



anyway

A MAGAZINE BY WJ OFFICE

**'One of the secrets of life is that
all that is really worth the doing
is what we do for others.'**

- Lewis Carroll

anyway

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OFFICE

from my desk

ACRONYMS

IS THIS AN EFFECTIVE WAY TO COMMUNICATE?

BY NEVILLE CHANEY

I have reflected on acronyms often. It's fine when you are communicating with someone within your industry or specialty, but doesn't it promote a lack of understanding on your part that the person whom you are communicating with doesn't relish feeling stupid?

The military cannot live without them apparently. They are awash in them as is the medical community. Have you ever tried to read your blood panel report? I need to show it to a buddy who is a retired doctor to tell me about my blood. So much for HIPAA (see, another acronym). Even many of the drugs go by a "nickname." Hydrochlorozide is "HCTZ." Why don't they call it that in the first place?

Even in my office equipment business the acronyms are voluminous. CPI (cost per image), MFP (multifunction printer), CPP (cost per page), DPI (dots per inch). Does anybody outside the copier industry know what an A3 or an A4 is? This lingo refers to the maximum size of the printed page that your copier (alias MFP) will accommodate. An A3 machine will accommodate 11 x 17 paper (also known as "ledger" size paper) and the A4 equipment will accommodate up to 8.5 x 14 paper (also known as "legal" size paper).

There are some acronyms that when you think about them make sense "PPM" = "pages per minute" and some I have no idea of what it means (i.e. EPEAT Gold Certified). Is there a guy out there named EPEAT? What's a GW controller? A Fiery 27-B? An optional "Buffer Pass" unit that cools the media (paper) before it gets to the finishing unit? For that matter, what the heck is a finishing unit?

Obviously, I know the meaning to many of these items as it relates to a copier, but if I use that language in communicating with a potential customer, he/she will probably be lost. I would love to look at my blood panel and be able to know what I was looking at because not everyone knows "a guy" that can explain it and is patient with me when I ask him again later.

So, I hope that I've given you something to reflect on while I use my copier's Vertical Cavity Surface Emitting Laser (VCSEL) technology to deliver the industry's highest pixel density (4800 dpi) for the most vivid images and crisp text with shape lines.

Have a great day!



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your team

Nate McClellan

Nate McClellan didn't come out of school with an engineer's degree, but when you sit down to talk about his job, his interests and what he likes about all of this, you could easily think he did. He's a tinkerer; always looking at things with an eye on how it should be or how it could work better. And that's true when he's working on his truck at home or mapping out a technology fleet plan for a new customer.

Nate's the guy customers see when new business technology gets more complicated than unboxing a new copier.

His role in Admin-Technology Support puts him right in the thick of it somewhere between a new sale and the installation - and often beyond that when training may be required. He coordinates billing, leasing arrangements, inventory and a host of details that support sales and technology integration.

He seems to be a fast study and a good one at that. Just a couple of years prior, he was at App State earning a degree in Marketing and Sales plus a minor in International Business.

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'I like to think of myself as a simple, down-to-earth kind of guy. I do things that I like and I like the things that I do.'

Nate McClellan

Nate McClellan

Continued from page 07

He didn't arrive at WJ Office with any practical experience in printing, copying or MFPs, but that didn't present much of a barrier. After a short stint in sales, he quickly moved into a support role where he appears to be a natural fit.

"It is a good fit - almost organic," Nate says. "Everyone here is good to work with. If I need to get something done I can walk right over to whomever I need to and get the attention right away."

We should mention a little about Nate's life outside of WJ. He's the youngest of five siblings - all brothers. They all live some distance away from North and South Carolina into Georgia, but they remain in touch via online gaming. Nate and his wife live about 25 minutes away from WJ, up toward the Ashe - Watauga county line. She's a lifelong Boone girl with family all over the area. He's from Hickory, but when it came time to put down roots, the bigger family dynamic won.

"We live on a nice, old farmhouse with a lot of land around it and I love it," he says. "I can step out on my front porch and see the mountains. You can't live in this area and not enjoy the atmosphere."

Nate is active with his local church where he applies his business acumen toward the finance committee there.

So that's a little snapshot on Nate. He's an active individual who doesn't have any back-off on confronting challenges and new territories, even when it means he has to become an expert at something a little out of the zone. It's how he earned a certificate in PaperCut technology from ACDI. It also resolved an issue a local college had in getting its student ID badge system in sync with its metered copiers. But that's another story in the life of this staff member.

