

October 2016



Fall is upon us. The leaves are changing color preparing to drop and the days are getting shorter. It is a good time of year to reflect on what we have accomplished so far and what still needs to be done before the end of the year. Please let us know if we can assist you in any way in using Print Shop Pro[®] to help you reach your 2016 goals.



Purple, purple everywhere. Purple and gold are the school colors for Western Carolina University and it is all over the campus - thanks to the print shop and their amazing staff. It is on signs, banners, buildings, buses and even on the ground. And it is also on students, faculty and employees. They have football, basketball, baseball, softball, volleyball, soccer, tennis, cross country and golf; and the team spirit is palpable. I know, because all of the attendees at the SUPDMC conference were bussed over for a tour of their in-plant print operation.

Located in Cullowhee, North Carolina, about 50 miles west of Asheville, WCU is the westernmost campus in the University of North Carolina system and has been consistently ranked as one of the Top 15 public regional institutions in the South.

WCU is near the Great Smoky Mountains National Park, the most visited national park in the United States. As a national park that you can drive through, the annual visitor count to the Great Smoky Mountains National Park exceeds the total number of visitors to all the other national parks combined.

Tom Frazier, Printing Services Director at WCU was born and raised in North Carolina and has been with the university's print and mail services operation for 21 years. He manages the day-to-day operations for the university's in-plant print, campus mail and bulk mail operations that includes 9 employees, 25 part-time student helpers and serves 100-plus customers.



The print shop has Ricoh production equipment, a 901 and 651; a 2-color offset press and wide format equipment, including 5 plotters, a Duplo Booklet System and an Epilog laser engraver. They also have a super cool button maker that makes buttons and zipper pulls. We all got to take some samples home with us.

The shop does a lot of high end 4-color documents as well as signs, banners and photos. With Admissions and Athletics being two of their largest customers, they print all brochures and mail campaigns for the institution, letterhead, business cards, football game programs and banners for the stadium.

The Admissions Department has a rather complicated mailing that goes to



accepted students. Each new student receives a unique weekly mailing for a 6-week period. It starts with a "We Choose You" letter printed in gold and is personalized to each student. The mailings that follow are related to scholarship opportunities, financial aid, summer programs and other opportunities for students to jump start their university experience. Mailings are interwoven with social media campaigns like Instagram, Snapchat, Facebook, which allows students to be online looking for housing, roommates, etc.



When UWC began investigating print management software, they checked with other schools. Based upon good comments and referrals from those institutions, chose Print Shop Pro[®]. The university has been using Print Shop Pro[®] Manager since 2007, and more recently has added additional PSP software components to support customers placing orders online.



Tom said, "Print Shop Pro[®] Manager has been a good program that works well for us." He shared that in all the time they have been using PSP Manager they have had just one time of being down for more than a few minutes. That down time was due to an internal IT issue that resulted in them being down for 4 or 5 days. During that down time is when they realized just how critical the PSP program was to their operation.



Tom went on to explain that they use the PSP Statement Report as a packing list. They print out two copies. They leave one with the customer and bring back the signed second copy to reference when they do their monthly billing through Banner. Tom said, "Print Shop Pro[®] is part of the fabric of our organization. We couldn't function without it. I remind IT how critical the program is, and to not mess us up!"



Tom gives kudos to Chuck Bailey and edu's entire support team, stating that they provide good support and always respond to their needs in a timely fashion. They are in the process of working with edu's support team to configure PSP Webdesk in support of expanding their PSP system to include online ordering capabilities and customers being able to easily submit reprint orders.

Tom's favorite Print Shop Pro[®] feature is the extensive search functions within the program that supports them providing the highest level of service to customers when there is a need to find their last job and start a new project.



