



PRINTSOLUTIONS

STRATEGIC BUSINESS FORMS, INC. • A PRINTING AND DOCUMENT COMPANY

WINTER 2003

Printing Services On The Street

Heart & Hands
To The Rescue



SKIING THE DESERT?

Going All The Way With Pioneers & Champions

Plus: Golf, Travel & Food

In this issue...

- 3** How To Get And Keep A Leadership Position
Part 1 of 2 by John R. Graham
- 5** Ready, Willing, Able
Featuring an outstanding SBF team member, Ben Klein.
- 6** Into The Heart Of It
Marion County's 911 system—a true safety net.
- 8** Panther PrintSolutions Pounces
Making printing services more accessible
- 11** Bill Provost Takes A Chance
Snapshot of a person you probably know—by proxy.
- 14** Focus On Me
Golf Vs. Life with Wiley O'Green.
- 15** As Good As An Empress?
A local challenge to a world-class institution, the High Tea..

On The Cover
Skiing The Desert
Utah makes a splash,
by Jed Brighton

Page
12



SBF PRINTSOLUTIONS is produced and printed by Strategic Business Forms. For information call (352) 351-5766. Editor: Wash Phillips

Welcome

to the Winter, 2003 issue of SBF PRINTSOLUTIONS.

We're excited...

...About our new retail store, Panther PrintSolutions. Formerly located in City Hall, our new location offers walk-in photocopying plus the full range of graphics and printing services SBF has a reputation for. They're the same capabilities and products businesses anywhere can use.

Our December "DessertFest" was well attended and it was our pleasure to personally meet clients and friends at this newly renovated facility. Yes, we had many scrumptious desserts, including Eli's Cheesecake from Chicago, Orange Cappucino Bars and Jane's Famous Rum Cake...as well as lots of spiced cider and eggnog, but it was really an opportunity to show our clients what we are all about and how our printing impressions can help your company make a great corporate impression.

Did I mention our special guests from Wildside Encounters? Two Florida



panthers, one leopard and a tiger cub kept things interesting, to say the least!

Some special recognition.

If you've enjoyed this publication, you're not alone. So have our many peers in the industry (we're proud to say).

The first two issues of PRINT-SOLUTIONS just received honors from the Printing Association of Florida. They won First Place in their category, against some hefty competition.

That same first issue (featuring the Silver Springs panther) was awarded Third Place in an international printing competition.

And we won a trophy—the coveted Flamingo Award—for best press work on that issue. This was a special surprise because only a very precious few of those are awarded!

SBF has garnered some other awards, also. But I thought you—our readers—would like to know you're in good company in enjoying the magazine.

As always, PRINTSOLUTIONS represents the kind of effort we put out for every customer. If the graphics and press work you see here are worth noting, that's the quality of product and service you can expect as an SBF customer.



Sharon Mai

HOW TO GET & KEEP A LEADERSHIP POSITION

The difference is in the differentiation

Part I

JOHN R. GRAHAM

It's all about getting the right attention.

Companies complain that they are not well known. Their salespeople report that there's nothing to set them apart from the competition. Management fumes because the sales department can't get the right appointments. "That's because no one knows us," replies the sales staff.

In light of this all too common situation, why don't companies do whatever is necessary to differentiate themselves from the competition? What holds them back? What stops them from presenting a unique identity to the marketplace? It appears that many businesses work at avoiding being different from others in their industry. It seems fair to ask, "How can they be so blind to the simple, unavoidable fact that customers and prospects are unable to distinguish them from others in the same business?"



There are other questions. What do customers think about when they think of your business? What picture is in their minds? Or, do they draw a blank? Why do they fail to return your sales calls, respond to your direct mail, or stop long enough to look at your ads? The answer: Why should they if they have no reason to do so?

Kevin Kelly, the executive editor of Wired magazine and author of *New Rules for the New Economy*, sets the record straight when it comes to the significance of differentiation to a business. He points out that the only true scarcity is "human attention." If you're not willing to invest heavily in attracting the customers' attention, you're not really in the game.

If this is what differentiation is all about, then why do so many companies act as if it weren't important? In many cases, companies are unable to identify any real differences. If pressed, they fall back on such clichés as "We have the greatest people" or "Nobody beats us on service."

If customers can't differentiate your product or service from those of the competition, you are left with only one arrow in your sales quiver. It goes without saying that all that's left is to cut the price. Achieving differentiation takes thought, work and constant attention. Here are ideas for setting your company apart from the competitors:

1. Focus on what customers want most

It's here that differentiation dies. When the sales manager of a small manufacturing company was asked what set his company apart from the other half-dozen competitors, he pointed to the fact that the company was well established and family owned.

A small, private business college in Waterville, Maine, figured out exactly what its customers (students) want. Thomas College offers graduates guaranteed job placement. What's even better, only qualified graduates are eligible for the program. The 105-year-old school has long had a high job placement rate. For the past decade, 90 percent of the graduates were in a job within three months of getting their diplomas. In 1998, it was 95 percent.

Guaranteed job placement isn't smoke and mirrors or another recruitment gimmick. A student must earn a minimum 2.75 cumulative GPA from a Baccalaureate Degree Program at Thomas College and successfully complete either an internship or a cooperative work experience.

In effect, the college is defining itself in terms of a very specific objective that is a major issue with students and their parents: getting a job. This puts the college on the line and separates it from competition. It gives prospective students a powerful reason for looking at Thomas College.

2. Stay focused on that issue

Boston Chicken was successful. Then it became Boston Market and then it found itself on the rotisserie. The restaurant chain went from a focused approach to one that became confusing to the customers. Why should we go to Boston Market? Because a clear-cut answer was lost amid the chicken, ham and turkey, the customers stopped beating a path to these restaurants. Businesses appear to get bored before the customers do. With every new manager, everything gets changed. More often than not, it appears that panic propels change. They want to throw out the old and get a new "message" out to the marketplace. It's so easy to become preoccupied with what "we" want to accomplish or to focus all our attention on "our" goals—so much so that everything turns inward. When this happens, the customer is lost, and that means trouble.

