



SoCal Marketing welcomes Adrienne Zoble as a new contributing writer. Adrienne is a marketing consultant, speaker, and author of "The do-able Marketing Plan" See Marketing on Page 4



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SO CAL **MARKETING**

YOUR BUSINESS CONNECTION

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**Cenevo/  
Burton**

As reported by Whattheythink.com, ENGLEWOOD, Colo., June 1 -- Cenevo Inc. today announced that it has initiated a comprehensive program to streamline certain management functions, increase flexibility and efficiency, and reduce operating expenses. These initiatives will give more decision<sup>o</sup> making authority to local managers and help them better serve the needs of the company's customers and business partners. These initiatives are effective immediately. The Company said that in addition to changes in certain operating procedures, approximately 125 primarily management positions will be eliminated throughout the organization. The Company expects these initiatives to result in cost savings of \$9 million in 2005 and annualized savings of \$20 million.

Michel Salbaing, Acting CEO of Cenevo, said, "The initiatives we are implementing are expected to reduce total SG&A expense by approximately 7%, help us sharpen our focus on customers and improve our strategic, operating and financial performance. Our strategy of delivering a diverse portfolio of products and services to answer the needs of our customers continues to

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**ColorGraphics, Growing for the Future**

By Shelley Gabert

In the past 30 years, ColorGraphics has grown into one of the largest family owned commercial printers in the western United States. Headquartered in Los Angeles, CA, the company's network of high-end printing operations extends from Seattle to Southern California, and efforts are underway to build an even stronger,

more competitive presence on the West Coast.

ColorGraphics is doubling the size of their Orange County operation. The company is currently in the process of moving its Orange County facility from its 19,000 square foot plant in Tustin, CA, to a 40,000 square foot facility in Costa Mesa. The new facility, just west of The John Wayne Airport, will open in June.

"ColorGraphics is expanding our facility in Orange County to take advantage of the growth in the marketplace and to demonstrate our commitment to better serving our customers' needs," said David Madison, director of marketing.

The new space is being professionally designed to accommodate **ColorGraphics: Page 6**

**Meadwestvaco Paper group is now NewPage**

MeadWestvaco Corporation announced that it has completed the sale of its Papers business and associated assets for US\$2.3 billion to NewPage Corporation, a new company controlled by Cerberus Capital Management L.P., a private, New York-based investment firm.

"The completion of this transaction is a major milestone for MeadWestvaco. We are now well positioned to execute upon our strategy of becoming the leading global packaging company," said John A. Luke, Jr., chairman and chief

executive officer of MeadWestvaco.

At closing, MeadWestvaco received cash proceeds of approximately \$2.2 billion and a promissory note of \$100 million. The company expects to use approximately \$900 million to \$1.1 billion of the proceeds to pay down debt, and between \$500 million and \$700 million to return value to shareholders through stock repurchases. At the completion of its capital restructuring, the company expects its debt to capital ratio will be 40

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**PIASC'S Annual Student Assembly at the Gutenberg**

Los Angeles, California-Printing Industries Association of Southern California celebrated its 18th Annual Student Assembly at the Gutenberg Festival (now the Gutenberg & Digital Outlook), at the Los Angeles Convention Center, attracting over 1,000 graphic arts students from the San Fernando Valley and the cities of Los Angeles, Fontana, Canyon Country, Newhall, Woodland Hills, Pasadena, Rancho Cucamonga, Long Beach, Lake Arrowhead, Desert Hot Springs, and

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*Bill Farquharson*

I am the father of three girls, proving once again that God has a keen sense of humor. My eldest daughter Kati turned 15 years old in April. She is tall and a budding model. Not coincidentally, boys have discovered Kati and Kati has discovered boys. Me? I have discovered SmithandWesson.com, but that's another subject.

As a result of this teen aged activity, the phone has been ringing off of the hook as suitors looking to win the fair maiden's attention have begun to call in earnest. Call it inevitable. I call it 'prospecting.'

