



anyway

A MAGAZINE BY WJ OFFICE



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from my desk

BEHIND THE SCENES

BY NEVILLE CHANEY

For those of you who "own the business" you will be able to relate to the circumstances that come up enough that you scratch your head and say, "oh well."

I have a rotten cold. It has been with me for days and last night was not a good night. Coughing, stuffy head, nasal drip down the back of my throat... Most workers would have called in sick. I did too, but just long enough to let my staff know that I would be working from home. I headed downstairs to my home office. I enjoy working, and I am grateful to be able to work from home and be completing my 49th year as president of WJ Office.

It has been a rewarding experience. This year has been truly special as we will be completing our best year ever this December. I just had one of our sales reps take on some more sales responsibilities. We use a Customer Relationship Management software program (CRM) in which the rep manages his calendar and makes notes that record his sales calls. Those notes also allow me to review his work, his obstacles, and make coaching suggestions.

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OUR PORTFOLIO

FRESH NEW SPACES FROM A DESIGN THAT WORKS.

See our latest installations at Appalachian State University.

TAKE A LOOK →

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VOL 5, ISSUE 4

Behind The Scenes

From the desk and perspective of Neville Chaney, we take a look at our president's insight on customer service and attention to detail.

03

On the Cover:

Clingman's Dome, Great Smoky Mountains National Park. Also known now as Kuwohi. Kuwohi, is the Cherokee name for the mountain and translates to "mulberry place."

The Dome is a popular Park destination. Located along the state-line ridge, it is half in North Carolina and half in Tennessee.

5 Misconceptions About Managed Print Services

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your space

5 MISCONCEPTIONS ABOUT MANAGED PRINT SERVICES

(AND WHAT OTHER PROVIDERS DON'T WANT YOU TO KNOW)

If you've ever been frustrated by surprise toner costs, printer downtime, or confusing service contracts, you've probably heard about Managed Print Services (MPS). But for many office managers, the term itself sounds like one of those "techy" things that's hard to pin down. The truth? MPS is really about making your office printing simpler, more predictable, and more cost-effective. Let's clear up the top five misconceptions so you can see what it's actually all about.

MPS IS ONLY FOR COMPANIES

Nope. MPS isn't just for large corporations with fleets of machines. Small and mid-sized offices often see even bigger benefits because they're the ones juggling too many printers, supply orders, and service calls with limited staff. As a legitimate MPS provider WJ Office can handle all that—automatically ordering toner, scheduling maintenance, and tracking costs—so you don't have to. It's like having a "print department" without another person on the payroll.

IT'LL COST MORE THAN WHAT WE DO NOW

Sorry. No again. Most businesses discover it actually saves money. Without MPS, you might be buying toner at retail prices, paying separate repair bills, or replacing machines sooner than necessary.



MPS providers track every page printed and help you understand your true cost of ownership—something most offices never calculate on their own. The result is fewer surprises, lower supply costs, and better use of what you already own.

WE'LL LOSE CONTROL OF OUR PRINTERS

No, no, no. You actually gain visibility. An MPS program helps you see where your printing dollars go, which machines are overworked, and who might be printing wastefully. You decide what to do with that insight. Instead of taking control away, MPS makes your printing environment more manageable and transparent.

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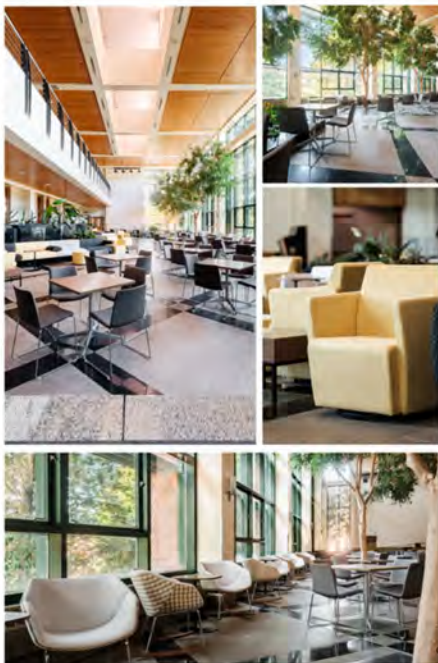


