

# Pride

PDC  
PDC Australia  
PDC UK  
PDC Logistics  
Procall  
Company News  
Fall 2010

Professional results in daily efforts.

## Musings

Woody Clum (Chairman & CEO)

This past June I had the distinct privilege of becoming the first recipient of a 45-year service award pin. 1965 to 2010—how did I do it? Simple. First, I needed to stay alive, and second, it helped that the company didn't know that I wasn't as smart as they thought I was. Seriously, here are some musings that occurred to me as I revisited the past 45 years with PDC.

Actually my working relationship with PDC started as a temporary employee in the summer of 1951 working in Los Angeles and Honolulu as a clerk and a loader. Pretty good duty stations for a beginner!

I have held the following jobs:

1. Chief Accountant (start)
2. VP and Treasurer
3. Executive Vice President
4. President/COO
5. President/CEO/Chairman
6. Chairman/CEO (current)

The moral here is: "Accounting Pays Off!!"

I am the only employee who has worked in every one of the eight PDC head offices since PDC's inception (ask me to name them).

Back in 1965, PDC had operations in the Western U.S., New Jersey, Connecticut, and Edmonton, Canada. Today, the company operates in much of the U.S., most of Canada, in the United Kingdom and Australia. One might say we have gone from "hamburgers" to "afternoon tea" and "shrimp on the barbie."

Sales in 1965 were about \$4,000,000 while today they top \$120,000,000!! PDC has never had a loss in its 61 years. Take that General Motors!

Also in 1965, people called the customer to verify receipt of a directory. Today a computer does the calling and a satellite assists the verification process. Neat stuff!!

Pickup trucks, vans, and station wagons used to be the best delivery vehicles. How did we get along without SUVs?

PDC used to focus on getting a directory to every household. Now we have to have the ability to not deliver to those households that do not want them.

Fortunately, PDC is uniquely qualified to provide this customized service.

Over the years, I have flown in and out of major metropolitan areas and as I looked out the window I was always impressed by PDC's ability to deliver to all those homes and businesses with such quality, cost control, and timeliness. In fact, that thought helped me develop the "Clum Triangle" where we balance quality, cost, and schedule with our customer's requirements. Some things never change!

Speaking of change, as the printed product highway slowly narrows over the years to come, we will all be vigilant of two words I have written and talked about often—change and opportunity. Yes, our world is always changing, but it would be dull if it didn't and the by-product of change is opportunity. Fortunately, PDC is uniquely qualified to take advantage of the "opportunities of change." We have the processes, systems, equipment, financing, etc., but most important we have a younger generation of people with a vision that will be critical for shaping our future. People make the difference!!

As for me, it has been a great ride...and the ride goes on. A number of years ago I quoted Sir Isaac Newton when he said "If I have seen further, it is because I stood on the shoulders of giants." Thank God for all of the PDC giants of yesterday, today, and tomorrow. •

## PDC Logistics Field Team: A Zealous Group

Bill Pittman (Human Resources Manager)

PDC Logistics field supervisors from Ontario and Quebec met at the Markham, Ontario, facility for a two-day operations-focused meeting. The diversity of the group was quite evident as supervisors from the French-speaking province of Quebec interacted with their English-speaking peers from Ontario. However, they all shared two common characteristics: a real passion and enthusiasm for their job. This was clear to anyone who observed the meeting and watched the lively interactions between the participants.

Over the course of the meeting, the Logistics field team received training on a variety of operational and administrative topics. Prior delivery experiences and problem solving ideas were imparted as each supervisor had an opportunity to expand their operational "toolkit." At the conclusion of the two days everyone seemed to agree it had been time well spent. Smiles and handshakes were in order as the supervisors departed and headed out to their next delivery. •

## Midwest Initial Team Operations Meeting

Bill Pittman (Human Resources Manager)

The Midwest Initial team held its field management meeting in South Bend, Indiana. This annual event is always highly anticipated by the field supervisors who view the opportunity to meet and interact as a chance to see their comrades in the directory delivery business and to compare notes on successful delivery strategies and tactics. This informal networking has been viewed as one of the best aspects of the two days of training and is something everyone looks forward to being a part of.

Along with the networking opportunities with their peers, the Midwest team received a comprehensive, in-depth training session on the parameters of the GPS tracking system that expanded their GPS knowledge and highlighted ways to use the system more effectively. Additionally, the supervisors received other significant operations and administrative training geared to broaden and enhance their field management skills.

