONE OF A KIND

Marianjoy Rehabilitation Hospital, located in Wheaton, has been serving the physical rehabilitation needs of adults and children for forty years. Offering inpatient, outpatient and subacute rehabilitation programs, Marianjoy’s flagship facility has the distinction of being the only free-standing rehabilitation hospital of its kind in the country with 120 private rooms. The nonprofit hospital was founded by the Wheaton Franciscan Sisters in 1972.



Kathleen Yosko
President

A customer of Elk Grove Graphics, Marianjoy takes a comprehensive approach to rehabilitation, addressing a patient’s body, mind and spirit through personalized treatment programs. The new hospital, which opened in 2006, is a \$60 million, 170,000 square foot facility. Each floor is dedicated to specialty programs and services including pediatrics, spinal cord injury, brain injury, stroke, and orthopedic. The facility includes therapeutic gardens, a meditation room, and many other unique features designed to enhance the healing sanctuary atmosphere.

Rehabilitation at Marianjoy is based on a team concept where patients and their families are the most important members of the care team. Other members of the team include a physiatrist, a case manager, rehabilitation nurses, physical therapists, and occupational therapists, and sometimes, other medical specialists. Marianjoy also offers programs that assist patients with community re-entry and is recognized for one of the most advanced driver rehabilitation programs in the State of Illinois.

Marianjoy is in the process of launching Phase III of their multi-year Legacy Capital Campaign, an \$8 million initiative to complete their \$23 million goal that helped fund the new hospital construction. In the next two years, Marianjoy plans to advance three programs designed to improve the independence, employment potential, and quality of life for persons with disabilities by creating 1) a state-of-the art accessible salt water Aquatic Therapy and Fitness Center with energy-efficient technologies; 2) an updated Marianjoy Conference Center for advanced clinical education, dissemination of research findings, and community wellness programs and events; and 3) an integrated environment for the Marianjoy Assistive Rehabilitation Technology Institute which will incorporate assistive devices including those which promote computer access and communication for the workplace and for handling tasks in the home environment.

For more information about Marianjoy, check www.marianjoy.org.