It takes time for even a highly focused message to connect with customers because that connection only happens when the customer has a need. To change messages sends the wrong message. It creates confusion. Who wants to do business with a confused company?

3. Force yourself out in front

There are benefits to being first. Others have difficulty trying to catch up. On the Internet, eBay is an example. There are plenty of wannabes, but eBay is clearly way out in front. At the same time, there's a tendency not to stray too far from the pack. Companies seem to enjoy not being too unlike their competitors.


In the drycleaning field, some environmental groups have raised questions about the possible ill effects of "perc," one of the most effective cleaning solvents. Even though the most thorough investigations indicated that proper handling and use virtually eliminate any possible health problems, the concern continues.

The drycleaning industry has taken on its critics, attempting to answer their charges with facts, an approach that cannot help but appear self-serving.

Anton's Cleaners, the largest drycleaning chain in New England with 39 locations, recognized that while information may be helpful, it's essential to respond with a clarity that leaves no room for equivocation, that puts the issue to rest.

While this is asking a lot, Anton's Cleaners put itself out in front with its "Chemical-free. Guaranteed." campaign. Through a clothing testing program, it told customers that they had no worries because Anton's guarantees that the clothes emerging from their cleaning process are free from chemicals. This is differentiation, and it's the direct result of confronting an issue squarely and dealing with it rather than hoping it will go away. In taking this approach, Anton's added to its marketplace cache.

[Editor: Look for the end of this article in the next issue of this magazine.]

John R. Graham is president of Graham Communications, a marketing services and sales consulting firm founded in 1976. Mr. Graham is the author of The New Magnet Marketing (Chandler House Press, 1998), the revised and updated version of his original book, Magnet Marketing, and 203 Ways To Be Supremely Successful In The New World Of Selling (Macmillan Spectrum, 1996). Mr. Graham writes for a variety of publications and speaks on business, marketing and sales topics for company and association meetings. He is the recipient of an APEX '98 Grand Award in writing. He can be contacted at 40 Oval Road, Quincy, MA 02170 (617-328-0069; fax 617-471-1504; j_graham@grahamcomm.com). The company's web site is located at <http://www.grahamcomm.com>. 



READY & WILLING

an outstanding SBF team member

BY WASH PHILLIPS

To someone like Ben Klein, the maxim “Bloom where you’re planted” is an opening to a world of service. It’s a rewarding opportunity to do something that brings satisfaction, something he’s good at.

Ben sees himself as The Delivery Guy at SBF. He visits client accounts from Leesburg to Gainesville, mostly in a 30-mile radius. Some he sees daily, some weekly. “I take them anything from business cards to a truckload of forms,” Ben says with a winning smile.

That modest title doesn’t account for all the other areas where Ben’s efforts add to the convenience and success of SBF customers. It’s the norm in such a take-charge organization for people to lend a hand when they can. So—in addition to delivery—Ben also works with inventory. Custom and stock forms, file folders, stored client inventory—all of these might be elements in orders Ben helps pull for delivery.

When needed, Ben also lends a hand in the print shop. Any type of finishing—padding, perforating, cutting, assembly—Ben can help with, and gladly does.

“Life is what happens while you’re making other plans.”

Ben’s print shop experience goes way back, if initially unplanned. Like so many of us, Ben worked his way through college. In his case, it was in the print shop, where he learned a lot about the business. That’s how it turned out, anyway.

It’s the wise person who understands that much of what we do in life

is not so exactly deliberate as we might hope. For example, Ben Klein didn’t choose Pensacola Christian with the idea that he’d meet his future wife, Lora. But she was attending there, also. And they did meet and fall in love. Moreover, they married in 1998 and were delighted to welcome daughter Jessica in late 1999. Ben is breadwinner and dad, Lora is homemaker and mom. They feel blessed. But their precise life experiences are not something either could have blueprinted exactly.

An eye for opportunity.

After earning a B.A. in Music Ministries in 1997 and an M.A. in Bible Exposition two years later, Ben was looking for a place to put his skills and enthusiasm to work for others. At a job fair, Ben was recruited to work at a church school and conduct a church’s music ministry.

But the financial side of daily life pressed Ben to find other work also. He found an opening at a struggling print shop. Like so many of its ilk, though, the shop operated on shaky economics and later had to lay off staff, including Ben.

About 2 years ago, he spotted a blind ad in a local paper. An Ocala firm sought a typesetter—experienced or trainable. Ben saw an opportunity to do work he had some knowledge of, learn more about the printing business and find a new place to bloom. The ad, of course, was placed by SBF.

The first nine months, Ben focused on prepress—typesetting and creating of printing plates. Eventually delivery and

other responsibilities came his way, too.

Possibly Ben’s most unusual role at SBF—a completely impromptu one—is Official Song Leader & Ice Cream Scooper. Company celebrations for birthdays lacked the familiar melody of the traditional Happy Birthday Song. When Ben came along, with his professional grasp of vocal music, he was a natural to lead in singing. And he likes ice cream, too, so volunteering to scoop the frozen accompaniment to cake was also pretty much a shoo-in.

Of his serious duties, Ben says, “I guess I like deliveries best.” He enjoys the driving and getting out, but takes real pleasure in the customer contact and what it means. “I enjoy meeting people, especially making them happy



“... that things work out best when we make our full contribution...”

by bringing them something they need and want.” Thus Ben’s role fits perfectly with the company’s goals. And his broad understanding of the print side of SBF business gives Ben a better sense of what needs doing to serve customers well.

And that’s perfectly attuned to the blooming-where-planted idea. Not just a dedication to reality, the here and now. But also a faith in the future, that things work out best when we make our full contribution to the life and people around us.

There’s the story of a very old man, attending a party for someone else, was asked if he was glad to be there. “I’m glad to be anywhere,” he said, enjoying the party to its fullest. That attitude of gratitude assures that no opportunity is taken for granted.

