



OFFICE

anyway

A MAGAZINE BY WJ OFFICE

**'Do the best you can until you know better.
Then when you know better, do better.'**

- Maya Angelou



anyway

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COVER: TOPSAIL BEACH, NC

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from my desk

FIRST IMPRESSIONS

BY NEVILLE CHANEY

First impressions can have a lasting effect. My parents grew up during the Great Depression. Neither of them had two nickels to rub together, but they both had a keen sense of right and wrong and the importance of a positive first impression from others when they would see us or meet us.

Every Saturday the yard was mowed, the car was cleaned inside and out and on Saturday night our shoes were polished, and our hair was washed and dried. We took baths during the week each night. My shirts (even t-shirts) were ironed.

I learned that a young person was to address adult females in a “yes ma’am, no ma’am” manner, and of course “yessir, no sir” was the appropriate communication with a male.

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from my desk



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You were to act honorably, and the family name was not to be tarnished by your actions or behavior. I can still remember my dad telling me that I may not be the smartest kid in the class, but he'd better not see anything but top grades for conduct because "you can keep your mouth shut."

When I entered the work force, dress codes were important. In my first sales job, I recall the sales representatives from IBM and Xerox were required to wear a suit, white shirt, tie, and polished leather shoes. No sports coat. No colored dress shirt. No casual shoes. Image was important.

Teachers also dressed for success. Men normally wore a shirt and tie. Women dressed in dresses and later in pant suits. Women especially were stylish in their dress and seemed to have a lot of pride and confidence in themselves and expected it from their students.

This June will mark 51 years in the workforce for me. I've witnessed many changes. Dress standards have been seriously relaxed to say the least. Golf shirts for men. Jeans at times for both sexes. Shoes that are comfortable and not at all like the ones that I saw long ago.

Offices have been interesting. Most offices today are using mid-market to high quality furniture. They understand that the first impression of your business is what a person sees when they walk in or how they are addressed when they are called on the phone.

Many organizations are upgrading to the latest high-quality furniture so that workers will be more comfortable, return to the office, and not demand to work remotely.

This is extremely important for some businesses. In the business-to-business market, communication today crosses a much broader series of lines and formats than it did years ago. Voice over internet protocol (VoIP) phones make it indistinguishable when an employee is working remotely. Meetings may occur virtually with participants across the globe. My recent Sunday School class had a member in attendance who was in Kenya working in a hospital there. The options are limitless.

When a business gets a new customer those first transactions are critical. Did the goods arrive on time? Were the people representing the firm helpful and pleasant to deal with? Is this a firm that I want to have another transaction with? Can I see that this company cares about my business?

At WJ Office, we've worked very hard to make sure that everyone here understands that each part of the process of dealing with a customer, or a prospective client is critical. In our business, every role is considered critical. Each person is a "spoke in the wheel" and we depend on each other to make not only a positive first impression, but an experience that produces a client who becomes an ongoing "raving fan."

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ENJOY THE WHITE GLOVE EXPERIENCE OF THE WJ WAY! WHEN IT'S TIME TO REFRESH YOUR RESTROOM WJ OFFICE IS HERE FOR YOU. WE HAVE PAPER AND SOAP DISPENSERS, FLOOR CARE, DISINFECTANTS AND ODOR CONTROL SOLUTIONS THAT WILL MAKE YOUR FACILITY FRESH, CLEAN, AND SAFE. OUR LINEUP INCLUDES ECO-FRIENDLY CLEANSERS IN READY-TO-USE BOTTLES OR IN CONCENTRATED SOLUTIONS THAT MANY OF OUR CUSTOMERS USE WITH AN INNOVATIVE DILUTION STATION FOR EASY

AND ECONOMICAL CLEANING. THAT'S JUST THE SURFACE OF IT ALL. WE HAVE YOU COMPLETELY COVERED WITH EVERYTHING FROM AIR PURIFICATION SYSTEMS TO SCRUBBIES PLUS THE DIRECT KNOW-HOW TO HELP YOU ANYTIME YOU ARE NOT SURE WHICH PRODUCT BEST FITS YOUR JAN SAN NEEDS. AND TO MAKE YOUR SOURCING THAT MUCH EASIER, YOU MAY USE OUR ONLINE PLATFORM OR JUST TEXT US YOUR ORDER WHEN YOU'RE READY TO BUY. TRY US. YOU'LL BE GLAD YOU DID!

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your state

BLOWING ROCK BEST SMALL TOWN FROM WBTV

A quaint town tucked in the mountains of Watauga County was recently recognized by *Southern Living* magazine. The all-encompassing *Southern lifestyle* magazine named Blowing Rock “The Best Small Town” in North Carolina.

“Western North Carolina is full of great mountain towns, and this year Blowing Rock was voted the best of the best,” the article said of the town. “Follow the Blue Ridge Parkway for beautiful mountain panoramas, or stay in town for ice cream from Kilwins and your choice of laid-back dinner spots.”