PHOTO: STUDENT UNION - APPALACHIAN STATE UNIVERSITY - BOONE



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BEHIND THE SCENES

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Here is an example of such an entry. Names have been changed to protect the innocent:

"Met with Sophie today. She started as an intern seven years ago and has 'stayed the course.' Very nice young lady. Showed her how to navigate our web site and ordering system. She was thrilled since she could make ordering guides for the three locations that she buys for and set up categories in her favorites list. Showed her how to pick the proper shipping location too. She is now a very happy young lady. She was very appreciative of me stopping by to introduce myself and asking how I can serve her and her organization better. She confessed that she has been ordering some items from Amazon due to what she thought was a cheaper price, but since meeting with me she is going to order strictly from us. She said that it meant a lot to her that I would take the time to come and see her."

This gives you a thrill. This organization (which is a nonprofit that I have supported for years with a monthly check from my personal account) has done business with us over the years, but this exchange pointed out that businesses like WJ Office need to figure out how each of their customers want to be served.

Sophie did not know that our company and our owner have supported her organization financially for years. She may not even care. What she discovered was an INDIVIDUAL who represented a company that wanted to provide her with better shopping experience while saving her and her organization precious time.

It all started with helping her see a better way of doing things.

We started WJ Office in December 1976 with three employees. I was the salesperson and delivery person. Our bookkeeper answered the phone, waited on customers that came in our door, and ordered products that were sold. Our third person was a service technician. During this stage of operation, I knew the needs of each customer. I knew their names and quite a bit about each company. We invested in each other.

Today, we have hundreds of customers. Ordering is mostly done online. Being able to spend the time to really delve into their needs and explain how we can help is challenging as more decision makers are carrying a larger load within their organizations. Although I wake up each morning thinking about WJ Office, I have realized over the years that I am the only person who does that.

I have shared many ideas with my staff during training. Training continues constantly, not just at the beginning of employment. New employees often have a surprised look on their faces when I tell them that everybody they will meet has the same favorite radio station. That puzzled look breaks into a smile when I tell them the call letters of that radio station are WIIFM. What's In It for Me!

As you try to make sense of this world of business, remember that your customers' favorite tunes are coming from their favorite radio station. Have a great FOURTH QUARTER!

'It all started with helping her see a better way of doing things.'