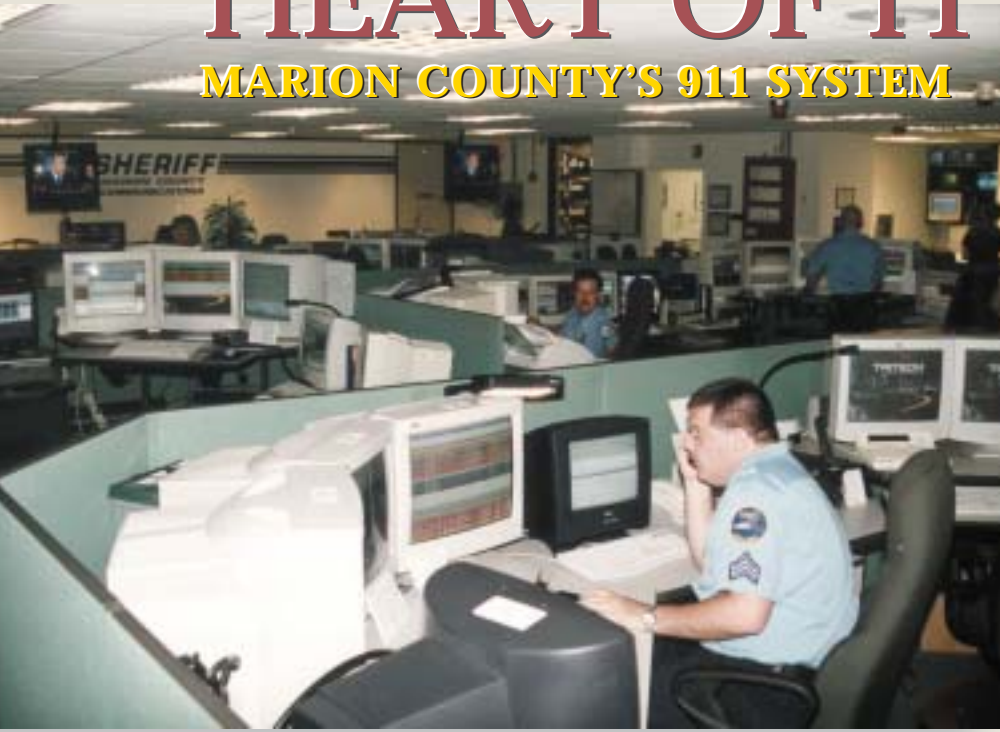
Not by Ben. 🍦

INTO THE HEART OF IT

MARION COUNTY'S 911 SYSTEM

BY ASHLEY AVIS

It's a quiet Saturday afternoon, somewhere in Marion County. A man watching a T.V. ball game feels a sudden sharp throat irritation. Quickly, it becomes uncontrollable coughing. Suddenly, inexplicably, the man's larynx closes, blocking his airway.



He struggles off the couch, finds his wife. Scared, he wheezes, "Can't breathe!" She starts a Heimlich Maneuver, but he shakes her off. "No, my throat!"

Both panic. This never happened before. He's passing out from lack of air. She grabs the phone, dials 911. They desperately need help—now.

Someone's all ears...

At the Marion County Communications Center, a Call Taker—an alert, attentive voice—takes the 911 call. This is someone the caller will likely never meet, or recognize on the street. But in that critical moment, this unseen professional is the first line of defense, someone to look into the heart of the emergency and find help.

The Call Taker is attuned to the caller's state of mind, sensitive to fact and nuance. Sorting critical information, sending necessary services to the right place. Since beginning in 1989, getting help immediately where needed is a source of personal concern and pride for the Marion County 911 service.

At the Communications Center,

those same Call Takers also answer regular, non-emergency calls and make referrals for everyday county business. These people understand more than emergency services—how to contact councilpersons, judges and administrators, counseling services, clergy, continuing medical care—more than you know.

"Help is on the way."

That knowledgeable Call Taker calms you down, gathers essential timely information, feeds it upstream for those who act—while you're still talking. Close links with the system allow your Call Taker to speak confidently, thanks to the process at work behind the scene. "Help is on the way."

From Call Taker information, a Center Dispatcher connects with Marion County Fire-Rescue or Emergency Medical Services (EMS) or the Sheriff's Department to get help rolling.

Deputies operate out of branches county-wide. A Paramedic and Emergency Medical Technician ride every aid car dispatched. Fire-Rescue crews often join the scene, bringing extra assistance. The Dispatcher communicates directly with the activated service,

vectoring the closest help where needed.

EMS crews slash delays to an absolute minimum, using a 21st-Century computer application. Every hour, a program predicts—with a remarkable 98% efficiency—where EMS is needed next. Crews go to those computer-predicted "posts" and wait—saves time and money, provides better critical service. Next ambulance you see by the roadside could be waiting for a call...to your house.

The BOLO.

Data received by a Call Taker, acted upon by a Dispatcher, may also be sent out to deputies via mobile data terminals in each vehicle. That's the Teletyper's task.

She allows the entire system to work with the data.

That data can go a long way. Marion County links with the Florida Crime Information Center, and a similar organization at the national level.

These so-called BOLO ("Be On The Lookout") flashes are all-points bulletins. A missing person, stolen vehicle or fleeing suspect is a perfect example of their use.

A not-so-unfamiliar scenario...

Whatever the emergency, real 911 calls happen often enough. About 500 times a day, Marion County 911 dispatches deputies (known as “law”), ambulances, fire or rescue vehicles to the scene.

That’s part of a total load of 1200 calls the Center handles daily. The other 700 county calls are usually more mundane. Still, you never know.

Calling 911 is always serious business. Don’t dial the hot line when your cat coughs a fur ball. But even animals-in-distress are a common reason to need help. Fluffy’s got seizures in the wee hours and you can’t think what to do? That may be a call worth making. A referral for veterinary assistance is neither unusual or trivial at the Communications Center.

Will the real 911 please stand up?