At the end of this year's meeting everyone seemed to feel satisfied with the results and all pledged to stay in touch until next year, when they'd have the chance to do it all again. •

## 10 Years On, PDC UK Going Strong!

Simon Raine (Vice President, PDC UK)

Amazingly, it has been 10 years since RR Donnelley Distribution Services became PDC UK! Where has that decade gone?

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## Service Anniversaries

### 15 YEARS

Ron Panczyk  
John Sadowski  
Robert Spooner  
Cereлина Javier  
Robert Unchester, Jr.

### 20 YEARS

Linda Livingston

### 25 YEARS

Deric Evans

### 30 YEARS

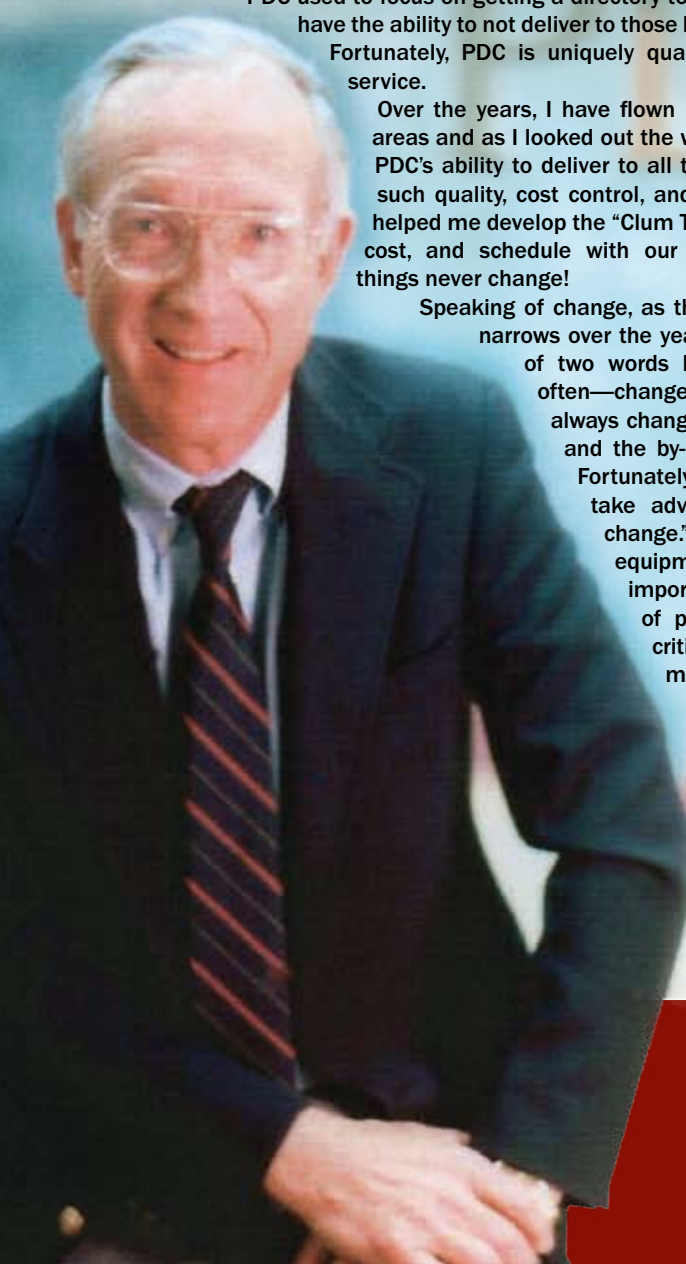
Nancy Antonio  
James Gilliland

### 35 YEARS

Ed King

### 45 YEARS

Woody Clum



Via e-mail: ksmaby@teamfdc.com  
Or call: (831) 333-1100

Monterey, CA 93940  
20 Ragsdale Drive, Suite 100  
Product Development Corporation  
Attn: Kristi Smaby, Editor  
PDC Pride

Please submit your letters to:

We welcome your comments, ideas, suggestions about and articles for "PDC Pride."