The similarities of their efforts and my job (that of teaching printing sales people how to prospect)

## Dad: The Ultimate Gatekeeper!

are not lost on me. So, as a public service (and to further torture my teen aged daughter), I have taken it upon myself to critique their attempts to reach Kathryn Jane "don't call me that" Farquharson on a pro bono basis. Who knows, maybe I am indirectly grooming a future sales superstar. For now, all I know is I am a gatekeeper and they must bring their "A" game if they have a chance to get past me.

Here are some excerpts from recent attempts, how I handled them, and the lessons learned:

Suitor dials, answering machine picks up. Suitor hangs up.

Protective Father checks Caller ID to see who has called, makes mental note of spineless dweeb that is brave enough to call but not brave enough to go on record as being in pursuit.

Lesson: Voice mail is inevitable and a fact of life. Deal with it. Caller ID will testify to your phone call. Not leaving a message sends a message almost as strong as does leaving one. Be prepared. LEAVE A MESSAGE. Other sales trainers

will tell you not to leave a voice mail. However, they are short and ugly and have big ears. Only listen to tall sales trainers. Leaving a good voice mail message is a positive sign. It demonstrates your persistency and differentiates you from the others that simply leave one message and then never call back again (said to be 90% of the sales population).

Suitor: "Hello. Is Kati there?"

Protective Father: "Yes, she is."

Suitor: <<Silence>>

Protective Father hangs up.

Lesson: If you are new to this, ready a prepared statement that includes an introduction and a statement of the reason for your call. It is critical to speak in a familiar manner, as if your call is expected. Try not to sound like a salesperson. The Gatekeeper is ready for that. For example, if you hear "Wedgie Associates, this is Bill. Can I help you?" you should counter with "Hi Bill! This is <<your first name here>> from <<company name>> I am calling for <<Prospect's name>>" Remember to use the Gate-

keeper's name exactly as it spoken to you and then write it down in your database. This initiates a relationship that might be useful in the future. Next, you want to be prepared for the Gatekeeper's answer. If your prospect is not available, ask for a better time to call and then request voice mail. Use the gatekeeper's name again before you leave the call.

Suitor: "Can I please speak to Kati?"

Protective Father: "What did you say? It sounded like, 'Is there cheese on my baby?'"

Suitor: "No I said can I please speak to Kati?"

Protective father: "Son, find a paper bag to breath into, start

**Farquharson: Page 10**

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## NewPage, continued from FC

percent or lower. The remaining cash will be available for either strategic growth opportunities or further debt repayment and stock repurchases.

MeadWestvaco, with approximately 23,000 employees, now has more than \$6 billion in annual revenues, with about three-quarters coming from the packaging business and about one-third from international sources. The company plans to focus on expanding its higher margin packaging business globally by leveraging its

Under the terms of the transaction, NewPage acquires MeadWestvaco's writing and printing papers business, which consists primarily of mills located in Chillicothe, Ohio; Escanaba, Michigan; Luke, Maryland; Rumford, Maine; and Wickliffe, Kentucky. These

***MeadWestvaco, with approximately 23,000 employees, now has more than \$6 billion in annual revenues, with about three-quarters coming from the packaging business and about one-third from international sources.***

mills have a combined annual capacity of approximately 2.05 million tons of coated paper, 290,000 tons of carbonless paper and 110,000

tons of uncoated paper.

The sale also includes approximately 900,000 acres of forestlands in Illinois, Kentucky, Michigan, Missouri, Ohio and Tennessee, which provide wood to these mills. MeadWestvaco continues to own approximately 1.2 million acres of forestland.



## The "Gutenflop" ?

Well, we were there but it was rather lonely...The turn-out was terrible and I hear next year they will be holding it in Tim O'Connor's garage...I would like to thank Grafico for supplying a great booth even though most of you were not able to see it! Although it was a lonely existence at this years Gutenberg, there were a few of us courageous enough to hold fast to the vision of years past... oh The Gut... the pinnacle of our trade, the new equipment, technology, tools, an exciting weekend of exploring 'the hottest' and 'brightest' our industry has to offer. This year, boring....! What happened? Even after the 5 o'clock bell chimed, drinks at the local watering hole (a past favorite) seemed inappropriate. The Gut, we miss you... I guess next year we'll be taking the grandkids to Disneyland. (?)