

## Generosity Runs Deep In 2004!

by: Lori Dancott

As ALLTEL has seen many changes in 2004, so has the EKG Charitable Committee. Throughout it all, we have been able to do many wonderful things thanks to the dedication of the committee and the generosity of APC employees in Hudson and Macedonia. The monthly Jeans Day was a huge hit generating \$200 plus a month! In August we conducted a School Supply Campaign and were able to fill 14 backpacks with complete supplies, as well as give three full boxes of additional supplies to needy children.

The 2004 Holiday Giving Tree campaign was a tremendous success! We were able to help make the holiday a little brighter for five families. Our families were from the Battered Women's Shelter, and I can't think of a better way to let them know that there are people out there who care.

The 2004 ALLTEL Publishing Employee Cookbook was a HUGE success! We sold all 50 copies of the original print right away and have had to order additional copies to be printed! If you would like to purchase one for \$5.00, please contact any one of the committee members listed below.

The 2005 calendar is taking shape and we are always looking for new members and new ideas for fundraising activities. If you would like to submit your ideas, please email me, **(Lori Dancott)** in Macedonia.

The EKG Committee would like to take this opportunity to say thank you for your continued support!

**EKG Committee:** Lori Dancott, Aimee Cooper, Janice Kotmel, Nicole Raybould and Diane Strickler

EKG Charitable Committee

## January Birthdays

1st.....Debra Euston Patricia Steen	15th....Brad Vifquain 16th....Gary Kennedy Juanita Perry	23rd ...Jocelyn Paige Ellen McAnulty 25th....Susan Amendola Linda Jones Horton
2nd .....Emma Meads	18th....Charles Ferris Stacy Spiller	Wade Spicer
4th .....Tara Hall	19th....Christine Shumway	26th....Kay Brislinger
6th .....Ken Beach Jennifer Curry	Jagdish Bhatt	27th....Diane Harmon
7th .....Elizabeth Murphy Frank DeVito	20th....Donald Irvan Allan Onderick	28th....Mark Benkiel
8th .....Tim Davis Joe Patrizi	Maidy Horst	31st ....Deborah Curtis Bea Petroski Todd Taylor
10th...Phyllis Harwood Marilyn Mault	21st ...Lori Kisiel 22nd ..Katie Jenkins	
11th ...Ed Barclay	Roy Leon Tyndall	
12th...Lisa Veltri George Haley	Julie Risser	



## January Anniversary

<b>1 Year</b> Larry Barrentine Leonard Be Donice Blanton Jennifer Bohling Neil Boyles Ryan Burgy Patricia Drexel Tyron Edwards Stacy Noack Jocelyn Paige Barbara Price Lisa Svoboda Daniel Wise	<b>2 years</b> Mark Benkiel Mark Bradley Thomas Charles Nancy Connor Tricia Gladish David Hart Phillip Kearns Janice Kotmel Teresa Lindsay Alex Maginnis Juanita Perry Jim Salyer Kurt Schubert Richard Shook Christine Shumway Phyllis Williams	<b>4 Years</b> Chris Schoolcraft <b>5 Years</b> Tamara Reed <b>6 Years</b> Marilou Fluegel Joy Meyer Linda Sanko Patricia Steen Colette Stine Nikki Svab <b>7 Years</b> Mary Logue Keith Crews	<b>10 Years</b> John Weakland <b>11 Years</b> Jake Spearman <b>18 Years</b> James Kramer <b>21 Years</b> Sue Barnhart <b>31 Years</b> Alice Vanderheven Susan Amendola Sherri Gildenston
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## Kudos

▼ Erie tallied 20 Kudos in December. The winners were: (l-r) **Michelle D'Happart, Mary Logue, Deb Walters, Mary Jo Purtell** and **Dave Tredrea**



► Lexington received 26 Kudos in December. The winner's were: (l-r) **Charisse Claiborne** and **Don Barker**.



◀ There were 17 Kudos in Hudson. The winners were: (l-r) **Don Caramell, Ginger Alexander, Janice Kotmel** and (not pictured), **Gail Bunce** and **David Plank**.