Downtown Blowing Rock is a popular place to eat and shop, and is just minutes away from Bass Lake and the actual “Blowing Rock,” which is an attraction in its own right. Not to mention it offers some of the best fall leaf-viewing around.

According to the town guide, Blowing Rock offers more than 30 restaurants, nearly 100 shops and boutiques, two dozen inns and hotels, numerous vacation rentals, and abundant celebrations of art and culture.

Southern Living also added another interesting nugget, suggesting that author Jan Karon perhaps based her “Mitford” series on the small mountain town.



your team

Wil Barber

Wil Barber has a great family at home. He has a wife and four kids, well, grown up kids in their twenties now. He has a family at work as well. That's at WJ Office where after a little more than two years, he feels comfortable enough to apply that term when you ask him what he likes about working here.

"Most of my career has been with large restaurants such as the Golden Corral, Red Lobster and Cracker Barrel," Wil says. "In those environments you are typically a number, a commodity who's there to perform duties and that's pretty much it. But how many places can you go to work and speak with the president of the company for a couple of hours? Being involved with WJ has taught me it's more like a family here."

Wil is a specialist for janitorial products and food service items at WJ Office. He joined the company a little more than two years ago after spending 30 years in managing establishments from private country clubs to chain operations. He takes care of six NC counties, ensuring customers have what they need, when they need it. In that role, he's often on the phone as much as he's behind the wheel of his car dealing with establishments near and far. The challenge, he says, has more to do with traditions than logistics.

"WJ has been around more than 47 years, and there are many folks who don't know all the things we can do for them yet," Will says. "One of the most dangerous things you can hear someone say is 'well that's the way we've always done that.' It can be difficult to change."



Wil and Julie Barber with their son and three daughters.

Nevertheless, Wil never lets convention get ahead of wisdom. So when he presents the breadth and depth of WJ's offering and how it can out-compete the bigger suppliers, it makes a meaningful impact. Plus, it's part of the fun.

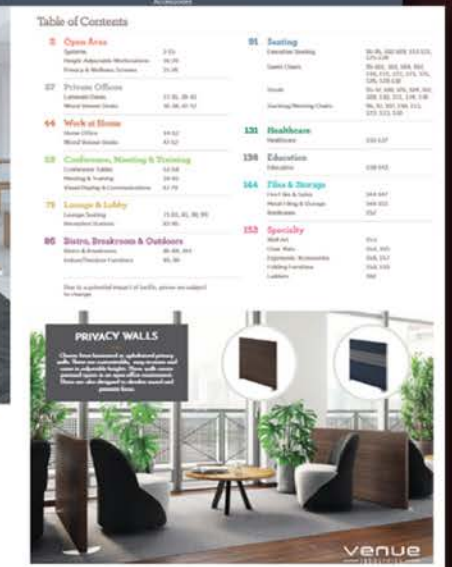
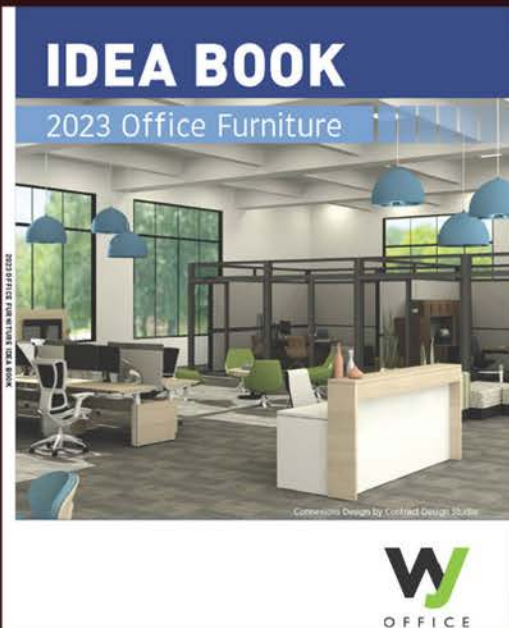
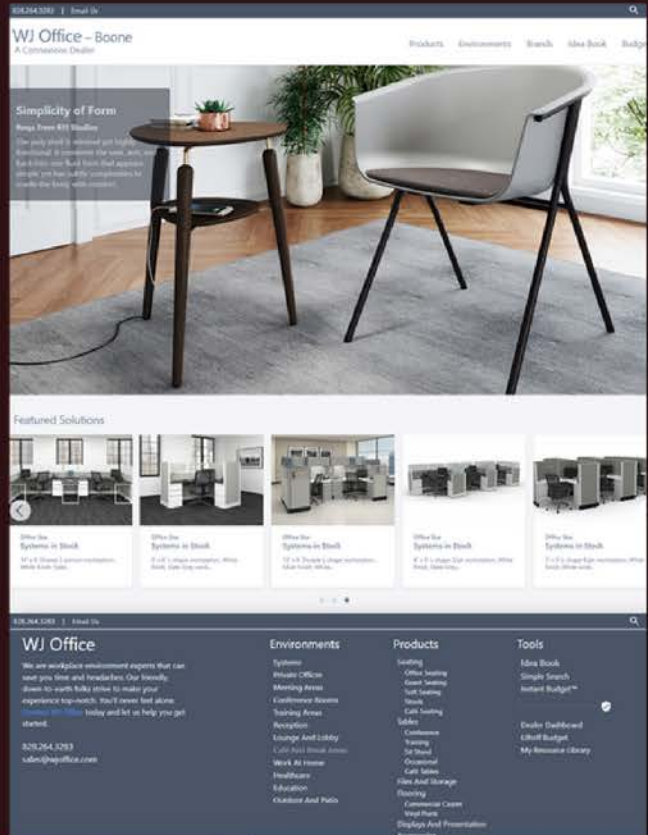
"I'm always learning new things," Will says. "It's been a joy working here. An absolute joy."

