Business Model Evolution (BME)—Beyond Distribution

By Jerry Giordana, President & Chief Executive Officer

A couple of years ago we introduced the independent distributor concept within our Distribution Operations, referring to it as a business model evolution (BME)—a moniker that has become synonymous with the focused efforts to successfully transform that segment of our business. However the concept of business model evolution goes beyond Distribution alone and applies to ALL operational and functional units. It is a condition of maintaining a vital, relevant business and is especially important to PCF, given the impact downward circulation trends have on our revenue stream and overall financial outlook.

To ensure profitability and long-term sustainability, we must continue to develop both our strategies and approach in order to improve business results. That means changing and evolving our business culture; deliberately shift our thinking, challenge the status quo and re-set our expectations, particularly when it comes to:

- CREATIVITY AND INNOVATION: break through our traditional paradigms; step back and re-think what/why/how we do things; what can we improve, automate, accelerate, eliminate
- ACTING SOONER AS OPPOSED TO LATER: dispense with the fear or discomfort of change that slows things down; vet ideas and opportunities quickly and take action, as soon as possible if stepping out of the safe zone without being reckless
- ACCEPTING A HIGHER RISK PROFILE: having the courage to take informed, sometimes bold chances; operational efficien-

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Our strategic goals of growth, of our business and the state of the industry require us to challenge ourselves, expand our thinking and revitalize our approach to achieve the business results we want, and quite frankly need, to ensure our long-term future. It is up to all of us and if the past is any indicator of the future, I am confident we will succeed. To quote one of my favorite business books, *Who Moved My Cheese*, “The quicker you let go of old cheese, the sooner you can enjoy new cheese.”

SO LET’S GET TO IT!!
Watch out for Phishing Emails! Phishing emails are fraudulent emails that appear to be from a legitimate source created for the sole purpose of stealing personal and sensitive information.

- These emails may appear to be sent from a bank, Google, Facebook, Instagram, Twitter, Microsoft, O365, OneDrive, FedEx, Dropbox or even a VP or CEO.
- The sender’s name may also be spoofed to appear to come from someone’s name you know.
- These emails usually contain a message urging the recipient to click on a link or verify an account.
- The subject and body of the message usually contains a sense of urgency.

If you receive any suspicious email, do not open the message or click on any links. Simply delete the email immediately. You can also Right-Click on the email and choose Junk > Block Sender.

- Don’t provide any personal or financial information in an email. Never respond to email solicitations for this information.

Legitimate companies will never ask for personal information in an email such as your credit card number, usernames, passwords, PIN number or other information that may identify you such as your date of birth, birth city, or your favorite pet’s name.

- When in doubt, throw it out! If you have any suspicions about an email, it’s best to delete it.

Strong passwords for each of your unique accounts help thwart cybercriminals. Often times, one compromised password will be used on multiple online services such as email, social media, bank websites, etc. This increases the risk of multiple accounts being compromised.

- Have a unique password for each unique account and change them regularly. Creating separate strong passwords for each of your unique accounts help thwart cybercriminals.
- Safeguard your personal information on social media.
- Be aware of what you share. For example, avoid posting any of your personal information online such as your address, phone number, SSN, birth date or birth place.

- Update your Anti-virus program. Check that your anti-virus program has updated definitions and run scans routinely.
- Monitor your important accounts. Set up alerts to help you stay informed of any changes on your accounts.
Time Out....Task In!
By Peter Eglitis, Director Distributor Relations

“Time management is really a misnomer. The challenge is not to manage time, but to manage ourselves”—Stephen Covey

Do you think you need more time? Maybe you just need better task management skills! Take the quick quiz below...a task that is good use of your time!

SCORING KEY:  5 = frequently, 4 = often, 3 = sometimes, 2 = rarely and 1 = never

I let others know ahead of time when I have a really busy day and can’t be disturbed.  
I make an active effort to keep interruptions (visitors, meetings, telephone calls) from continually disrupting my work day.  
I break big projects down into smaller steps.  
I value a job well done, however recognize the balance between perfection and efficiency.  
I avoid spending too much time moving from crisis to crisis, putting out fires.  
I have no qualms about telling others that I don’t have the time to do something for them.  
I try to handle each piece of paper or email only once.  
I take advantage of technology to help me stay organized.  
I set specific, written goals and put deadlines on them.  
Whenever possible, I schedule the more important tasks at work during the time of day when I am most productive.

SCORING: Add your points and see where you are with being an efficient “task” manager.

35 50 You’re managing your tasks well, and you can become even more efficient by sharing your tools with your team!

21 34 You’re good in some areas, but there is room for improvement. Check out this link for some ideas:

https://www.mindtools.com/pages/main/newMN_HTE.htm

0 20 Yikes!

SONIA BHATNAGAR
Carmen Cintron, Assistant Manager—Client Services is pleased to announce the recent hiring of SONIA BHATNAGAR to the position of Client Services Coordinator. We are very excited to have her as part of our Team. We plan to put her extensive skills to good use. Please join us in welcoming her to the PCF family.

DAMARIS BLANCO
Earlier this summer, the Network and Infrastructure team welcomed DAMARIS BLANCO in the role of System Technician II. That means she provides technical assistance to PCF computer system users, answers questions and resolves computer problems in-person, via the telephone, email and the Fresh Service Ticketing system. She is located in Belleville, NJ and hit the ground running, displaying a high level of technical knowledge. Damaris is an excellent communicator with great customer service skills and has a thirst for improving her knowledge and skills.

