

# Direct

**EP-Direct**  
Speed. Quality. Service. More than Print.

**800.236.7515**

1479 South Hickory Street • Fond du Lac, WI 54937

# Link



[www.ep-direct.com](http://www.ep-direct.com)

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## What do you need for success?

Wouldn't it be great if there was a simple answer to that question? A nice outline or bulleted list that said, "do this first, then do this and...voila!" You have success!

But it doesn't work that way. Success more than likely follows years of education, planning, preparing, testing, and a whole lot of hard work. And if you are talking about making your business a success, you can add in even more variables.

Wherever you are in the process, it is always helpful to have a team of people, partners, and experts to get you where you want to be. You can include EP-Direct in as part of your team. Sure, we print and copy, but we're also there to help look at your big goals and challenges and look for ways to smooth your journey.

In the world of marketing, there are standard items like flyers and brochures, but more targeted approaches like variable data printing and direct mail can bring a far higher return on your investment. We can help get you there. We have a full service mailing department ready to send your message directly to those most likely to respond.

Internally, you have yourself some great employees. Are you ready when you need to hire or train? EP-Direct can

help you produce organized, polished training and HR materials including binders, banners, forms and folders. Custom tabs and binder assembly by our team will make your life easier.

And what about your building? Do guests know where to go? Is your warehouse filled with magic marker signs? Our Sign Center specializes in directional signage and is fully trained in ADA sign production and installation. New updated nameplates for your staff can be a real boost too!

There are so many materials and paper stocks available today for both signage and print. We can print on everything from paper to cardboard to acrylic to wood and aluminum. Routing, cutting and engraving options open a world of possibilities that is endless. If you need a custom box for a special project or a die cut custom sign, we can help.

Not sure where to begin? Give us a call. We'll discuss your goals, timelines and budgets. Let EP-Direct help pare down your to-do list and partner with you to achieve success! We're here to make your business better!

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**33" Retractable Banner**

From your supplied print-ready PDF or we can provide design services for additional charges.

*Offer valid until February 28, 2017*

# • The Power of the Hive •

## How a Mastermind Group Can Get the Creativity Flowing

It doesn't matter if you're a business owner, a mom, or the CEO of a major corporation. Sometimes you just can't find the motivation to think outside the box or be the least bit creative. It's times like this that you need to seek some inspiration from others, and one way to do that is by being a part of a mastermind group.

While we all know the benefits of being a part of a mastermind, especially if you're a business owner, what you may not realize is how those benefits translate into improved creativity in all aspects of your life.

### **Benefit #1 - Creative Ideas from Others**

Sometimes you just get in a rut and don't feel creative at all. That's when you go to your mastermind group and draw on their creativity. Let them know what you're working on and ask for their ideas and thoughts about it. Soon you'll probably have more ideas than you know what to do with and sometimes just one comment from someone else is all it takes to turn your creative thinking back on.

### **Benefit #2 - You're Pushed to Think Bigger**

When you're a part of a mastermind group, people will challenge you to think bigger than you've probably ever thought before. They're going to encourage you to step out of your comfort zone and stretch yourself to reach for bigger and better things. And if you're going to be thinking big, it's going to require you to use your creativity and think outside the box.

### **Benefit #3 - Partnering with Others**

One of the biggest benefits to being part of a mastermind group is that you'll get to know those

in the group with you, and you'll start building relationships with them. As time goes on, you may find someone you want to partner with on a project or someone else might approach you about partnering with them. It's a win/win situation as long as the both of you do your fair share of the work. Even better, you'll experience how the other person thinks and works, which will in turn encourage you to think differently – otherwise known as “be creative.”

### **Benefit #4 - Brainstorming**

When you work for yourself, there isn't anything much worse than getting stuck and not knowing how to

move forward. But if you're part of a mastermind group, you'll be able to go to the group and brainstorm ideas with them. Let them tap into their creative thinking skills and knowledge to help you get unstuck and moving forward again.

These four benefits are definitely not an exhaustive list of

reasons to join a mastermind group, but they do show you how being a part of a mastermind can kick start your own creativity. Simply by discussing ideas with others in your peer group, you'll discover new and different ways of approaching and solving problems, and that is the biggest benefit of all.



# • Under the LOOP • Bon Voyage Edition •



## **Kevin Korkow**

**Vice President/Sales Manager**

**How long have you worked at EP-Direct?** It has been 33 years on December 12.

**What did you do when you first started?** I managed the Sheboygan office until 1990 and then moved to Fond du Lac. Once I was in Fond du Lac I was the overall sales manager along with estimating.

**What sets EP-Direct apart?** Our speed to complete a job is crazy fast for every job we do. We care about our customers and the success of their projects.



