

Pride

PDC
PDC Australia
PDC UK
PDC Logistics
Procall
d2dc

Company News
Fall 2011

Professional results in daily efforts.

Doctor's Orders:

Be wise, and be well!

Bernie Clum, Vice Chairman

Some of you may recall that before joining PDC I spent the past 20 years working as an ER doc. As you may imagine, those days were filled with excitement and variety. At any given time an ER doc may be faced with patients having heart attacks, trouble breathing, excruciating back/joint pain, severe blood pressure elevation, and liver or kidney failure just to name a few. The sad part of the story is that most of these conditions are avoidable or, at least, manageable. The problem is that these people did not do the things that might have allowed them to be out enjoying their good health instead of fighting for their lives in the ER.



These two docs agree: your health is important to PDC!

What didn't these people do? They didn't attend to their own wellness. They didn't prioritize wellness in their lives. So what is this thing called wellness? Is it complex and mysterious? Actually it is pretty straightforward. To be well we need to eat right, get some exercise, decrease stress in our lives, stop smoking, maybe lose a few pounds, and work with our physicians to manage any health risks we may have (such as diabetes, high blood pressure, elevated cholesterol, etc). It doesn't take a lot of time or superhero effort. It does require us to make being healthy a high priority in our lives. Once we decide that wellness is important to us, it becomes pretty easy to make it happen. As we become healthier, we have more energy, feel better, and live longer. Sure sounds better than ending up on an ER gurney hoping the ER doc holds some magical powers.

I am happy to report that PDC has decided to promote a wellness initiative to help our employees and their families in this effort to improve our individual and collective wellness. Why is PDC doing this? Frankly, it's the right thing to do. PDC has always been committed to providing health benefits for its employees and wellness is the natural extension of this. It also happens to be good for PDC. Studies clearly show that when companies engage their employees in wellness programs, the company reaps benefits as well: less absenteeism, better focus and more energy in the workplace, and smaller increases in the cost of health care. PDC currently spends over \$4 million on employee health

continued other side >

Hitting the Ground Running: Exploring New Paths for PDC's Future

Tim Dinovo, President

It's been nearly three months since I took over as president of PDC and I've hit the ground running. My schedule has been jam-packed with travel to meet our staff and clients in the US, overseas in the UK, and across the border in Canada. With each visit, I learn something new and I feel more in tune with our associates, customers, and the business.

Over the past few years, we've been facing a declining market. Like the Yellow Pages industry, PDC is continually searching for new business paths to ensure the prosperity and future of our company. In addition to growth opportunities we need to find alternative ways to adapt our core business practices so we can help customers that are in this new environment, too. To accomplish this task, however, we will all need to think—and act—differently than we have in the past.

A recent trip back to Colorado took me searching for "New Roads to Success." At a two-day management meeting in Denver, we called on the expertise of a consulting firm called the Greenhouse to assist us with this initiative. On the first day we were joined by their "growthologists" who facilitated a daylong session on finding new and big ideas. In addition, we invited four marketing experts who have made their careers thinking, making, and executing company growth strategies. Their insight, energy, and out of the box ways challenged our team to think big. They also educated us on how companies that frequently need to "reinvent" themselves operate—and thrive.

Today our business is more complex than ever with Opt-Out, Opt-In, Sweeps, Pick-ups, Local Municipality Initiatives, Go Green efforts, etc. Balancing these customer requirements, responding to political initiatives, and keeping cost down makes each day more demanding. Keeping this in mind, during the second day of our session, we analyzed what is changing and how we can do things better or just simply more efficiently. Those two days were taxing, but as a result we now have a number of work teams at the wheel starting the process.

We're all headed down a "New Road to Success" so buckle-up and let's get moving! •

A Warm Welcome:

d2dc Joins the PDC Family!

Simon Raine, VP, PDC-UK

A new chapter began for PDC in the UK when the Nationwide Door to Door Company (d2dc) became a Product Development Corporation subsidiary on June 1, 2011.

Located in Widnes, in England's northwest, d2dc offers comprehensive local, regional and national leaflet and sample distribution across the UK utilizing Royal Mail, free newspaper, and solus (direct to door) distribution networks.

Paul Mawson, managing director of d2dc, has over 30 years' experience in the door-to-door delivery business. Over the past five years he has built up an impressive array of customers through a strong focus on quality, customer service, and value for money.

PDC UK's Vice President Simon Raine commented, "We are confident that this exciting new business partnership will create a number of new opportunities in the UK. Our traditional dedicated solus work for both unaddressed and addressed items is now greatly enhanced by the additional outlets of the Royal Mail and free newspaper media. The experience, enthusiasm, and customer focus that Paul brings to PDC will position us in great stead for the future. •



d2dc Managing Director Paul Mawson (left) with PDC President Tim Dinovo on his recent trip to the UK.

