



*Let us know how we're doing...*

## Copresco Communications Changing with the Times

When Copresco opened its doors in 1987, we had enormous cell phones permanently mounted in our cars, just one fax machine for the whole company and a friendly receptionist to answer every phone call.

E-mail was only available internally, the web hadn't been invented and the digital files we received were on floppy disks.

Sounds laughable in hindsight, but back then, Copresco was simply using the best tools available. Our commitment to using the best hasn't changed, but the technology sure has.

### "Thank You for Calling..."

For many years, our president Steve Johnson insisted that our telephones would always be answered by a friendly, live person who would recognize you and know how best to direct your call.

### You Asked for It

Some of our best customers (that's you) convinced us that Copresco should change with the times. Passing a call through an operator just takes longer, you said. Give us direct dial to the person we're calling and direct access to voice mail when we just want to leave a message.

Last year, Copresco implemented these changes to our telephone system. Phone calls are now answered automatically. Is this an improvement? Most of the remarks we've heard say so, but if you disagree we need to know!

### What's Your Opinion?

Our president remains skeptical that a recording really improves upon the personal touch. Of course, he is also legendary for his 60-second voice-mail greetings.

*Hint:* If you phone Steve Johnson, just press "#" to bypass his monologue!

Here are some tips to get the most out of your phone call to Copresco.

- **Listen to the message first.** It takes one minute to listen to the entire recorded greeting. Listening once will tell you all you need to know about connecting with anyone at Copresco.

### Faster Connection

The next time you phone, just dial the proper extension immediately. You'll be connected faster than you ever were with an operator.

*Example:* For estimating or for customer service, dial 105 at any time.

- **Dial direct.** We've assigned direct numbers for our busiest departments.

*Example:* To reach our production coordinator Lynn Buck, just phone (630) 690-2139.

- **Directory assistance.** Press 411 at any time for a complete company directory, where you may dial by either a person's first or last name.

- **Just hit zero.** Not getting through? Press 0 at any time to immediately connect with a live operator.

Had any problems with our system? Please alert the operator so we can fix things to your satisfaction.

### Wham, Bam Spam Slam

The road to on-demand printing is paved with good intentions. In the mid-1990s, Copresco was one of the first printers on the web. Then, as now, our website wasn't just an online advertisement; it had to be useful.

To make it easy for you to contact us, we plastered e-mail links all over our website. We posted our e-mail directory. We listed important e-mail contacts in the online versions of *Overnight Lite* and *TechTopics*.

The result was quick adoption of e-mail communication by our customers as a fast, efficient, 24/7 communication method.

An unforeseen result was a boatload of awards for the site and for our communication program, which we continue to receive to this day.

### Sorry to Say

An unpleasant by-product of our plan was easy access to our e-mail addresses by spammers, those immoral purveyors of porn, viruses and viagra.

We don't mind wading through the muck in our "in" boxes to get to your important messages, but...

### Getting Ugly

Several years ago, our spam volume reached the point where we could no longer manually sort the good from the bad and the ugly. Copresco was forced to add spam filtering systems to our e-mail servers.

If you've contacted Copresco but not received a reply, we may have inadvertently filtered your message.

Please accept our sincere apology; but don't sulk— call us!

### The More Things Change...

In May 1844, Samuel Morse sent his first telegram.

Just a short 162 years later, eight-year-olds own Blackberries, with cellular and instant messaging.

The telegraph revolutionized communication. It meant that it took only minutes to send and receive information, instead of weeks like it had with the Pony Express.

It was also a great improvement for hostile Indian tribes who wanted to cripple communications. Instead of having to catch, capture or kill stage or express couriers they now needed only to cut a few wires!



Digital On-Demand Printing

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Address Correction Requested

"Americans will cross the ocean to fight for democracy, but won't cross the street to vote in a national election."

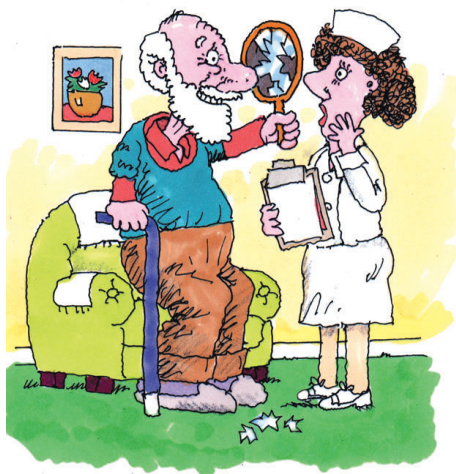
– Bill Vaughan



Commercials for headache medicine are always talking about fast relief. Fast? It takes an hour just to pry the cotton out of the top of a fresh bottle!



A 98-year-old man living in a retirement home called for the nurse. "Look! I broke my mirror."



"Oh, no," the nurse gasped. "That means you'll have seven more years of bad luck!"

"I know," he replied. "Isn't that good news?"



Molly: "The doctor said he would have me on my feet in two weeks."

Holly: "And did he?"

Molly: "Yes, I had to sell my car to pay the bill."

A young businessman had just started his own firm. Sitting at his desk, he saw a man come into the outer office. Hoping to come across as a hot shot, the businessman picked up the phone and started to pretend he was working a big deal. He threw around huge figures and made giant commitments. Finally he hung up and asked the visitor, "Can I help you?" The man said, "Yeah, I've come to activate your phone lines."



You know you're addicted to surfing the net when it takes 15-minutes to scroll from the top to the bottom of your bookmarks.



A young boy's prayer: "Please make Tommy stop throwing things at me. You may remember, I've mentioned this before. He's still doing it."



"These hills are getting steeper as the years go by," a 70-year-old golfer complained to his elderly buddies. They agreed.

"The fairways seem longer too," said one of the others.

A third senior grumbled, "The sand traps seem to be bigger than I remember them."

The oldest of the foursome piped up: "I'm just thankful to be on the right side of the grass!"



"Johnny," the kindergarten teacher said gently, "you have your shoes on the wrong feet." "But ma'am," he complained, "I haven't got any other feet."



Weirdo: Any eccentric who's not an artist.

A dad and his four children watched a fire truck zoom past their station wagon. Sitting in the front seat of the fire truck was a Dalmatian dog. The children started discussing what the dog's duties might be. "They use him to keep crowds back," said one youngster. "No," said



another, "he's just for good luck." A third child concluded, "No, silly, they use the dog to find the fire hydrant!"



## **Overnight Lite**

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