QUENITA MUMFORD
Good luck to our new Customer Applications Support Specialist, QUENITA MUMFORD.
Quenita has been with PCF for many years in the Client Services group and now, in her new role, she will provide support to our customers by maintaining routebook accuracy, correcting address kick-outs, wild-cards and drawing in new streets. Other duties will consist of implementing route structure and plant territory changes, tracking and resolving Fresh Service tickets, as well as testing new Dart features and functionality.

JONATHAN LANDRY
Congratulations to JONATHAN LANDRY who was promoted to Systems Manager. Jonathan has spent over 20 years with CNI/PCF as an integral member of the systems team. In his new role, Jonathan leads a team of Systems Administrators and Systems Technicians, ensuring the day to day operation of PCF’s infrastructure, visualizing the future and engineering designs to accomplish PCF goals and initiatives and ensuring timely break-fix operations for best in class uptime results.
NEED HELP? LET US KNOW!

DID YOU KNOW we have a support portal?
Why yes we do! It’s the easiest way to get help and send us your request or questions. When submitting an issue or request via our support portal, your ticket will be automatically assigned to the proper support group who will work to review your request and provide assistance. It’s real easy!

HERE IS A QUICK TOUR.
Simply go to https://pcfinc.freshservice.com/support/home

CLICK ON REPORT AN INCIDENT
Fill in your email address, choose a Request type that best fits your request, enter a summary and type in any specific details

CLICK SUBMIT!
Submit Cancel

THAT’S IT!
Once you submit your request, you will receive a confirmation email containing your incident number. Then a support agent will review your request and work to assist you and provide a resolution. This is the fastest way to get your request into our support system and into the hands of our support team that will provide you the help and answers you need!

Reach us if you have any questions or need help.
We are here to help you!
If you have any questions please feel free to go to our support portal and submit a request.
https://pcfinc.freshservice.com/support/home

Congratulations!
to all for your focus and support of the PCF safety program!

Special shout out to the following “Is Your Office Safe?” winners:

🌟 James Rose 🌟 Paul Adams 🌟 Rukayata Akpo-Mathey-Apossan
🌟 Ambrose Amah 🌟 Jonathan Landry

zeroin on safety
Stay connected with Job Postings and current events in the PCF world on our Facebook Page. Also available on LinkedIn.

**2019 Benefits Open Enrollment November 5th—November 12**
Open enrollment is right around the corner. Now is the time to start reviewing your current benefits and planning for open enrollment. This year, PCF will be requiring ALL benefit eligible employees to complete the open enrollment process, even if you don’t plan to make changes or waive coverage. More details coming soon.

**HSA—Plan, Spend & Save.**

**WHY HAVE AN HSA?**

**You Own It** The money is yours until you spend it, even deposits made by others, such as an employer or family member. You keep it, even if you change jobs, health plans or retire.

**Tax Savings** HSAs help you plan, save and pay for health care, all while saving on taxes.
- The money you deposit is federal income tax-free.
- Savings grow income tax-free.
- Withdrawals for qualified medical expenses are also income tax-free.

**It’s Not Just for Doctor Visits** Once you’ve contributed to your account, you can use the funds in your HSA to pay for qualified medical expenses such as:
- Dental care, including extractions and braces
- Vision care, including contact lenses, prescription sunglasses and LASIK surgery
- Prescription medications
- Chiropractic services
- Acupuncture

**Save For the Future** Your HSA rolls over from year to year, so you can continue to grow your savings and use it in the future—even into retirement.

**Workplace Balance Leads to Wellness**
Time off is a key component of employee wellness. Time away from work helps employees return rested and able to tackle their jobs with renewed energy. As managers, it is important to prevent employee burnout and reduce stress by encouraging time away from work.

**What can you do as an employee?** As a PCF employee, you are able to view your Paid Time Off (PTO) balances in Paycom ESS. All employees should be checking their balances for accuracy and availability on a consistent basis. Remember, PCF does have a maximum vacation balance allowed, so make sure you don’t lose out on any accruals. Let’s all strive for a happy and healthy work environment.

**What can you do as manager?** As a PCF manager, you can view your employee’s accrual balances directly on the timecard section of Paycom or through the Time-Off Calendar. The calendar will not only allow you to help your employees keep track of their available time, but also allow you to provide the tools to encourage and plan for employees’ time-off requests.

**Interactive Workplace Violence Training**

**ONLINE SURVEY**

By Anastasia Giordana, Senior HR Generalist

In the world we live in today, it’s fairly common to see troubling headlines in the news such as “Violent Attack” or “Mass Shooting.” When we hear about a violent incident like this, it can be natural for us to think it isn’t something that could happen to us, especially at work. However unlikely it may be to be involved in this kind of incident in the workplace, it’s important for us to be prepared.

We want to be proactive in educating PCF supervisors and employees regarding best practices in safety and incident prevention. Therefore, we are taking a new approach to our Workplace Violence training this quarter and we need your help. We are creating a training plan based on feedback from employees regarding their safety related concerns. In order to accomplish this, we plan on sending out a short online survey to all PCF employees. This will be an opportunity for each of you to express your concerns about workplace safety issues and additionally give us a better understanding of how we can continue to make PCF a great and safe place to work.

**FOCUS**

By Sandy Cooper, Senior Corporate Payroll Manager

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Stay connected with Job Postings and current events in the PCF world on our Facebook Page. Also available on LinkedIn.

**NEWSLETTER SUBMISSION**
We encourage you to submit articles to PCF News & Views. We greatly depend on your contributions in order to provide interesting and informative articles. If you have any questions, please email: james.cunningham@pcfcorp.com