

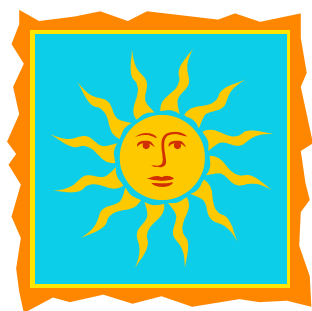
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# Graphics Graffiti

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A Monthly Publication of Total Graphic Services, Inc.

## Plan Ahead For A Better Vacation



Summer is Here! A season when working people begin to get that far away look in their eyes as they dream about freedom from the bondage of employment. Vacation! For many in the highly competitive work world time off is heard to get. So when that precious vacation does come around it deserves some serious thought and planning to make it one to remember when you go back to the daily grind.

Assuming you know how long your vacation is and how much you want to spend, there are four questions you have to ask:

1. Where to go?
2. What to do?
3. Transportation?
4. What Lodging?

If you know your destination, then you can choose activities in that area. For example, if you choose Key West then you're limited to local sights and activities like Hemingway House,

deep-sea fishing, or snorkeling.

If you would like hiking or skiing, look to the Rocky Mountains or North Carolina. To see the Grand Canyon, you'll have to choose Arizona.

Once you know where you're going and what you're doing, you'll need to decide how to get there.

It's best to go by plane if you only have a week off, if your car is not up to a long drive, and your destination is more than a day's drive away. You wouldn't want to waste even one day of your hard-earned vacation.

You'll be more likely to get the lowest fares if you make reservations and buy your tickets at least fourteen days before your departure date and stay over a Saturday night. Don't wait until the last minute. The more lead time you give the airline, the better chance you'll get the fare and seat assignment you want.

If your destination is a day's drive or less and you have a fairly good car you'll be better off driving than flying. But before you go take the car in for a complete check-up. Tires, brakes, battery, coolant, belts, hoses, and transmission should all be inspected and corrected if needed.

Where you stay may be the easiest decision you have to make.

Just like the airlines, you'll get the best rates and the best room choice the earlier you make your reservations. When you check in ask the manager whether your rate is the best one available. If the hotel isn't full you may get a discount if you just ask.

For those on a budget, consider staying with friends or at campgrounds. Many modern campgrounds are quite comfortable with indoor bathrooms, showers, cooking facilities, and on-site convenience stores.



Depending on how well you know them, and how much room they have, some friends will let you stay with them for as long as a week. But don't wear out your welcome. A week is about the maximum time limit for even the best of friends. Don't impose on them unless you're prepared to host *them* at some future date.

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June 1994

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### Special points of interest:

- *New Profit Sharing Plan*
- *Wish your co-workers a happy birthday*
- *Promise Makers and Promise Keepers help the company grow*
- *Vacations are better when you plan ahead.*

### Inside this issue:

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# It's Your Birthday!

## JUNE BIRTHDAYS

Luis Cruz June 19

Melissa Back June 20

Pam McFarland June 25

## JULY BIRTHDAYS

Ricardo Lopez July 9

Hector Lizardi July 24

Pamelyn Eichelberger July 28



Happy Birthday To You

## Welcome To Our Newest Team Members

Although we haven't had time to compile the names and job titles of all our new employees, we would like to take this opportunity to welcome everyone to our team. We are glad to have you aboard and we will take time to recognize each of you in future issues of *Graphics Graffiti*.

## Familiar Faces In New Places

If you've received a new job assignment, CONGRATULATIONS!

We will be sure to mention your name and new location in future issues of *Graphics Graffiti*.



## Editor's Note

We heartily encourage everyone in the company to contribute stories or story ideas to *Graphics Graffiti*. We are always looking for new items of interest.

If you have an old couch, coffee table, or car you would like to sell, send in your



Share your ideas

name, a brief description of the item and your phone number, and we'll give you some free advertising.

So experience the thrill of seeing your name in print.