Marion County 911 success counts on getting out the word. The more citizens know, the better they can use it—and feel good about this county-wide “safety net.”

Who better to explain than Sharon Falcone, the Center’s Communications Training Coordinator? A Sergeant and 19-year veteran of the Sheriff’s Department (nearly 18 of them in Communications), Sharon freely admits she’s hopelessly attached to the mission.

“I came here wanting to be a police officer on the street,” she says. “When I first served in the Center, I fell in love with it. Very stressful, never quiet. But people who come here and like it, they eat this for breakfast. It feeds their soul.”

Sharon’s training role focuses on new employees. She’s a key player in ensuring Center personnel performance is top-notch—ready when needed.

How’s it work?

Ocala (the city) has its own 911—its own links and services. Ocala police and Marion County deputies typically back each other up, as do other services. Two dedicated Sprint technicians maintain both systems’ telephonic connections (along with a similar system in adjoining Alachua County).

Dial 911 outside Ocala city limits and phone company computers automatically ring up the Marion County Communications Center. Technology related to caller ID service lets the phone company send your call to the right ears, from addresses in a database.

That’s some ground to cover. Marion is Florida’s 5th largest county.

That’s 1600 square miles of possible missing children, crimes in progress, drownings and waterway accidents, fires in homes or cars or countryside, heart attacks, poisonings, gunshots, traffic accidents, hazardous materials spills. Toss in the occasional plane crash, a ‘gator munching the family mutt, construction site accident, hurricane interruptions—it’s a world of possible emergencies ready to befall Marion County residents and visitors. Every day of the week.

Being there.

The constant, pressing nature of 911 events means the Center can’t be down—ever. So there’s always a voice at the other end of the line, Marion County’s Mobile Command Center (MCC) stands ready to cover, should disaster knock the primary facility temporarily out of commission.

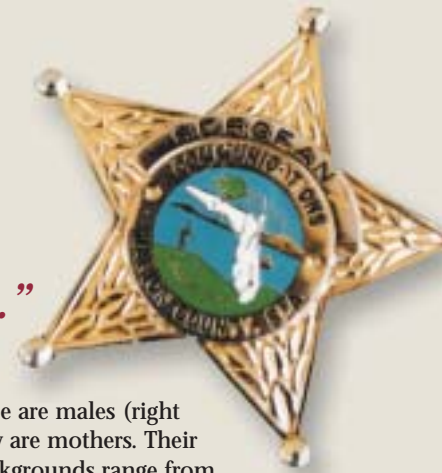
Besides essential radio and phone links, this technically-adaptive facility on wheels even has conference room for personnel working a special mission or event—missing person or tornado recovery are two examples.

The MCC is staffed by experienced communications officers. Call Takers, Teletypers and strike team Dispatchers operate there MCC with business-as-usual efficiency, regardless of unusual circumstances.

Who are those folks, anyway?

Center people who take the calls, dispatch and teletype data are a diverse bunch. Common characteristics include dedication and high readiness. Of the 54 personnel authorized to staff the

“These people are true heroes...”



Center, just three are males (right now), but many are mothers. Their educational backgrounds range from high school to post-graduate degrees.

Their jobs are likened to air traffic controllers: critical and demanding. Average longevity here is five years. Individuals leave for better-paying jobs. Or the stress levels cause burn-out. Or the 12-hour shift work is intolerable for the family. However long they’re with the Center, though, staffers live with continual training.

Call Takers—essential to the 911 function—are considered entry-level personnel. They’re immersed in a two-week classroom training regimen upon hiring. A 40-hour Association of Public Communications Officers (APCO) curriculum—widely-accepted national standard—sets the bar high. It’s followed by 40 hours of Sharon Falcone’s own schooling (signals, ten-codes, Marion County geography). There are tests to be passed on each. Later, the prospective Call Taker works the phones for 10 full weeks tutored by an APCO-certified Communications Training Officer.

Everyone in the Center starts this way. People moving up to Teletyper face 6 more weeks at the keyboard, those moving to Dispatcher another 10 weeks on the radio. Both are watched over by an experienced Communications Training Officer.

On the job, Center staff are subject to Observation Reports by senior personnel, to keep people operating their best. Sharon programs additional training—books, audio, video, seminars—suited to individual needs.

Sharon’s passion and respect for 911 show when she conducts tours of the Center facility, or makes public presentations to women’s groups, Community Watch and the like. Her message—function and rightness of the service, for citizens and visitors to Marion County—is well received.

“These people are true heroes,” Sharon Falcone says of the Communications Center staff, who face a continuing tide of often-frantic 911 calls. “They’re not boastful. They just do it.”



Linda Vyse
Division Commander

PANTHER PRINTSOLUTIONS POUNCES



BY PETER MAI

That's a description of how one Strategic Business Forms (SBF) division is making business news.

As of November 1, Panther *PrintSolutions* offers full-service copying and printing from a convenient, easy-access central Ocala location.

This retail store—a first for SBF—will benefit many local businesses that share the same needs as other SBF customers.

Everyone wants perfect graphics with zero hassles at competitive prices. In photocopying, that's convenient, clean, inexpensive reproduction. For printing, it's whatever's needed to get printed materials that do their part to help meet company goals. That's what Strategic Business Forms (SBF) and Panther *PrintSolutions* deliver consistently.

Pouncing on opportunity.

The Panther *PrintSolutions* division is dedicated to a kind of outreach. It extends to business and government products and services that normally originate in our anonymous-looking SBF headquarters on NE 36th Avenue. That's the corporate home of our talented and helpful graphics professionals, who do amazing things with little fanfare (such as this magazine), normally marketed by a corporate sales staff.

Customers have vested complete confidence in SBF. They expect quality graphics with all the help in the world—from concept through prepress services to the finished product, shipped or stored as needed. And they get it. Some customers have depended on SBF for that kind of award-winning service for decades.