Tom explained that staying competitive in an ever-changing world is a challenge that the print shop faces, and that every change in technology causes concern about remaining competitive and being a viable resource to the organization. Tom credited the extensive data and reporting functionality of Print Shop Pro[®] in allowing him to pull valuable information pertaining to their expenses and costs to present in support of the shop being retained as a competitive and valuable asset to the institution. The data and reporting from

PSP not only supported the shop's value, but resulted in them being moved to reporting to the Chancellor's Division.

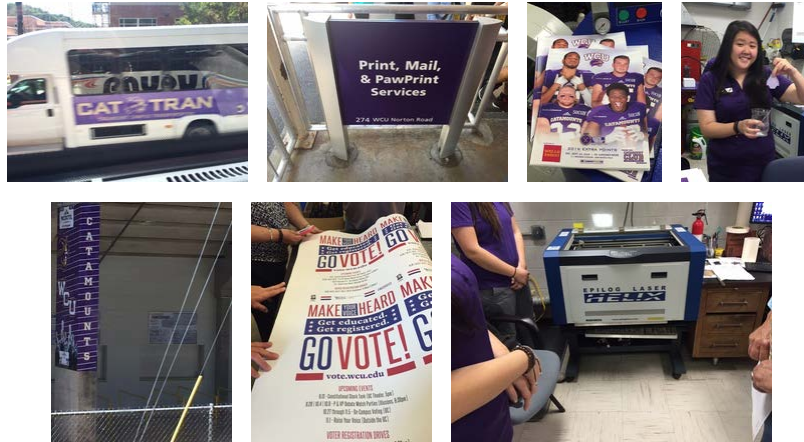


Mike Strand (edu), Susan Straw
(Isothermal CC), Tom Frazier
(WCU)

Tom has been a reference for Print Shop Pro® and edu Business Solutions as a vendor for years, and is happy to continue to do so.

While Tom made a strong pitch for a User Group Meeting to someday be held near his area, he is going to try and send someone to the meeting that will be held in San Diego next March.

We enjoyed our visit to WCU with the SUPDMC group and were so proud to say that they are using Print Shop Pro® to manage their amazing operation. Thanks to Tom and the entire print shop team for hosting us!



REGISTRATION IS NOW OPEN!

The User Group Meeting is only 6 months away!! Take advantage of our early bird registration. Go to resortkonakai.com and check out the amazing facility where we are going to be meeting. You are

not going to want to miss this event.

This year's event will be **Educational, Inspirational, Motivational** and give you an opportunity to meet with the edu staff and other printers from around the country.

Educational: Learn some new things

- Learn new tips and techniques for using PSP that will take you to the next level
- Discover ways to reduce costs and improve customer service

Inspirational: Be inspired by other PSP users

- Hear "real world" examples of what is going on at other in-plant print shops and how they are doing more with less
- Discuss industry trends and direction with your peers

Motivational: Get excited about taking your print shop to the next level

- See what services other in-plants are offering to grow their print shop
- Network and develop connections with other PSP users

And, if that were not enough, enjoy great meals, fun activities and some San Diego sunshine!

[Click Here to Register!](#)

DESIGN conductor

National Council of Marketing & Public Relations (NCMPR) Conference

NCMPR is the leading professional development organization exclusively for marketing and PR professionals in higher education. It hosts regional and national conferences around the country providing relevant information on emerging marketing and PR trends in the education market to its more than 1,600 members. NCMPR is also an affiliate of the American Association of Community Colleges and Universities.

edu was a first time Exhibitor and was invited to present Design Conductor™ to communicators participating in the NCMPR District 6 meeting in San Diego this fall. We were excited to have this opportunity to present Design Conductor™ and potentially help communicators in our own backyard with protecting their brand.

NCMPR District 6 meeting welcomes higher education communicators from Arizona, California, Hawaii, Nevada, Utah, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Republic of Palau, Republic of the Marshall Islands and Territory of Guam.

We hope to add some NCMPR members to our rapidly growing Design Conductor™ customer base.