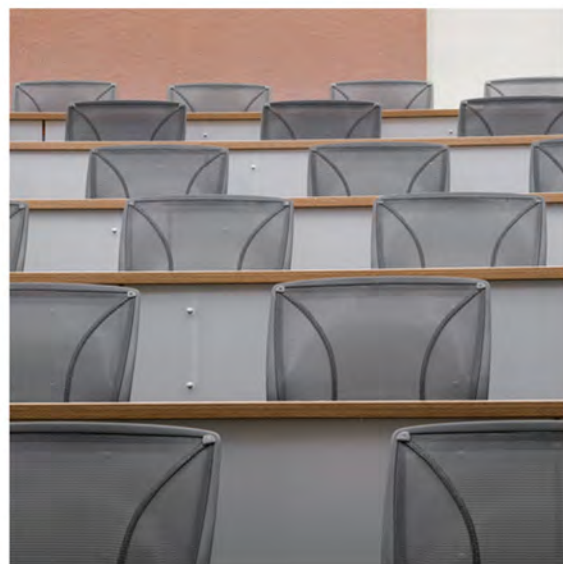
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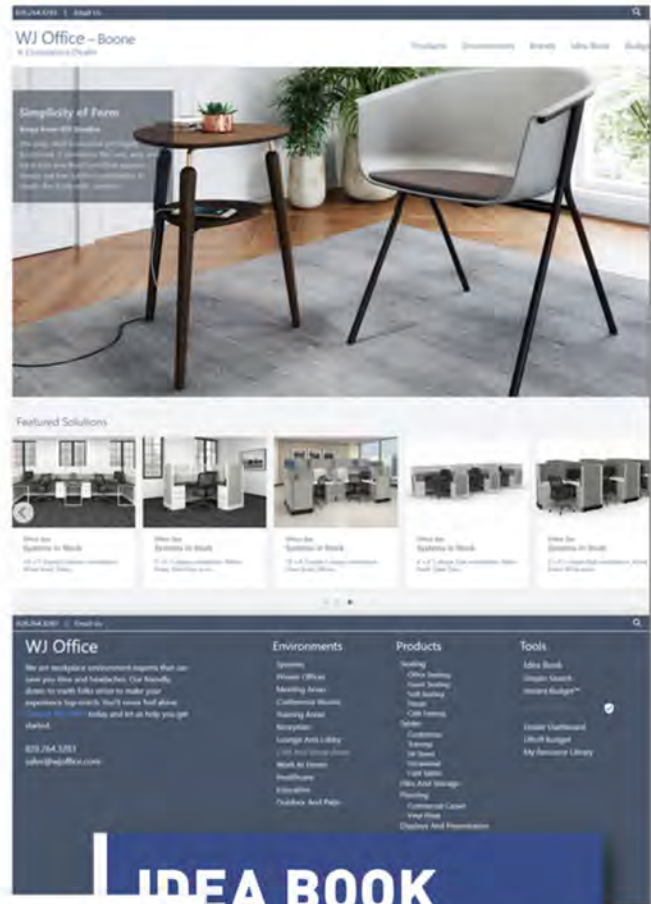


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MPS MISCONCEPTIONS

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IT'S JUST ABOUT TONER AND SERVICE CALLS

Toner and maintenance are part of it, but MPS goes further. A good provider looks at your whole print environment—how many devices you have, where they're placed, and how efficiently they're being used. They'll help you right-size your setup and recommend smarter workflows like scan-to-email or digital filing. It's not just about keeping printers running—it's about improving how your team handles documents every day.

WE CAN HANDLE THIS OURSELVES

Sure you can, but at a hidden cost. It's true. Office managers already have enough on their plate—managing people, projects, and vendors. Tracking every print issue and supply order eats up time that could be spent elsewhere. MPS takes that off your list, giving you one predictable monthly invoice and one point of contact. It's a simpler, smarter way to keep your office running smoothly.

READY TO SIMPLIFY YOUR OFFICE PRINTING ONCE AND FOR ALL?

If you're curious about what Managed Print Services could do for your office, start with a quick, no-obligation assessment. We'll review your current setup, identify where you might be overspending, and show you how an MPS plan can make your printing predictable and stress-free. It's the easiest way to take control of your office printing—without adding to your to-do list. **CALL 828.264.3283**

A MINUTE OR TWO ON MANAGED PRINT WITH NEVILLE CHANEY

If you've ever wondered what Managed Print Services really mean for your office, this quick video is worth a look. Neville Chaney, president of WJ Office, breaks down the biggest misconceptions and explains—plain and simple—how MPS can actually save time, money, and headaches. Watch it, share it with your team, and get a no-nonsense rundown on how to make printing predictable again.



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ITEM	DESCRIPTION	PRICE/BOX OF 24
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ALPKCUPCOSTAMED	Jasmine, blueberry, fermented mango w/ a good body.	\$13.49
ALPKCUPKENYAMED	Rich flavor w/ a deep, wine-like acidity and pleasant aroma.	\$13.49
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ALPKCUPCOLOMBIAN	Medium-bodied w/ a rich taste & citrus-like acidity	\$13.49
ALPKCUPDARKESTAT	Sweet strawberry & caramel notes, smoky smooth & not bitter	\$13.49
ALPKCUPDONUT	Very sweet, blueberries & strawberries slightly fermented w/ caramel	\$13.49
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ALPKCUPVANILLA	100% Arabica beans flavored w/ Madagascar vanilla	\$13.49



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