Please send your stories, story ideas, reci-

pes, and items for sale to:

Chris Howell, Editor

Graphics Graffiti

c/o Legal Graphics

2 South Orange Avenue

Orlando, FL 32802

No phone calls please.

# Promises, Promises

By Steve Rothenberg, President

Even though we all have different jobs within our company we are all on the same team.

Promise Makers and Promise Keepers.

Promise Makers and Promise Keepers need one another. If the promise Makers and Promise Keepers on our team learn to communicate better, the company will make more customers happy, make more money, and make life better for everyone. Here's how.

Every day our customers ask us to do their printing or copying according to their specifications. It's our responsibility to meet their needs. We promise to have the job ready at a specific time, and to sell it at a specific price. Every time we accept a job our whole team has made a promise to the customer. If we keep our promises, there is a good chance customers will come back and let us serve them again and again.

Making promises is easy, but sometimes what seemed like an easy promise becomes very hard to fulfill. Sometimes we hear, "It can't be done by then", or "You don't have any busi-

ness promising things like that without talking to us first". If the promise Makers consult the Promise Keepers on a regular basis, we'll all know how the work flow is progressing. Promise Makers won't get chewed out by a customer because they missed a deadline — if they check with the Promise Keepers. Promise Keepers won't have to do a costly job over again if they listen to the customer's specifications as relayed by the Promise Makers.

By improving communication we will foster teamwork and respect each other's roles. We may lose customers if our promises aren't kept. Losing customers is not good for any part of the team.

PROMISES = ORDERS

ORDERS = REVENUE/PROFIT

PROFIT = JOB SECURITY

JOB SECURITY = PROFIT SHARING

From looking at our competition, the most successful companies tend to take on the most difficult promises or challenges. The most

successful companies realize that the hardest promises are those that bring the greatest reward. When a customer needs document services they will often rely on word of mouth. If they hear something good about our company, they will give us a try. The next time they need document services they will rely on past experience. If they get good service time after time, a job well done on time and on budget, they will come back again and again.

HARD PROMISE = PROMISE KEPT

PROMISE KEPT = MORE BUSINESS

If our customers know they can count on us, it will be very hard for our competition to take them away. The key to our success is for every employee to not only know their job, but the jobs of others, to grow in their job and help co-workers grow in theirs and to show our customers that we care through attention to detail.

For us to reach our potential, each of us needs to understand our role and accept the responsibilities of customer satisfaction. With Promise Makers and Promise Keepers working together we can all share in the success!

## Profit Sharing

Effective June 1, 1994—December 31, 1994

Stage 1

Sales

\$225,000.00 per month

\$15.00 for each full-time employee

\$255,000.00 per month

\$20.00 for each full-time employee

\$275,000.00 per month

\$25.00 for each full-time employee

\$300,000.00 per month

\*\$30.00 for each full-time employee

Payment will be made on the 5th of the following month of profit sharing.

\*Potential maximum payout is  $\$30.00 \times 6 = \$180.00$

In May 1994 we billed \$211,000.00



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*Hope is a dream we have while awake*  
*-Aristotle*

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## Plan Ahead For A Better Vacation

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If you're taking a cruise or cross-country train trip than all your problems are solved. All you have to do is get to the port or station. Where to go, what to do, and transportation is all included.

Of course, the easiest way to plan your vacation is to consult with a travel agent. It won't cost anything because they don't charge customers directly. They're paid commissions from cruise lines and packaged tour

operators. Ask friends and family to recommend a travel agent. If they've had a good experience, then you can feel a little more secure.

If you're lucky enough to have the time and money to go to Europe, Asia or some other far away destination, then it's recommended that you use a travel agent. They can guide you through the maze of applying for passports and visas, getting immunizations, making overseas hotel reservations and all the other preparations for foreign travel.

You've worked hard all year and deserve a great vacation. So go ahead and have a good time. Just don't forget to unplug the iron and turn off the coffee pot before you leave.

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*You may want to hit the beach on vacation*