► 'Tis the season to be jolly, and Macedonia had 46 more reasons to be just that – JOLLY! The winners from Macedonia were: (l-r) **Jody Clare-Harnak, Barb Price** and (not pictured), **Eric Chrisman, Diane Harmon, and Tim Davis**. ALSO...congratulations to **Pam Schneider** who filled her NINTH tent, and **Jason Roach** who filled his FIFTH tent!

**Mission Statement...** ALLTEL Publishing Corporation is committed to excellence as the premier directory publishing company for the independent telephone company market, providing high quality products, exceptional service and innovative solutions that will ensure the highest level of customer satisfaction.



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# the directory voice

## Weaver Named New APC President

ALLTEL Publishing is proud to welcome **Jerry Weaver** as its new president. **John Koch**, president of wireline services made the announcement in early December that Weaver would be succeeding **Ken Beach** effective December 27th.



Outgoing President Ken Beach



President Jerry Weaver

It was Weaver's strong leadership skills and impressive background that made him the ideal choice for the open position. Most recently the vice president and general manager for the Raleigh wireless market, Weaver's experience includes sales management, as well as having served as area vice president of wireless business solutions in Raleigh.

"Jerry's strong leadership skills, proven track record of delivering results, and his previous sales management experience – especially with multiple distribution channels – will position him well in his new roles," said Koch.

Weaver joined ALLTEL in 1998 with the merger of 360° Communications, and is only the second president of APC since its inception 20 years ago.

In addition to his professional background, Weaver brings to APC his passion for being involved in community events and organizations. In the past, he has served on the Raleigh Chamber of Commerce Board of Directors, Junior Achievement of Eastern North Carolina, The Duke Children's Classic and has been recognized in the Raleigh Business Journal's Top 40 Under 40 Business Leaders.

Jerry Weaver, welcome to the APC family!

## Connie Flanagan Retires After 33 Years

How do you do justice thanking someone for 33 years of service and dedication? It's not an easy task, that's for sure. However, the APCers in Erie did just that on December 16th, when they gathered to honor **Connie Flanagan**, Director Listing Management, who was retiring after three-plus decades.



It's a good bet that Connie had no idea when she took a temporary position back in 1971, that she'd work her way up the corporate ladder and be around 33 years later. In addition to her APC family being on hand to recognize her for her hard work and dedication, Connie's family surprised her by attending the festivities. What are Connie's future plans? "To spend more time with my family, travel and just relax," said Flanagan.

The entire APC family wishes Connie a long and healthy retirement. We certainly are going to miss all of her expertise, and most of all her smile!!!



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## Thanks To Hard Work & Dedication, Future Looks Bright For APC

### SALES

According to **Brian Gordon**, VP – Advertising Sales, 2004 was a real challenge, but he's looking positively toward 2005. "There were a number of issues last year that required lots of changes," said Gordon. "However, I believe all the issues have been addressed and fixed, or are in the process of being fixed. I think we're looking ahead to a much better 2005!"



One such issue in 2004 was the realignment geographically of APC's sales divisions into regions. Hudson and Lexington are now in the same division, with Monroeville, Pennsylvania and Charlotte making up the southeast. "We've got better alignments with sales and more focus on customer issues, even though we are operating with fewer people," said Gordon. "**Kurt Schubert, Wayne Mulling, Dave Moffatt** and **Maidy Horst** have done a great job staying focused on our goals and being patient and flexible with these changes, and I truly appreciate each of their contributions this past year."

Another big success in 2004 was our new Lincoln directory. The largest directory we work in ALLTEL Publishing. "Dave Moffatt, his District Managers and their sales people did a great job converting and selling this book in their first year with fierce competition in the marketplace," said Gordon. "He and his staff should be congratulated for their hard work, determination and success."

In 2005, new markets will be explored with the hope of entering brand new areas and expanding our coverage. It's all about building new relationships and strengthening the ones we've cultivated over the years. "In some markets our sales reps are going back for the second and third time," said Gordon. "This is an example of continuity and maintaining/growing relationships between reps and customers. "We should be proud of our efforts and accomplishments!"