PDC Donation Helps Americans in Need

This past May several deadly tornadoes battered six states and claimed many lives from Oklahoma, Kansas, Arkansas Missouri, Illinois, and Indiana. Particularly devastating was the EF-5 tornado that struck the city of Joplin, MO, leaving an estimated 157 people dead. According to the National Oceanic and Atmospheric Administration, the Joplin tornado is the deadliest single tornado since modern recordkeeping began in 1950 and is ranked as the 7th deadliest in US history.

Months later, the destruction that ravaged the area didn't destroy the courage and strength of the survivors who are continuing to rebuild their lives and their communities. Proudly, Product Development Corporation is among the many donors ready to assist their rebuilding efforts. PDC has pledged a gift of \$5000 to the American Red Cross toward providing relief to families afflicted by the disaster. Please consider sending your personal gift by way of a reputable donor site to help our fellow Americans during their time of need. ●

Service Anniversaries

Congratulations to our teammates who recently celebrated their service anniversaries with PDC:

5 YEARS

Philip Beck
Bridget Browning
Heather Goins
Joyce Schaefer
Nelson Huffman
Jean Morrison
Joyce Wilson
Michael Driscoll
Andres Prakasam-Trejos

10 YEARS

Drew Cinert
Karen Lopez
Peter Boulais
Allison Duck
Rogelio Alvarez
Kristine Demeyer
Kathryn Anderson
Brian Moore
Robert Smith

15 YEARS

Kay Duran
Elizabeth Villalon

20 YEARS

Armando Barrios
Jay Jones
Jason Kohl

25 YEARS

Kurt Brandenburg

30 YEARS

Vincent Gage

Wellness continued

care. In order to stay competitive, we as a company need to find ways to keep this \$4 million figure from escalating as it always does. Wellness is one great way to do this. Many companies are shifting the burden of being unhealthy to those employees who refuse to embrace a healthier lifestyle (by way of premium surcharges for smoking, obesity, etc.). For now, PDC is avoiding this route. However, in the future we will have to change along with the rest of the world. Now is a good time to get on board with wellness before the system starts forcing us to pay for our lifestyle choices.

How is this Wellness Plan going to look and how can we get started? PDC has decided to start slowly with "tiny baby steps." We will put out an employee survey soon that will help us assess the ways we

can best help our employees. Also, we ask that each employee go to myCigna.com and register so you can take the online health survey. This is a quick and easy way to see where we all stand in the wellness department. This info will also help Cigna know how they can help us get healthier with personal coaching, access to smoking cessation programs, etc. Then we will develop a Wellness committee to develop further programs that should be fun and entertaining to help us motivate each other to stay on the health track.

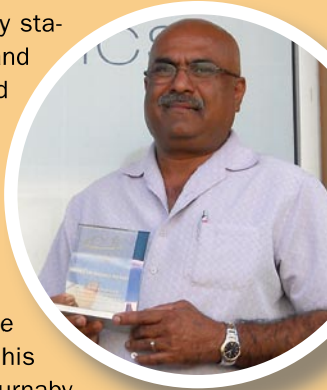
As a leader here at PDC, I am extremely excited about the possibilities of this wellness program. We can all live healthier and feel better as the years roll on. Doesn't that sound better than being "the heart attack in ER room 4"? ●

PDC's Latest Spirit of Service Award Recipient: Ganga Raju

Teri Cook, Director, PDC Logistics

Ganga Raju truly demonstrates a real Spirit of Service. Raju has been with the PDC Logistics team for a relatively short period of time, hiring on in September 2007 in Vancouver, BC, Canada. He generally runs delivery stations for medium-sized jobs, many with the complexity of multiple covers and delivery scoping. After one year of service, he went on assignment to Australia to run a delivery station in Perth and he has accepted two additional Australian assignments since.

Whether supervising a delivery in the field or from his desk in the Burnaby office, Raju is detail oriented and thorough. He completes his assignments on time, on budget, and with high-quality results. He has always accommodated every challenge put before him and is willing to take on some of the most difficult deliveries. He is a good role model for others, demonstrating a commitment to our company values. Raju presents himself in a professional way providing support and demonstrating a complete knowledge of processes. Our client, YPG, has also singled him out for his outstanding efforts. He works well with his fellow field supervisors and is always willing to lend a hand with their deliveries, or to act as a sounding board providing his opinion when asked on how to navigate a delivery issue. He is a respectful, well-organized associate and quite deserving of PDC's Spirit of Service award. Congratulations!



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

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