In the last several years, Panther *PrintSolutions* has taken this rich array of services to customers. For example, by providing all copy and printing services for the City of Ocala govern-

ment. That's printing from business cards to four-color brochures. Photocopying. Multi-part forms. Commemorative and specialty items (like bubbles and frisbees). Even design assistance. Panther distributed and maintains nearly 60 dedicated copy machines throughout the various City departments. Full service, in other words. Panther *PrintSolutions* has been a fixture at City Hall, with a convenient copy center right on the first floor. Now it is available to you.

That new full-service Panther *PrintSolutions* store is at 1012 East Silver Springs Boulevard. Professionally renovated (with our thanks to Carolyn Jennings Interiors), Panther is a pleasant, bright place to conduct business. Plus it's easy to get to, with parking right next to the building.

And it's the perfect opportunity for more business customers to discover our award-winning products and cost-

“PANTHER PRINTSOLUTIONS OFFERS FULL-SERVICE

effective services. This new store is all about doing business, so it keeps business hours. Monday through Friday, 8 a.m. through 5:30 p.m.

Just like SBF, you'll find Panther Printing easy to work with. The retail team includes Stacy Parker, who ran the City Hall location with utter courtesy and efficiency, as well as Mike Sellers and Bruce Parsells who understands the print/copy needs of businesses small and large. Most business people are not graphics experts, so the *PrintSolutions* pro-active staff knows how to make it easy to meet your needs. It's the traditional SBF way.

Pounce on down our way.

Check it out for yourself.

We're confident you'll find Panther *PrintSolutions* a local supplier business people can work with and feel good about. 🐾



COPYING AND PRINTING FROM A CONVENIENT, EASY-ACCESS CENTRAL OCALA LOCATION.”



*Top: Ocala City Hall,
our former location*

*Center: Panther Print Solutions
unveiled.*

*Left: Stacy Parker and Mike Sellers
welcome you to our store front.*

Open House

Farmer PRINTSOLUTIONS



What an exciting day we enjoyed in December! Our newest location was officially opened by the Ocala/Marion County Chamber of Commerce.

The ribbon-cutting ceremony was attended by many distinguished guests, including Ocala City Manager Susan Miller, Assistant City Managers Bill Looney and Paul Nugent, Ocala Electric Utility Director Dean Shaw, Public Affairs Officer Monte Martin, Publication Coordinator Sonny Allen, SunTrust Bank Vice President Carol Alvey, Chamber President Jaye Baillie, Marc Griffin from the Ocala Star Banner and many others.

Special thanks to Phyllis Hamm and her team of wonderful Chamber of Commerce Ambassadors. The Open House was a great success and we plan to make it an annual event.

Panther PrintSolutions is now officially open and ready to help serve your printing needs!

Above: Our PrintSolutions Florida panther, Thor, welcomes guests to the open house. Joining him are Tamu (a 4 month-old tiger cub), Sinia, (an African leopard) and Mikko, (a 9 month-old Florida panther). These cats from Wildside Encounters created quite a sensation.



Below: SBF's Bruce Parsells and Sonny Allen, City Publications Coordinator, discuss additional capabilities provided by the new center.



Having a Florida Panther join the ribbon cutting was a new experience for most of our honored guests! Susan Miller, Ocala City Manager, assists Sharon Mai in cutting the ribbon, while guests from the Chamber and the City look on.

Phyllis Hamm from the Ocala/ Marion County Chamber of Commerce enjoys a moment with Thor.



Peter greets Janet Weldon, Guidance Supervisor for Marion County Schools. Janet's family owned the Panther PrintSolutions building back in the 70's when it was the well-known Coral Motel.

BILL PROVOST TAKES A CHANCE

By P.A. Johnstown

Who remembers the wonderful extravaganza that was the Sears catalog? And the not-so subtle humor surrounding it? How you could buy three rooms of furniture—or even a build-it-yourself house—without ever seeing it in person? How young males discovered ladies' unmentionables within its pages? Or the out-houses that employed it in lieu of bathroom tissue? How about graduating from high chair to real chair perched on a nice, thick Sears catalog for dinner?

For 35 years, smiling Bill Provost was high priest of the Sears catalog, the guy who made it happen. Then he moved on, and where else but Ocala?

Today, Bill owns Ocala's Eastside Medical Clinic, Inc. But you should know he does things for keeps. He's been an SBF client for years. And married longer than many Third-World countries existed. He kept his first job—and expanded on it for all the shopping world to see—for a mere 35 years.

A personal history lesson.

Early 1950s. Fresh from the Navy and Loyola University, Bill Provost is a wet-eared graduate accountant seeking work at Sears in his hometown, Chicago. No store clerk or delivery driver. He's an accountant, remember, a professional man.

Bill's tapped for a job...in advertising. Not exactly a venue for your traditional accountant. Catalog advertising, no less. Bill has zero experience, but he takes a chance and goes with it.

He finds the job is more than mere cost accounting. It's assembling products and pictures and ad copy... building the budgets of territories and merchandising departments throughout Sears for even fractions of a page... following systems of accounts to assure each catalog is delivered on time, on budget. What pressure!

Bill learns, improves, expands responsibility. He also wins co-workers as new friends. They understand soon enough what a people person Bill truly is.

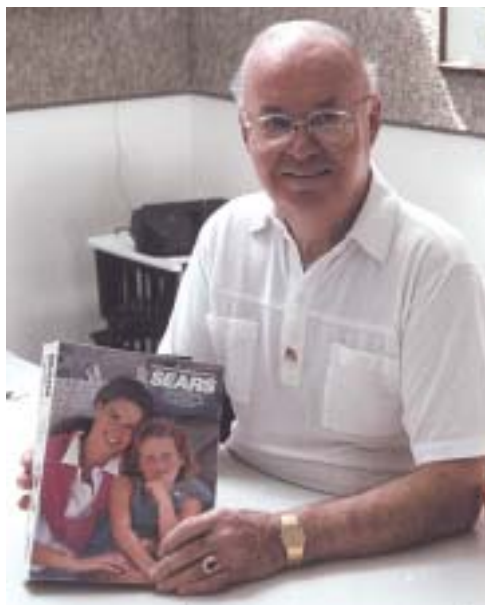
A quiet jester.