your space

WJ OFFERS A NEW WAY TO VISUALIZE AND FURNISH YOUR WORKSPACE

Shopping around for furniture can be a time-consuming task when you have so many things to do and even less time than ever before. It's also a little difficult to see what's available in style, aesthetics and price without walking around showrooms or flipping through catalogs during your lunch break.

We've changed that with a whole new connection that you can make online, anytime. Just visit our **WJ Connexions** website where you may view the many options available to you depending on your environment or budget. The site offers some amazing tools including a digital Idea Book and Instant Budget builder that can help you narrow your search down based on parameters you set.



FIND YOUR CONNEXION AT WJOFFICE.COM/MID-MARKET-FURNITURE

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QUALITY AND CARE YOU SERVE UP EVERY DAY. WITH WJ OFFICE HANDLING YOUR PACKAGE PRINTING AND STORAGE, YOU HAVE A HASSLE-FREE WAY TO BUILD YOUR VISIBILITY AND LEAVE A LASTING IMPRESSION ONE DELICIOUS MEAL OR DRINK AT A TIME. CONTACT US TO GET MORE INFORMATION.

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you have the chair

WHAT TO LOOK FOR AND WHERE TO LOOK

BY NEVILLE CHANEY

An appropriate chair for your employees is a huge plus for companies competing for workers today. Having been in this industry for almost 50 years, I have seen all types of chairs and all types of philosophies in choosing them. Many schools and government offices have limits as to the type of chair that may be chosen because of restrictive government contracts, but it's important to consider what to look for and where to look.

This may sound crazy, but chairs are like printers. You need the right chair for the right purpose and the right support. By support I mean that the chair fits the person (big and tall, proper height adjustment), but also what's going to happen when the chair inevitably breaks?

Seating manufacturers have different warranties. If the cylinder malfunctions that allows you to raise and lower the chair, where do you turn? ? Ever tried calling Amazon or another large organization? Do you have your invoice number handy? Do you know the manufacturer and model number of the chair? Is there someone from that vendor staff who will come out to your location and determine the proper parts, order them, and repair the chair? What about the price?

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you have the chair

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How much are you willing to spend and how long do you plan to keep it? Is this your first chair that you are buying? If not, how old is the chair that you're upgrading? A good chair is not inexpensive, however, most chairs will last 8-10 years. Often we have a customer who has no idea what the prices are for seating, and they will ask for a chair at a certain price range. Let's say they want to spend no more than \$300, but they still want adjustable arms, pneumatic height control, the ability to lock the back in place OR have a swivel/tilt option. Well, those options and a comfortable chair may not fall into that price range.

Consider this. The chair that they really want may be \$500. It is certainly more than they had planned on spending, but let's look at the total picture conservatively.

I mentioned above that a good chair would last 8-10 years, but the depreciable life is five years so let's use that. That person planned on spending \$300 anyway so all they really need to justify is \$200 more – not the \$500 purchase price. \$200 over 5 years is only \$40 per year or \$3.33 per month.

The question then becomes “is it worth \$3.33 per month to you to get the chair that you really want? Is it worth \$3.33 per month to also get it from someone who is going to support you AFTER the sale to repair the chair if it needs to be repaired. I use the same logic when I am making a significant purchase. I also tell folks that five or ten years from now you will not recall what you paid for that chair, but you will know whether you are happy with your decision.



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ENJOY THE WHITE GLOVE EXPERIENCE OF THE WJ WAY! ONCE YOU EXPERIENCE SOURCING YOUR FURNITURE THROUGH WJ OFFICE, IT'LL BE VERY DIFFICULT TO RETURN TO YOUR FORMER VENDORS. WJ'S EXPERIENCED PERSONNEL AND REFINED PROCESSES CAN HELP WITH BUDGETS AND

SPECIAL CONTRACTS THAT YOU MIGHT QUALIFY FOR. WE PROVIDE LOGISTICS, COMMUNICATION, INSTALLATION, MOVING AND MORE! SEE WHY OUR DELIGHTED CLIENTS CONTINUE TO CHOOSE THE WHITE GLOVE EXPERIENCE OF THE WJ WAY FOR ALL THEIR OFFICE FURNITURE REQUIREMENTS.

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