Have you ever had an order submitted and/or processed late but needed it to be billed to the month that just passed? You can do that by changing the **Status Date** on an order. Here's how:



- Go to the detail page of that order (example: if the order is number 3578, you would need to bring up Order #3578).
- Once on the detail page of that order, click on the **order number** at the top left hand corner of the order detail page. It will take you to a page with the header **Order Status**
- Once there, you will see a drop-down list for the Status of the order. Directly below that drop-down list is the status date of the order, as well as a link > **Edit Status Date**. Click that link and you will be able to edit the date and time of the order so that it can be recorded for the time frame you require.
- Click > **Update** button to save the changes made.

The **Status Date** will now only reflect the date you entered. It will be visible on the report for the month you need it to be.



QUESTION:

How can we apply a discount to a Print Order?

ANSWER:

You can create an ADD-ON. Then apply the ADD-ON to the order.

Step 1: You will need to create an **ADD-ON** code for **DISCOUNTS**

1. Go to Website > Add-ons > Add-ons
2. Select Add New Add-on
3. Name the new *Add-on*
4. **Add-on Fee:** Enter -1
5. **Type:** Select from the available list or create a new Add-On Type
6. Enter "0" in both **Non-Materials Portion of Fee** and **Set-up Charge**
7. Click on **Insert** to save the new Add-on.

Step 2: Open an order to apply the NEW add-on code. Enter a positive value for the Quantity. The system will calculate as a negative.

Step 3: If the site selected has a **Site Classification** with a **Markup** and/or **Sales Tax** you will need to

calculate that into your adjustment. So take the total amount and *DIVIDE* by the **MARKUP**. Then divide that Value by the **SALES TAX**.

Example: If the balance is \$100. The mark up is 15% and the Sales tax is 8%.

$$100/1.15 = 86.96$$

$$86.96/1.08 = 80.52$$

Enter 80.52 for the Adjustment.

CURRENT RELEASE VERSION - v13.0.5

Make sure you have the latest Print Shop Pro[®] version. The release date was August 12, 2016.

To obtain this update and release notes to go <http://printshopprosupport.com/kb/RequestSupport.aspx> and simply enter "Send me the latest update."



Welcome Aboard!

Congratulations on successfully completing the intensive process of print shop software evaluation and selection! We are proud to be your partner and look forward to helping you achieve your ambitious goals.

City of Inglewood - Inglewood, CA

City of Newark - Newark, NJ

City of Oakland - Oakland, CA

Delta State University - Cleveland, MS

Ferris State University (Design Conductor[™]) - Big Rapids, MI

Missouri State University - Springfield, MO

Onondaga Community College (Design Conductor[™]) - Syracuse, NY

Susquehanna University - Selinsgrove, PA

Wheaton College - Wheaton, IL

Print Shop Pro[®] Fleet Billing Module

We are pleased to announce the addition of Print Shop Pro[®] Fleet Billing Module. With Fleet Billing Module you can now manage your copier fleet billing quickly and easily. Simply add each of your devices into Print Shop Pro[®] and you can create multiple pricing profiles for each device. This will enable your print shop to charge separate pricing for executives, staff and external customers; including the monthly base costs, black and color click prices. Each month you can upload the click counts for each device and Print Shop Pro[®] will calculate the billing automatically and prepare an export for accounting.

PSP Fleet Billing provides:

- Control over copier fleet pricing for monthly base costs and black and color click charges.
- Ability to define multiple pricing profiles for individual customers and/or groups of customers.
- Ability to manually add or upload click charges from your copier fleet.
- Automatic billing export for accounting.

Order the PSP Fleet Billing Module by 11/15/16 and receive a 15% discount!



Trade Show Round Up

Whew!! We're done. We had a great time on the road attending all of our industry trade shows this year. We enjoyed meeting with all of our customers and getting to know some new folks along the way. Thanks for all the wonderful comments you made about Print Shop Pro[®] and how it is helping you manage your print shops. We hope to see all of you at our 2017 User Group Meeting in March.

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