Looking back, he recalls sharing his innocent sense of humor with colleagues. Once he put a rubber spider in a file then asked his assistant's assistant to get it. "Never did that again," Bill says. "She shrieked so loud, you could hear it all over the building. I worried she might have a heart attack."

Or the time his Sears friends helped assemble a surprise 25th wedding anniversary party for Bill and his bride, as if he wouldn't notice. At the restaurant, when friends and family chimed in, "Surprise!" Bill knowingly revealed a piece of paper with the words, "What Surprise?"

Nothing is forever.

Suddenly it's 1985. Bill retires after three-plus decades of increasing responsibility in that fundamental job. By now he's Sears only Catalog Advertising Controller, the big cheese. He



he can hire skilled staff, as needed, and run the practice himself. Once again in his life, he decides to take a chance and goes with it.

Familiarity breeds...admiration.

Today, the Eastside Medical Clinic thrives at 2139 N.E. 2nd Street, near the Ocala Shopping Center, a mile from the municipal golf course. Convenient for the some 400 patients on the Clinic's books, who look forward to Bill's warm welcome.

Still with that innocent Provost humor, too. Like packaging a clerk's growing office collection of leftover pot-luck dishes for a simulated UPS delivery. Or making a dummy chart so a nurse calls in the waiting room for a patient named April Fuhl—on April Fool's Day, naturally.

Bill's amiable, experienced medical, nursing and clerical staff follow Bill's example and are a delight to work with. That's the consensus of the 130 patients they see any given week. Like Bill, these clinicians are people who make sense professionally and personally.

We're glad such people are among us. Like Bill, their lives make a difference.

But Bill's always did. Who could forget his contribution to Western Civilization, the Sears catalog? 🐼

oversees production of 50-plus different catalogs—the Spring General, the Christmas book, Back To School, the Lawn And Garden, and scores of other titles—any given year. A budget over \$750 million, all tolled, in production and distribution costs.

One minute Bill is a major exec with maybe 600 people answering to him—sultan of the largest catalog production unit in the world.

Next minute, he's retired, because that's what people do. Bill moves to the Ocala area, where he'd already put aside a little property for the future.

What to do with his time? Bill's progressive energy won't settle for just occupying space on the planet. He can't sleep, sees a doctor for a checkup, winds up asking for a job. The doc has nothing. But just talking employment puts Bill in the mood to start looking.

Early one morning the physician calls, urgency in his voice: "Can you come in today?" Bill decides to take a chance with this, the second employment opportunity in his lifetime. He's there like a shot, the suit-and-tie vision of a Sears executive. Overdressed maybe (and working for minimum wage), he handles some fiduciary matters (the accountant in him) and patient appointments, too (the true people person).

After 30 days, Bill's a fixture. Trusted with ordering, handling bank deposits, writing checks, adjusting processes for a better patient experience and greater efficiency. In 1989, the physician (for health reasons) puts his largely weight-loss practice on the market. Bill helps sell interested doctors, contacting them, supplying information, touring them, opening the books.

One prospect privately asks Bill to loan him the down payment. It dawns on Bill:



SKIING THE DESERT?

Going All The Way With Pioneers & Champions

by Jed Brighton

In a world of first-class ski resorts, why travel all the way to Utah?

The answer's summed up in one key idea: Over 500 inches yearly of The Greatest Snow On Earth.

At least that's what they call it. And the claim isn't just clever marketing. Utah, a desert state in the heart of the Western Rocky Mountains, enjoys an ongoing weather phenomenon that dumps an abundance—13 meters—of deep, arid, fluffy powder snow in the mountains every year. This happens when the winter winds push moisture-full clouds east from the Pacific. As those clouds move across the desert, the moisture in them rapidly cools, and the precipitation blankets the peaks in snow uniquely dry and powdery.

Mother Nature meets the Great Salt Lake.

The state's ski resorts also benefit from a weather pattern known locally as the "lake effect." Instead of rolling in and quickly moving out, winter storms tend to linger along the Wasatch Front (where more resorts are located). As clouds draw up moisture from the Great Salt Lake, they recycle it for several days in the mountains.

That's why snow riders talk in terms of Utah's powder weeks (not

just days or hours). Fresh, untracked runs can be found several days following a big storm.

Reasons, reasons.

Okay, the snow's fabulous. But why else should Utah be the winter fan's paradise?

Choice is the operative word: 9 of the state's 14 alpine resorts are less than an hour from Salt Lake City's International Airport. Park City's Deer Valley Resort and Mountain Resort—both sites of the 2002 Olympic Games—are right there on the Wasatch Front. The Canyons, Brighton and Solitude, Alta and Snowbird, Sundance to the south and Snowbasin Resort to the north (where the Olympic Downhill events were held) are all at hand.

Just over an hour away are Powder Mountain and Nordic Valley. Beaver Mountain presides over the Utah/Idaho state line. In the southern end of the state, Elk Meadows and Brian Head Resort hold court for snowsports activities. Winter visitors have literally "mountains" of choices. And each resort has its own unique personality. Whether you're a family of four, a couple of honeymooning snowboarders, or a 5-year-old beginner, there's snow for you.

The Winter Olympics live on—for you.

The International Olympics Committee, participating athletes and television spectators the world over agreed this was The Place. The 5-ringed Olympic flag flew proudly during the XIX Olympic Winter Games (February 2002) and the VIII Paralympic Winter Games (March 2002). Everyone had a fabulous time and you can, too—after the fact!

Olympic facilities and venues are within an hour's drive from the former Olympic Village on the University of Utah campus. That means they're available for you to see what it's like to be an Olympian.

Men's and women's Giant Slalom and Snowboard events were held at Park City Mountain Resort. Women's and men's Slalom, Combined Slalom, Freestyle Moguls and Aerials went at Deer Valley Resort. Snowbasin hosted the men's and women's Downhill and Super G races. You may want to check out some of these sites on your own Utah winter visit and sample the same snow as the champions and challengers.