## **Dan Feyen**

**Production Coordinator**

**How long have you worked at EP-Direct?** 29 years and 8 months, but who's counting. I started in Sheboygan when I was 18 years old as a press operator, Kevin Korkow hired me. I graduated from Fox Valley Technical College with a degree in Printing Technology.

**What has been the most rewarding working at EP-Direct?** The people I have worked with. They are good, fun people. I can't believe how the printing industry has changed in the past 30 years.

*We can't begin to thank these two gentlemen enough as we wish them well on their next adventures. Kevin has retired from EP-Direct as of December 30th and Dan will take on his new role as Wisconsin State Senator of the 18th District in Madison on January 3rd. Their expertise and dedication have been invaluable to EP-Direct and EconoPrint. We wish them all the best for the future!*

# • Welcome •



## **Roxanne Abler**

**Account Representative**

Roxanne attended Winona State University and UW-Oshkosh. She comes to us from Alliance Manufacturing, Inc. as the Inside Sales Coordinator.

Roxanne is a professional portrait photographer since 2011 (she owns her own business) and also enjoys nature photography, socializing, spending time outdoors and volunteering for FDL County 4-H.



## **MaireKate Ramsey**

**Prepress Specialist/Designer**

MaireKate or MK is a graduate of Waukesha County Technical College earned an associates degree in Applied Science Graphic Design.

She adores her cat, Murphy McGuinness. In her spare time she plays flute and piccolo in a community band. She enjoys spending time with her grandma and working with her dad on their rusty old 1998 Jeep Wrangler.



# • We have great customers •

★★★★★

Very easy and fast!

GARDNER DENVER THOMAS INC., Nov. 2016

★★★★★

I always have a great experience with EP-Direct and working with Amy and Carrie is always smooth and they get my projects back in record time.

AMERICAN ORTHODONTICS, Nov. 2016

★★★★★

Andrea Pierce is our rep. She was very professional and lovely to work with. We needed a retractable banner in less than a week and you guys got it done in time for us! Thank you.

VERHALEN INC, Nov. 2016

★★★★★

I know that when I place an order that it will be done promptly and efficiently.

ALL ABOUT LIFE REHABILITATION CENTER,  
Nov. 2016

★★★★★

We have recently had several projects which required a tight turnaround. Both projects far exceeded my expectations as not only did the finished product arrive on time, but actually arrived earlier than expected!

SEEK CAREERS/STAFFING, INC, Nov. 2016

★★★★★

Quick and accurate service! Thank you!

JOHNSONVILLE SAUSAGE, INC., Oct. 2016

★★★★★

Connie has been very professional and competent. I have never had to give anything back to do over. She is pleasant, friendly and very well organized. Their creativity is very much appreciated!

Sr. Deborah Golias

CONGREGATION OF SISTERS OF ST. AGNES,  
Oct. 2016

★★★★★

Heidi and Carrie are excellent at what they do. I can always rely on their expertise to make a project go smoothly.

KOHLER COMPANY, Oct. 2016

★★★★★

How quick you are to help with getting our envelopes to us. It was a rush job and you delivered!!!

SHEPHERD OF THE HILLS, Sept. 2016

★★★★★

The staff was very helpful, everyone was polite, and helped me more than I expected! It was truly a pleasure doing business with EP-DIRECT!!

CHEV VOLLMER CONSTRUCTION, Sept. 2016

## • Get the Download •

### THAT 2 x 3.5 INCH CARD STILL MAKES A DIFFERENCE

By Kathy Roehrig

As technology continues to grow and more people are using smartphones on a daily basis as a tool to enhance their job performance, it may seem as though a business card isn't necessary anymore.

Have you ever taken a look around the room when you were at a social networking event and notice those who are having a strong connection with other individuals versus those who are having a strong connection with an electronic device? When you meet someone for the first time it is important to maintain eye contact and focus in on that person. If you use your smartphone to take down someone's contact info, you will lose that focus and ultimately forget the meeting ever took place. The quick exchange of a 2 x 3.5 inch card will keep you engaged in the conversation, giving you and your potential client a lasting impression. You'll have the card to import into your smartphone at a time that is more convenient and if that technology should fail, you can always keep the hard copy to fall back on.

A business card is a great way to promote your brand-new something you could do with your smartphone. A well designed, eye-catching business card will stay with a client or prospect and they may also pass it on to other individuals in their network. Who would have thought that a 2 x 3.5 inch card could do your networking and marketing for you?

The bottom line is business cards are an inexpensive way to advertise and promote your business, giving you that professional look while you're in front of your customer or prospect. That's something to keep in mind at your next meeting or networking event before you take that smartphone out of your pocket.

Looking for a new, creative business card design for promoting your businesses' brand? **Contact one of our experienced sales team members to get the results you're looking for!**

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