### ACCOUNTING

When asked about the accomplishments of his department in 2004, **Gene DeChellis**, VP – Accounting, only had to refer back to the January 16, 2004 issue of the *Directory Voice*. Almost methodically he was able to check off one by one the objectives set for his department 12 months earlier.



"In 2003, we established new processes that in 2004 we refined," said DeChellis. "We remained focused on the objectives we set for ourselves, which allowed for a continuity of workload." The newest areas of focus were foreign billing, collections and credit. "In these areas, the new policies were continually improved and have been

well received and followed by the rest of the organization," added DeChellis. "Information requirements and stringent guidelines were set and achieved, I'm very proud of that accomplishment."

You may remember hearing about the Sarbanes-Oxley Act of 2002 earlier this year. This Control Self Assessment process is accounting management's assertion on the effectiveness of the controls and processes. The six-week project required countless reviews and documentation of process control testing in all areas of Accounting. "The success we experienced in accomplishing this project was primarily due to the resolve and dedication of our Accounting leadership," said DeChellis. "Their commitment to excellence in their work, as well as their willingness to spend extra work hours making sure the task was completed on time, were the main drivers that led to this accomplishment."

As for looking head to 2005...With the new year, will come big changes for the accounting department as it will be dissolved as of March 1st. "I really appreciate the dedication of our staff doing what's necessary regarding the transition of workload to the corporate staff in Little Rock," said DeChellis.

### PRODUCTION/GRAPHICS

The fire extinguishers have been put back in their proper spots. It appears the daily fires that plagued the Production and Graphics departments have been put out. "The first three quarters of 2004 were extremely difficult to say the least," said **Steve Gidorkis**, VP – Production/Graphics. "Dramatic improvements have taken place in the past three months."



It would be fair to say that 2004 was a year of transitions, testing processes and various solutions. Approximately one third of the Production workforce are performing jobs that didn't exist at ALLTEL Publishing 18 months ago and virtually all the others are doing their jobs in vastly different ways than they did before the conversion. In spite of all the difficulties, what has been accomplished is truly incredible. "The hard work and sacrifices that people made throughout the year have really paid off," said Gidorkis. "I really think we've turned the corner."

The dramatic changes Gidorkis referred to are amazing. Books are on time. We're back on schedule. There's been a dramatic drop in the number of errors, and overtime is down. All of this good news will definitely be a positive foundation for 2005 to build upon. "This next year will involve tweaking and improving the processes put into place last year," added Gidorkis. "We'll now have time to review each and every department/area, and evaluate and make improvements where necessary."

When asked to sum up the accomplishments of his departments after the last 12 months, Gidorkis just smiled. "We're now a full fledged, self-reliant publisher dependent on no one else for the information we need. APC is all grown up!"

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## FUTURE LOOKS BRIGHT FOR APC...CONTINUED

### MARKETING

"Thanks to hard work and attention to detail, we were able to overcome challenges and remind our customers of the value and benefits of doing business with APC," said **Lee Hamill**, VP – Marketing. ALLTEL Publishing signed contracts with a few new customers in 2004. Additionally, our AVPs, **Jake Spearman** and **Leanne Bartholet** renewed more than 75% of the revenue at risk last year. "We are very confident of new business on the horizon," according to Hamill.



The marketing team, headed by **Julie Leonow**, collaborated with the systems group to make our marketing information system compatible with DSMP. This is an interim step, with more changes to come in 2005, but it allows tracking and trending that have not been possible since our conversion began. Accuracy is a key component in the success of any business. New quality control processes were put into place in Marketing resulting in outputs at 99.83% accuracy and since tracking began in September, a schedule compliance rating of 99.29%. "We finally have a way to measure and quantify our accuracy," said Hamill. "Standards have been established and

### ADVERTISING CREATED IN 2004

- 2100 Sales Visuals
- 315 Communication Plans
- 810,000 Direct Mail Pieces
- 1800 Newspaper Ads
- 3600 Radio Spots
- 100 Billboards
- 3600 TV Spots
- Accuracy Rate since September 1st – 99.83%

are being tracked successfully."