For more info on all that, check with the Utah Ski & Snowboard Association at their website, www.skiutah.com.

Anchoring the action.

Utah's population is about 2,000,000, with 1.5 million of that along the Wasatch Front, stretching from Ogden in the north to Provo in the south. One of the fastest-growing metro centers in the nation, Salt Lake City is state capital and the largest urban area ever to host the Winter Olympics.

At an elevation of 4300 feet, Salt Lake City's average February temperature is 37 degrees Fahrenheit. Average snowfall there is 64 inches (the 500 is in the Wasatch Mountains). So it's a doable winter down by the Lake.

They say the driest thing about the City is the snow. Meaning that visitors can find an oasis of more than 300 restaurants, dozens of clubs and several microbreweries. Popular brew-pubs like Red Rock and Squatters serve up fresh local ales. The Zephyr, Salt Lake's premier downtown club, showcases acclaimed bands throughout the week. And two of the best wine stores in the U.S. are located in Salt Lake.

Where meat and potatoes once thrived, eclectic menus now cater to international tastes and refined palates. The point is, the City is an excellent choice for après-ski indulgence. It's also home to the Utah Symphony (12th largest symphony in the country) as well as the Utah Opera Company, Ballet West and the world-famous Mormon Tabernacle Choir. Community theater, cultural festivals and arts performances abound throughout the year.

For sports fans, Salt Lake is hard to beat. The NBA's Utah Jazz, 1997 and 1998 Western Conference champs, plays regularly at the downtown Delta Center. Hockey fans flock to catch the Utah Grizzlies (3-time winners of the Turner Cup), while in the summer The Buzz, the local pro baseball team, plays to packed bleachers every night.

Salt Lake offers 6,000 downtown hotel rooms, only about 10 minutes from the International Airport. It's served by 11 airlines operating about 370 scheduled daily departures from the field (now Delta's 3rd largest hub) nonstop to 68 domestic cities. Salt Lake International is within 2-1/2 air hours of half the nation's population. A variety of public transportation—Utah Transit buses, hotel shuttles and ski jitneys—run regularly from several downtown locations to the mountains, making it a snap to combine the pleasures of city and slopes. For more information along these lines, click on

www.visitsaltlake.com or ring up the Visitor's Bureau at 801-521-2822.

Scaling up.

You might want to visit one of those fabulous nearby resort towns just for the ambience. Take Park City (headquarters for several Olympic events). It's a lively, old, silver-mining town, with 64 of its Main Street buildings listed on the National Register of Historic Places.

Nowadays the place is known for its slopes—as well as over a hundred restaurants (local and international cuisine), unique art galleries, hot night clubs, distinctive boutiques and shops.

As well as the Utah Winter Sports Park, a world-class training and competition facility for amateur and Olympic athletes. And don't forget Park City's numerous festivals—the internationally acclaimed Sundance Film Festival (Robert Redford's pet project) is one prominent example. Too much else going on to detail it here, so I suggest you visit the Park City website, www.parkcityinfo.com.

What's up in 2003?

Consider the following happenings afoot (with contacts listed). Some of these are subject to change, but there are more events going on than are listed here.



Photo by Lori Adamski-Peek
Park City Visitors Bureau

January:

Utah Winter Games (various locations). 801-975-4515
Short Track Speed Skating, Ogden Ice Sheet
Annual Chocolate Lovers Tour, Solitude Mountain. 800-748-4SKI
Sundance Film Festival. 435-649-FILM.
Huntsman Race Camp, Park City Mountain Resort

February:

2nd Annual Take Your Daughter/Son To The Slopes Day. 801-534-1779
Annual Children's Mini Downhill, Solitude Mountain. 800-748-4SKI
Park City Winterfest & Snow Sculpture Contest. 800-453-1360
Fireworks & Torchlight Parade, Brian Head Resort. 801-677-2035
Wasatch Telemark Fun Race, Alta. 801-359-2554
Yogurt Winterfest, Brighton and Snowbird. 801-532-4731/801-933-2222

March:

National Ability Challenge, Park City Mountain Resort
BoarderFest, The Canyons. 435-649-5400
NFL Celebrity Ski Classic, Snowbird. 801-933-2222
35th Annual Spring Carnival, Brian Head Resort. 801-677-2035
Reggae Ski Bash, The Canyons. 435-649-5400

Reminder—this is only a smattering of the winter goings-on in and around the Salt Lake City area. Whatever you see and do, it's bound to be the best in winter FUN. (Except for the occasional spiral fracture when a slippery slope gets the better of you!) 🐼

FOCUS ON ME

I got this call last week, from a voice asking if I buy golf clubs. Duhhh.

Golf vs. Life

by Wiley O'Green

Actually, the question was, am I the person in my household who purchases the golf equipment? Considering my bride has temporarily confiscated my plastic and forbidden all purchases till something's paid off, I'd normally answer a thin no.

But the idea of new clubs—wow! My old gaggle of hitting-sticks leaned in the hall closet with all the appeal of a withered leg. In a moment, I pictured myself on a gorgeous tee someplace, breeze fluttering my hair, the grip of a new driver warm in my eager hands, confident, ready to launch a moon shot to the fluttering flag on a distant green.

"Sir?" the voice persisted.

barge tours of European rivers? The prosthetic appliances? Organizers think they're so clever, the average consumer can't see through their little intentions. But if mere mortals like me can and do, how reliable can the results of these groups be, anyway?

My average take these days for salting the truth is just under 60 bucks for a couple hours of my focused time. That would pay about half a green's fee for Pebble Beach. But it could cover maybe three rounds at some more rustic courses I play; Lake Summit Golf & Skiboarding, IrmaJim HomeLinks (36 holes of Par 3 that play like a 4-par) and Wistful Vista C.C. immediately come to mind. .

The fibber, in context.

