



In The S **WORKS**

*In Printing
& Imaging*

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A Renewed Commitment To Customer Service

Thirty-Year Industry Veteran Appointed Administrator

“The customer is always right” doesn’t explain the philosophy of Scott Bertness, recently appointed the state’s printing administrator by DGS Director Richard J. Haines.

“It is too simplistic”, says Scott. “Satisfied customers are customers who know that the value of the goods and services they are getting from us are better than what they can get someplace else. The best customer is an informed consumer and educating the customer is part of our responsibility. An informed, educated customer is an active partner, and that is what it takes to deliver the best value.”

Scott should know about printing customers. His philosophy on customer relations and management of printing and imaging services has evolved over a 30-year period in the industry. Prior to coming to DGS, Scott led a 485-employee manufacturing group in a major publishing company and was the general manager of a state university printing enterprise.

Richard Haines, the Director of DGS, says, “Iowa is fortunate to get someone with Scott’s knowledge of the printing industry. This knowledge,



**Scott Bertness with
DGS Director Haines**

coupled with experience in both the private and public sectors and a commitment to Iowa, make Scott an ideal state printing administrator. Scott has roots in Iowa, and we are glad he brought his experience back home.”

With undergraduate and graduate degrees from Drake University, Scott began working at the Department of General Services in January. He lives in Des Moines with his wife Nancy. They have a daughter who teaches in Ames and a daughter who is a third-year medical student at the University of Iowa. Recent empty-nesters, Scott and Nancy are now at home with two cats and a dog.

Review Underway, Changes to Come

New leadership and a renewed commitment to customer service mean changes are likely.

“We want to make sure we are providing value for our customers”, says Bertness.

Bertness reports they will review:

- ◆ Customer Needs
- ◆ Internal Organization
- ◆ Technological Capabilities
- ◆ Performance and Productivity Standards
- ◆ Cost, including the fees and bidding structures.

“We will we make a special effort to communicate with our customers about this”, stressed Bertness. This includes issuing a special newsletter for the next four months.

Read more about the review and changes on page 2.

I want to hear from you! Please write, call, or e-mail your ideas about how we can better serve you.

Scott Bertness

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Citizen's Aide/Ombudsman
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 LOCAL

Keeping an eye on costs

Non-contracted paper costs have increased about 20% percent in just one year and are expected to go up more. Most printing rates have not been adjusted for five years. Add these together and it is easy to see why we are taking a look at the costs to produce printing and the fees we charge for it.



As part of a comprehensive review of the centralized printing operation, the entire fee structure for printing services is being reviewed. The productivity and efficiency of our operation, technology capabilities, and quality of our work will be examined in addition to costs when determining fees. An incremental fee schedule that allows for discounts for large volume orders is being considered.

We'll keep you posted.

New technology allows you to get personal with thousands

Mass marketers use variable data printing to get you to open mail personalized to you. This same technology, now available through DGS Printing, is being used by agencies to save time and money.

With variable data printing, you can personalize hundreds of letters, print addresses directly onto newsletters, and create thousands of pages of billing statements, each page different from the one before it.

The ICN prints bills using this method. The State Treasurer's Office sends out thousands of earnings statements this way. By electronically transferring huge files and taking advantage of high speed printers, you too can save time and money.

If you think variable data printing can help you, call Dennis Waltz at 281-5238.

Remember, we deliver!

Drop off your printing order at any one of our satellite locations and we'll deliver your order back to that building when it is finished. If you have specialized needs for delivery, please call us.

	Morning	Afternoon
Hoover	7:15	12:45
Lucas	7:30	1:00
Capitol	7:45	1:45
Voc. Rehab.	8:10	2:10
Wallace	8:30	2:30
IDED	8:45	3:00
Grimes	9:00	3:30

281-5231
CUSTOMER SERVICE
PRINTING AND IMAGING