Taking advantage of the sales tools and knowledge available can only lead to success, right? Right! Take for instance the fact that 1667 co-op ads were processed in 2004. The goal of \$1.4 million in new revenue was exceeded by \$600,000. "The numbers are extremely impressive," said Hamill.

Not being satisfied with the status quo, APC launched a brand new program to enter markets as the competition, capitalizing on the ALLTEL brand. According to Hamill, "Evaluating these new opportunities and expanding into new markets will establish APC as a viable competitor in what in the past has been uncharted territory." Sales in our first expansion market will begin in March.

Our CMR team, under the direction of **Cherie Bishop**, processed 980 orders and 1260 pieces of artwork in order to place yellow pages ads for ACI across the country. The national accounts sales team also had a successful year, bringing in more than 600 new national advertisers and more than \$700,000 new national revenue.

Document Imaging became a reality for the customer relations team, led by **Karen L. Jones** and interim manager **Kevin Albrecht**, in 2004. Better yet, it's in place and it works! "I am most proud of the improvement in response times in our biggest book, the Lincoln directory," said Hamill. "This was a huge accomplishment for all involved." The goal for 2005 is to have all books imaged, thus eliminating piles and piles of paper.

"Overall I'd have to say we've turned the proverbial corner," said Hamill. "The processes put in place in 2004 will make us much more productive in 2005." She added, "There is a lot of business out there, and I am confident we will continue to grow."

## ALLTEL Sends Out Holiday 'Thank You' To Employees

Gee, and you thought friends, family and Santa were the only ones giving gifts this Christmas. As a sign of their appreciation for all your hard work this year, ALLTEL has invested \$3,000,000 in saying 'thank you'. If you haven't received yours yet, check your mailbox for a holiday greeting card with an enclosed \$100 ALLTEL Rewards card. (Note: All employees on ALLTEL's payroll on December 8th were eligible).



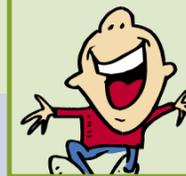
"We are very pleased to be able to show our appreciation for our employees' efforts in a very tangible way," said ALLTEL President and CEO **Scott Ford**. "Despite a lot of challenges, our entire organization really came through this year, effectively balancing the need to drive sales, financial performance and improved customer satisfaction. This is a simple way to say thank you to everyone for the hard work this year."

The ALLTEL Rewards card can be used as a debit card at any of the 29 million locations worldwide where Mastercard or VISA is accepted.

In addition to paying the \$100 employees receive in the form of the debit card, ALLTEL is also paying all the applicable taxes. These deductions will be reflected in employees' December 30th pay stubs. The deductions reflected in this pay stub are higher than normal, but pay for that week will not be affected.

## Spread The Good News!

Please be sure to submit *Perfect Attendance*, *People On The Move* and *New Hires to Directory Voice* Editor, **Lori M Wemhoff**, at [lmcc1@sbcglobal.net](mailto:lmcc1@sbcglobal.net), as information becomes available. Remember, the DV is a communication tool for everyone to benefit from. Help us spread the good news. Remember, good news is worth sharing!!



### Perfect Attendance

Congratulations to Erie's **Mary Jo Purtell**, for her 5 years of perfect attendance dating back to December 2nd 1999.



## HR Corner

How do you define a Leave of Absence (LOA)? Who do you call? Here are the answers to these very important questions.

The LOA Administrator for ALLTEL Publishing employees is **Amy Rickard**. She is located in Grand Rapids, MI and can be reached at the following numbers:

(W) ..... 616.285.7403  
(C) ..... 616.240.7400  
(F) ..... 616.285.7599

(toll free) ..... 800-618-1129  
When should you contact the leave of absence administrator?

- When you are absent for over three (3) consecutive days.
- When you anticipate any type of leave of absence that will last more than three consecutive days.

Examples are: STEPP, Military, Personal, Sick, LTD, Workers' Comp.