When this group began, I let the interviewer's insistent questions lead the way. For example, did I consider new golf equipment purchases primarily to improve my game? I tried to imagine how my new baby blue imitation suede Gore-Tex club head covers might alter my slice. Hmm. Or how I would I use my new zip-up-for-travel golf bag (also imitation suede) to extend my drives off a tee.

Mentally wondering around the room for answers, I noticed a fellow focuser winking at me—the eye away from the mirrors they watch or film you through (like you're not supposed to know they're there and you're performing for them). I couldn't believe it—this lady was old enough to be my aunt.

Worse, she didn't know a niblick from a three-dollar Nassau. She would be a golfer only if bag ladies have time for the sport—personally, I think they're tied up pushing borrowed shopping carts containing their life's possessions, but that's just me. Couple of times I actually corrected with my comment what she'd just said wrong. I could imagine the folks behind the mirror scratching their heads in confusion, like maybe she should be tossed out as a fraud.

I hoped the wink was something in her eye or a nervous tic. Later, I learned the truth. As I left the office, the IRS-invisible \$60 now sleeping in an envelope in my breast pocket, waiting to be taken out and allowed to golf me, I slurped a second at the water fountain.

The Old Lady passed me counting hers, possibly estimating how much Muscatel this packet would buy. She saw me and smiled as a co-conspirator. Her comment going out the door echoed my sentiments every time I finish a round of 18 holes.

"Fooled 'em again," she said, winking her way to freedom. Wonder if she'd like to join my next foursome? Maybe Thursday? 🏌️

Opportunity beckons.

My unerring senses told me right off that a focus group was in the works. Ah-ha! With just the right mix of answers to this bored telephone screener (I think they call it "a dollar a holler" work), I'd be invited to offer my in-depth opinions—for money.

As an old hand, every time I get these calls, I pretty much deny having participated in focus groups since birth. Even though the products or services are never the same as another product or service I've focused on, group organizers still want to assure I'm "fresh."

And it's not that hard to guess what the group's about. Am I the one who buys the thimbles for our home? The



As Good As An Empress?

A Local Challenge To A World-Class Institution.

by Sharon Mai



Photos by Peter F. Rivera

Peter and I think it even betters the world-renowned Empress Hotel in Victoria, British Columbia.

We're speaking of High Tea at Michelle's Balcony Tea Room, 2005 East Silver Springs Boulevard, Ocala (on the mezzanine of the Carriage Trade building). And yes, we have enjoyed both places. As often as possible.

Says Michelle Speight, proprietress, of her initial establishment, "I wanted to provide a low-noise, relaxed atmosphere, as if you were coming to my house for lunch."

It's redolent with inviting scents: rich chocolates and candies, gourmet coffees, 35-plus loose teas, cakes and cookies a-baking. The place intrigues with its eye-pleasing décor and arrays of inviting gifts for purchase, a delight to all the senses.

Since April, 2002, that formula proved increasingly inviting to a growing guest list. But Rhode Island native Michelle had more up her ruffled sleeve. As a tiny child, Michelle drank tea with her grandmother. "For me, it became a passion in a china cup." Her fond recall bred a dream of sharing this experience with other generations.

But it's one thing to serve tea in a luncheon restaurant. Quite another to render homage to one benchmark of civilization—the High Tea—which fortified stiff British upper lips for an Imperial century or so in colonies around the world.

One doesn't simply jump in, of course. Yet Michelle's research, in retrospect, is daunting. She consumed a couple dozen books on the subject, personally visited 40-plus tea rooms and picked the brains of various tea suppliers and connoisseurs.

She'd found the perfect basis for a fabulous High Tea experience—three courses of history and civilization. Your choice of tea is served with individual china pots and cups. Tiered sandwiches (the Earl's namesake) feature traditional and tasty ingredients—including watercress, of course. There's Devonshire cream and half a dozen jams for the scones. Desserts of the day might include cream puffs, shortbreads, tarts and tea bread squares. Michelle's research surprisingly revealed flowers to be traditional High Tea items, so edible orchids make the menu as well.

Michelle also offers an adjoining Children's Tea Party room with right-sized furniture and furnishings. Even here, that civilizing influence is not to be doubted. Recently, a quartet of ambitious two-year olds had a tea of their own. Tea room manners were expected...and rendered by all participants.

Presently, High Tea is served from 2:30 to 5:30 p.m., three times each month (first and third Thursdays, third Saturday). Telephone 352-402-0777 or Fax 352-402-0277. I say—reservations, don't you think? ☞

"Classic" Cream Scones

Preheat oven to 425 F. Lightly butter a baking sheet.

In a large bowl, stir:
2 cups all-purpose flour
1/4 cup granulated sugar
2 teaspoons baking powder
1/8 tsp salt

Cut the 1/3 cup unsalted butter into inch cubes and distribute them over the flour mixture. With a pastry blender or two knives used scissors fashion, cut in the butter until the mixture resembles coarse crumbs.

In a small bowl, stir together:
1/2 cup heavy cream
1 large egg
1 tsp vanilla extract.

Add the cream mixture to the flour mixture and stir until combined. Stir in the 1/2 cup of currants or raisins.

With lightly floured hands, pat the dough into a 1/2 inch thickness on a lightly floured cutting board. Using a floured 2-1/2 inch diameter round biscuit cutter or a glass, cut out rounds from the dough and place them on the prepared baking sheet.

Lightly brush tops of scones with 1 egg mixed with 1 teaspoon of water for glaze.

Bake 13 to 15 minutes until lightly browned.

Cool 5 minutes. Makes 14 scones. Can be doubled.

Since scones are not a household word (although we predict this will soon change), we will offer some translations for you. A cookie cross biscuit, a cookie-shortbread-muffin, sweet bread, a buttery, floury, moist mouthful, or a flavorful bun: served in various shapes and sizes, hot from the oven or room temperature. Delightful! Join us!

Michelle's Balcony Tea Room

Michelle

"There is always time for tea!"

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