- **Musings...Woody Clum Looks Back at his 45 Years with PDC**
- **Management Meetings in Canada and South Bend**
- **PDC UK: A Decade Gone and Still Going Strong**
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Product Development Corporation  
6850 Enterprise Drive, Suite 500  
South Bend, IN 46628



## Spirit of Service Awarded to Noyens and Colfer

**Stephen Pighin (General Manager, Australia Operations) and Regina Charron-Strauss (IT Manager, CIS)**

The Australian team is proud to honor Eric Noyens with the PDC Spirit of Service Award. Eric originally signed up to distribute the Perth white pages during PDC's inaugural delivery in Australia; he was soon recognized by supervisor Richard Henriksen for possessing the talent and determination to achieve much more. Under Richard's guidance, Eric learned the processes and procedures of good station management and became one of PDC's first contract field supervisors.

Since then, Eric has performed outstanding work in the Victorian locals, the New South Wales regionals, and, of course, the local and regional deliveries in his home state of Western Australia. During the Western Australia regional deliveries, Eric took on the challenge of recruiting community clubs, Scouting and sport groups to help PDC achieve a successful and timely completion of deliveries covering tens of thousands of square kilometers. While his manager was temporarily out of the country, he accepted the additional responsibility of managing both payroll and client point-of-contact duties. Throughout the Perth metro deliveries, Eric supervised the largest of three stations, eliciting praise from the client for achieving low complaint levels while maximizing community participation.

Eric is always keen to offer both assistance and suggestions to his team and is known as a 'top bloke'

Paul Carpenter (left) congratulates Eric Noyens on a job well done!

with the distributors and staff in all his projects. Congratulations, Eric, and 'good on you!'

• • •

Anyone who has worked with Dale Colfer (pictured at right) knows that he has exemplified outstanding customer service throughout his 23-year career with PDC. Dale has established a reputation with ATT as a resident expert and a PDC associate who will work to find solutions—often through sheer determination and dedication.

Over the years, though not a specific job requirement, Dale actively sought out job and system knowledge that would provide value-added service to our customer. Dale worked to obtain knowledge that would specifically save our client money in the areas of system configuration, print solutions, system cold and warm boots, system optimization, and troubleshooting system problems. Each area of expertise saved money in processing time, downtime, and external service calls.

Recently, Dale received accolades from the client for getting the Unisys system up and running when the system experienced a hardware failure. Dale's technical expertise and extensive knowledge of the Unisys system enabled him to bring it back up to a fully operational state within hours. Dale's professionalism, dedication, and commitment to providing outstanding customer service make him a deserving recipient of the Spirit of Service Award. Kudos to Dale! •



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It's a testament to the people and ethos of our company that the majority of the management team is still the same as it was in 2000. However, as the traditional directory market has become tighter in the UK, we've had to adapt to a changing marketplace and find new customers in both the public and private sectors. We are now distributing newsletters, fliers, magazines, refuse collection timetables, recycling caddies, college catalogs, police updates, and political manifestos—for any political party! This is in addition to the millions of telephone and yellow page directories that we've delivered. In fact, there isn't much we haven't delivered door to door over the past 10 years!

Despite these new markets introducing slightly different nuances each time, the strong foundations of the business still apply whether we're delivering phone books or local council newsletters: a quality delivery on time and on budget. We forget those lessons at our own peril. Here's to the next decade of top-quality cost-effective service for our many UK customers! •

## The Impact of Our "CHOICES"

**Kristi Smaby (Human Resources Director)**

Think back to your 8th grade experience. If you knew then what you know now, would you have made the same decisions you made in the 8th grade? Wouldn't it have been a great opportunity for you to participate in an interactive, decision-making workshop that provides real-world exercises on academic self-discipline, time and money management, and goal setting?

The CHOICES program is typically presented to 8th and 9th grade students who are old enough to envision the future yet young enough to develop positive skills and habits for success in high school and beyond. With interactive exercises and role-playing scenarios this program helps students see how their decisions today determine whether or not they will gain or lose opportunities in the future. Learning to think about the short- and long-

term consequences of their decisions enables students to reevaluate their choices and ultimately understand that each decision they make has a consequence—good or bad.

During the two-day workshop, the concept of self-discipline is touted as the key factor that will enable students to accomplish their goals and become successful. It helps build self-confidence and ultimately empowers the students to feel that they can take charge of their life and make better decisions that will influence their future.

The CHOICES program is well conceived and provides a real-world perspective to young people about what they need to learn to be successful adults. To that end, PDC is proud to present the CHOICES program in the classroom and support this very worthwhile program.

Here's to the future success of every young student in our community!

