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PDC Pride  
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## PDC's Management Development Training is Touted as Successful Program

**Bill Pittman (Human Resources Manger)**

Last year PDC inaugurated its Management Development Training Program, where select members of the management team visited PDC facilities across the country and learned the intricacies of those operations.

IT Manager Nancy Casey recently participated in the program and crosstrained in Initial Operations by spending a week with the Midwest Initial team. For Nancy this was not her first taste of life on the frontlines of PDC's Initial Operations—she previously worked in Initial years ago during the early phase of her career with PDC.

During her visit, Nancy worked with MW Initial Director Terry Terrill, as well as other key members of the Initial team, learning how deliveries were planned, organized, and carried out. She also visited a delivery station in Indiana to get a hands-on feel for the delivery process.

This was Nancy's second opportunity to cross-train with other PDC operations, having previously spent time training at Corporate Head Quarters in Monterey, California. Nancy said she's found the cross-training very valuable, not only because she's learned how other operations work, but also because it's given her an opportunity to meet PDC team members in a wide variety of occupations. She's learned how other associates' jobs work and, in doing so, also received important feedback about her own job in the IT world and how it impacts their work lives. Nancy said the time invested in the training process helped to not only add layers of depth and understanding to her view of PDC, but to her own job responsibilities as well. •

**25 YEARS**  
Angie Eronemo

**30 YEARS**  
Setsuko Konishi  
Terri Cook

**Service Anniversaries**

## Independent West Supervisor Meeting

**Roy Martin (Initial Manager-Independent West)**

The Independent West Team that supports the Idearc Media Central Region based in Dallas, Texas, held its annual Supervisor meeting in Dallas. The meeting was held to review changes to Idearc's delivery strategy and review all operating standards. Several new supervisors were in attendance and this was the first time all had an opportunity to meet each other. Major topics of discussion were inventory control, interactive voice response and extra tele-checking pass/fail rules and cycles, status of change in route printing in the region, and an initiative to reduce cycle times for the coming year.

Norma Elizondo, Idearc Media Distribution Manager, attended the meeting with several of her team members. She briefed us on some of the specific changes that will impact our method of delivery this year. We were able to discuss how to handle these changes to ensure PDC meets the client's customer requirements. •



**Technology** continued from front

book(s), the changes occurring with cell phones, number portability, and non-published numbers is having an impact on this quality control method. The further up stream we can QC the delivery of the directory, the more opportunity we have to impact the process in a positive manner. GPS technology is becoming a mainstream technology in many industries. PDC has created a "proof of concept" technology that may provide operations quality feedback on a route within 5 minutes of the route being set as delivered in Advantage; when the distributor checks-in the route at a delivery station. This could provide a significant opportunity to identify challenges before they become problems. We are currently testing it on two jobs. I really believe that the use of GPS technology will increase the quality of our deliveries and increase our ability to track inventory. •

**Teamwork** continued from front

are currently using in the field. These devices will give us accurate hand delivery verification information and will enable us to better monitor our carriers.

Together as a team of dedicated associates, PDC Bolingbrook is committed to continuing our quality journey by moving our operation onward and upward! •



# Pride

CANWEST  
PDC  
PROCALL  
UK

Company News  
Spring 2008

Professional results in daily efforts.

## New VPs Expand PDC's Sales and Customer Service Capabilities

With the recently announced retirement of David Hersey and the promotion of Tim Dinovo, PDC's senior management team decided to refocus our sales and customer service efforts with the hiring of two new vice presidents who will be dedicated to those vital aspects of our business.

Ken Kramer (left) reported aboard on February 25 as VP of Sales and Customer Service. Ken has a broad background in logistics, marketing, and supply chain operations and worked the last 11 years with AT&T. As a member of Team PDC, Ken will serve AT&T and Yellowbook operations, with a focus on directory sales in the Midwest and East.

On March 10, Richard Meldman (right) launched his career with PDC, also as VP of Sales and Customer Service, with responsibilities for Idearc, Data Publication, and Consolidated Publishing. Richard has an extensive background in logistics and will work to help PDC expand our distribution opportunities in new markets.

