

Customer Profile

Berks County Intermediate Unit



Dottie Waters & Mary Moyer

This month we had the pleasure of sitting down and talking with the three lively ladies that run the Berks County Intermediate Unit print shop operation, Print Operator, Dorothy "Dottie" Waters, IT Specialist, Mary Moyer and Department Supervisor, Susan "Sue" Hawkins. From the start of the conversation, we knew we were in for a good time.

Located in the Dutch region of Pennsylvania, Berks County Intermediate Unit (BCIU) #14, is one of 29 intermediate units created by the Pennsylvania legislature to assist local school districts. The BCIU serves the 18 public school districts of Berks County. Schools range from Reading School District which serves a student population of over 17,000, to Tulpehocken Area School District which has a large farming population. Driving across the county can be accomplished in about 1 ½ hours.

Dottie and Mary have a lot in common including both being grandmothers, both having retired husbands "which we often commiserate about" the ladies joked and both Dottie and Mary were raised on farms. They are no strangers to hard work as Mary shared, "We're not afraid to roll up our sleeves and pick up a hammer or whatever we need to in order to get the job done." This drive enables the

ladies to work together as a cohesive unit which is apparent in how they support each other, even finishing one another's sentences. And, Sue is the glue that helps keep it all together.

When asked about the mission of the Print Services Department at the BCIU, Dottie responded, "We are a service agency. In plain words, our job is to do for districts that which is more economical and feasible to do en masse rather than each district doing it on its own." The BCIU runs the county Head Start program (37 classrooms), the PreK Counts program (13 classrooms), a large Child Care program (18 centers) and an Early Intervention program that serves over 1200 preschoolers with developmental issues. BCIU also has a large transportation department which operates over 300 buses and a division specifically dedicated to advanced instruction for teachers. "I usually say that our job is to make sure our customer's materials look good", says Dottie.

And the ladies stay busy working hard to meet that goal. Mary says, "last year we processed over 3.5 Million clicks!" She further explains, "In the Print Services Center we print everything. A day's work can include preschool classroom papers, cases of transportation forms, handouts for teacher trainings, specialized teaching aids, business cards, posters and assistive technology books for individual students, to name a few. Whatever instructors need to improve education for students, it is our job to make it look professional, while keeping costs to a minimum."

Dottie adds, "We also print the school taxes for not just our county

Berks County Intermediate Unit at a Glance:

Interview with:

Dorothy "Dottie" Waters, Print Operator, Mary Moyer, IT Specialist, and Susan "Sue" Hawkins, Department Supervisor

Solution:

Print Shop Pro® Light

Location:

Reading, Pennsylvania

Print Shop Staff: 2

Job Tickets Per Month:

200-300

Equipment:

Canon Océ' varioPRINT 135 black-and-white printer, one Canon Océ' varioPRINT 110, one Canon C700 color digital press, one Fujitsu ProImage Plus 3000 Poster Printer and a host of drills, folders, cutters and sealers.

schools but many out of county districts. The majority is printed in May and June and total over 600,000 forms on self-sealing paper. During this time we move to 2 shifts in order to complete that work, in addition to our normal jobs. My focus is on daily jobs from all customers and Mary's focus is on the tax printings and forms management, but we back each other on all jobs to cover the bases. We have over 100 different budgets within the BCIU budget. Obviously PSP

helps immensely with this!"

The BCIU print shop typically goes through 10 skids for regular customer orders and an equal number of skids processing tax forms for the districts.

The BCIU team also innovates by advertising and educating their customers on the services available through their print services department. This helps to underscore the value of the shop and keep more jobs in house, reducing costs. In fact, Sue worked with the BCIU PR team to create a YouTube video to give customers a behind the scenes look at their print operations and to educate customers on the department's services. Their video can be seen at <https://www.youtube.com/watch?v=i3HX-bRO-eM>

When asked about how they chose Print Shop Pro®,

"I really like the ability to make notes on jobs so when we have a job that is going to be completed over several runs and maybe several months we can note the number of cases attributed to the job and track what has been sent vs. printed. This is another really helpful feature."

-Mary Moyer

Dottie shared the department had a web-to-print system on their Wish List. However, when she started evaluating products back in 2008 the average system costs was in the \$20,000 - \$40,000 range. Dottie says she knew there was a long shot that she would ever get budgetary approval for a purchase in that range. She then saw an article in an In-Plant magazine on Print Shop Pro® and the solution was less than half the cost of competitive systems. She submitted her budget in 2010 and the rest is history. BCIU has been satisfied Print Shop Pro® users since 2011.

We also asked that ladies their favorite feature in Print Shop Pro®. Dottie said, "the reporting and charge back process is worth its weight in gold!" She explained that it would take anywhere from 3-6 months just to get customers invoiced, and cash flow was always a challenge. "To do our regular jobs and to handle verifying budgets, invoicing, getting the invoice sent out then getting in the payment would take months. Now with Print Shop Pro®, the process is automated and literally is just a couple of clicks."

Mary has a different favorite. She says, "I really love



Sample Printed Materials

the ability to see a proof with a clear image of what we're printing. This is very helpful." She adds, "I also really like the ability to make notes on jobs so when we have a job that is going to be completed over several runs and maybe several months we can note the number of cases attributed to the job and track what has been sent vs. printed. This is another really helpful feature."

The ladies added, "your team (edu) also built a really nice accounting report for us that we can now run easily on our own to do month end. And, we really appreciate how willing you all are to work with us to fit the solution to our needs."

There is a lot to say about this team, but two quick fun facts about Dottie and Mary,... having grown up on a farm Dottie still enjoys helping her daughter raise baby calves in her spare time. Mary went to volunteer firefighting school and has done a lot of volunteering at Bernville Community Fire Company.

It's helping customers like the team at BCIU do their jobs easier that makes our jobs here at edu truly enjoyable! Thank you for your input and feedback ladies. We appreciate you and look forward to supporting you all for years to come!!

Would you like your company to be in our next customer profile? Let us know!

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