"Yea, I like to think of myself as a simple, down-to-earth kind of guy," he says. "I do things that I like and I like the things that I do



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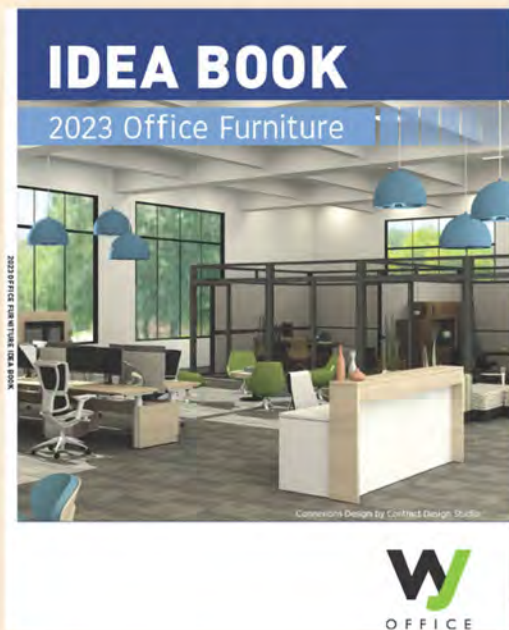
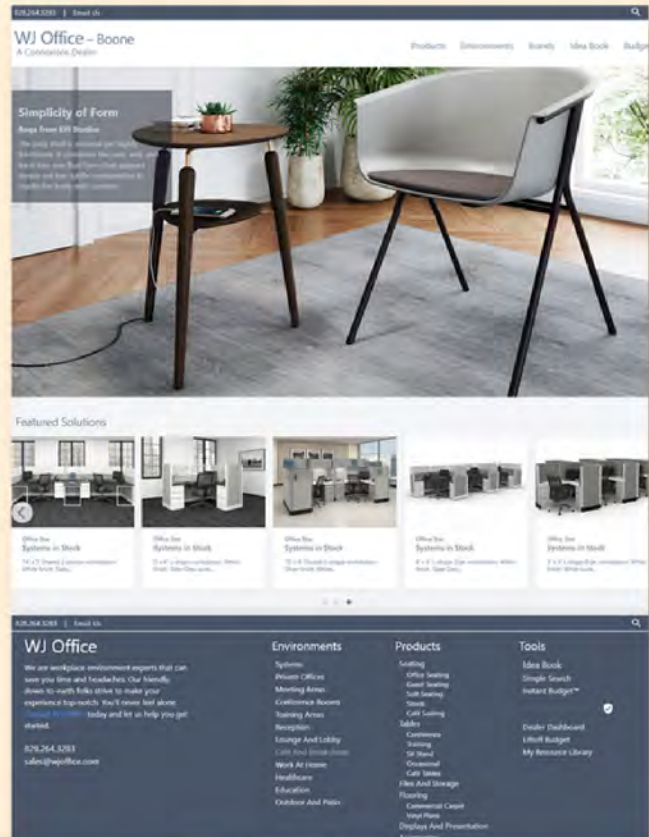
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your space

WJ OFFERS A NEW WAY TO VISUALIZE AND FURNISH YOUR WORKSPACE

Shopping around for furniture can be a time-consuming task made even more tricky these days, particularly with a pandemic, social distancing and other logistical barriers. 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.

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5 THINGS YOU SHOULD KNOW ABOUT SECTION 179

Section 179 of the U.S. tax code allows businesses to deduct the cost of certain types of property, including furniture and office equipment like printers and copiers, as an expense in the year the property is placed in service, rather than depreciating it over several years. This can provide significant tax benefits for businesses by reducing their taxable income for the year in which the equipment is purchased.

Eligibility: To qualify for Section 179, the equipment must be tangible personal property used in a trade or business. Furniture, office printers and copiers typically meet these criteria.

Maximum Deduction: The maximum Section 179 deduction limit may change from year to year based on tax laws, but as of my knowledge the 2023 deduction is capped at \$1,160,000 and purchase limit is \$2,890,000. Check with your accountant to see if you can benefit from this tax law. WJ Office has lots of QUICK SHIP furniture in case you need something prior to Jan 1, 2024.

Qualifying Property: Furniture, office printers and copiers and other equipment are generally considered qualifying property, as long as they are used for business purposes and not for personal use. These can include both new and used equipment.

Placed in Service: To take advantage of the Section 179 deduction, the equipment must be placed in service during the tax year in which you want to claim the deduction. This means it must be ready and available for use in your business.

Limits: It's important to note that there are limits to the deduction based on your taxable income. If your business has a net taxable income of less than the cost of the equipment, the deduction may be limited.

IRS Form 4562: To claim the Section 179 deduction, you need to complete IRS Form 4562 (Depreciation and Amortization) and attach it to your business tax return (e.g., Form 1120 for corporations or Form 1065 for partnerships).

Keep in mind that tax laws can change, and the specific rules and limits related to Section 179 may vary from year to year. It's advisable to consult with a tax professional or CPA to ensure that you're taking advantage of all available tax deductions and that you're in compliance with the most current tax regulations.

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