With the addition of these two new VPs, PDC has enhanced our ability to serve our customers and broadened our operational opportunities.



## Technology: Wave of the Future

**David Hersey (SVP, Chief Information Officer)**

I have been asked to write an article looking at how technology might impact PDC in the future. This was an interesting task. Technology is no longer an ancillary part of PDC. It has wormed its way into every aspect of our processes and has become the foundation for many of those processes. So, as technology changes, PDC's operational processes will change. There are two major opportunities that I will address in this article: 1) changes in our distributor model and 2) changes in our quality control process.

When I first delivered phone books (summer of 1965) the overwhelming majority of the distributors were One Person Autos (OPA). These OPAs would deliver about 1-4 routes on a specific job. Today, over 85% of the books delivered by PDC are done with distributors who deliver 10 or more routes per job—that's over 4000 books per job!

This shift in distributor type has changed how our distributors actually deliver; creating a need to design routes that are geared toward this new type of distributor. I personally believe that it is extremely important to have the best/most complete delivery list possible when delivering. For OPA distributors the USPS Carrier Routes were good; they provided streets and block ranges and a reasonably good estimate of the business and resident stops in that Carrier Route.

For this new, high volume distributor, the USPS Carrier Routes are inefficient and pose

significant challenges. Many USPS Carrier Routes only have one side of a specific street segment in the route—the other side of the street segment is in a different route. This creates a situation where, if the distributor is not using the full list (therefore just saturating), they will deliver to both sides. When they run out of books there is a very good possibility that they will consider the route complete even if they have not hit all streets on that route.

Another downside of the USPS Carrier Routes is that they are not grouped well for these high volume distributors. A route is well grouped when it is in a small geographic area and every street within that geographic area is in the route. Using technology to create well grouped routes that don't split street segments down the middle will increase efficiency and decrease errors by these high volume distributors. Combining this new routing with a complete list will lead to a significant increase in our ability to control the inventory and quality of the delivery.

With potential Do-Not-Deliver lists in the future, it will become very important that we create delivery lists that enhance a distributors' quality and efficiency. Historically, quality control was done significantly after the fact through some type of phone verification. While phone verification provides the best verification possible by having a customer verbally confirm that they have received their

*continued other side*

## Teamwork: A Commitment to Making a Difference

**Ted Rankin (Manager Hand Distribution, Midwest Region)**

Since joining PDC in March of 2007, I've been a part of a dynamic team whose primary goal is to drive change through PDC's Total Quality Process. Diana Brummer, Terry Davenport, Rich Werner, and Enrique Hyde deserve a big ovation for developing and implementing these various process improvements that have improved Secondary's overall performance and our bottom-line results.

Over the course of the last several months, PDC Bolingbrook has turned 180 degrees and is now delivering ahead of schedule in secondary mail, hand, and initial delivery. Improved receiving and inventory procedures have been implemented along with daily verification and accountability of secondary mail batch picks as well as hand delivery accuracy and verification of routes. All this would never have been accomplished without a strong commitment from our dedicated associates.

Through establishing new process improvements and recruiting quality personnel, our team has achieved stability and dedication. We believe our future is bright and will be profitable for the Bolingbrook operation! One of our primary goals in 2008 is to expand hand delivery throughout all our major markets by aggressively seeking out dedicated and quality hand carriers. During the last several months, we have shown a steady trend towards this goal. We are also excited about the new GPS travel recorders that we

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## PDC UK goes Demographic!

**Simon Raine (Vice President, UK Operations)**

In an increasingly competitive directory delivery marketplace in the UK, PDC is also looking to extend the services it can offer to customers who require a greater level of targeting within its delivery database.

As such, PDC has recently invested in new geo-demographic software, "Demographics On-line." This socio-demographic profiling tool will help PDC UK work with clients to highlight specific customer types for a more targeted delivery approach. This can be across a number of categories: financial, social, and geographic which can be blended to create a delivery set for a particular area. This results in the client benefitting from a more cost effective service through more defined targeting and reduced print and delivery costs.

PDC UK is already discussing a number of projects with potential clients whose interests vary from a delivery to affluent homes in waterfront locations to a sampling company who needs target markets around local supermarkets.