

## McLean KKP Recipe for Success



The McLean KKP crew (from left to right) Sandra Gearheart, copy operator - 15 years; Brian Boltz, customer service - 1 year; Russ Chase, bindery operator & delivery - 7 years; Tim Sales, graphic design/pre-press & direct mail operator - 5 1/2 years; Karen Utzig, office manager & customer service - 13 years; Jeff DiMeglio, owner & general manager - 12 Years; Ronnie Gaines, press operator - 20+ years

What's the secret to achieving and maintaining a million dollar center? If you ask Jeff DiMeglio, owner of Kwik Kopy Printing center in McLean, Virginia, his recipe for success includes meeting needs of employees, opening up his business to the scrutiny of his peers (and taking their advice) and keeping a handle on technology.

“We have low turnover,” said Jeff. “We pay our staff well, offer a great benefits package and 100% 401(k) matching. They were also given raises, even during lean years, and I respect their family time – overtime is voluntary. Mistakes are learning opportunities and a job well done is congratulated.” In 2005, the year the center became a million dollar center, Jeff shared the wealth by giving employees \$500 whenever the center achieved their Best Month Ever (BME). “We reached our BME five or six months that year,” he said. “Their efforts helped get us where we are, so they were rewarded.” Since then Jeff has offered his staff various other bonuses based on meeting sales goals.

While the economy has presented challenges in regard to profitability, Jeff credits members of two focus groups he attended with steering him in the right direction before a need became apparent. “Members of my focus group gave me the confidence to get into direct mail,” he said. “Since implementing direct mail, it has recaptured 25 percent of the business we lost in other areas.”

Being up on technology, but prudent in timing his hardware purchases has served Jeff well. He upgraded digital color capabilities three times over the years, most recently with a Xerox DocuColor 260. He also upgraded his offset capabilities with an ABDick DPM34 digital platemaker and a Heidelberg Quickmaster two-color press. “We haven’t been an early adopter of technology, but we stay on top of it,” said Jeff. “We have done more with less.” If there is a secret for success, that may be the key ingredient. ♦