



Building Positive Attitudes !

Building Positive Attitudes: 4 Positive Employee Behaviors That Will Lead You To Guaranteed Success

Dr. Alan Zimmerman
 Submitted by-**Sal Cucciarre**

If you're a owner/manager, you can't afford to have negative, non-performing employees on your payroll. 3M discovered that. When management laid off the bottom 10% (their poorest performers) at one facility -- their productivity skyrocketed up 18%. When they laid off another 10% (the next poorest set of performers) -- productivity went up another 4%. 3M learned that negative employees not only produce less, but they also they cost more.

Negative employees destroy morale and turn off customers by talking negatively. It's like the owner/manager who asked his new secretary, "Why don't you ever answer the telephone?" She said, "Why should I? Nine times out of ten it's for you!"

Negative employees do just enough to get by. They don't have a lot of drive, and they

Just Digital News !

Greetings All,

I am excited to announce this month, that Just Digital corporate is moving ! Our address remains the same, 4011 East Tremont Ave but we are Now a Store Front ! This will allow a greatly

needed overhaul and appearance change, much more square footage and a boost in employee moral, with our redecorating and remodeling ! It will allow us more visibility to new potential customers as well !

don't take a lot of initiative. They may even say, "I've just got 7 more years, 3 months, and 2 days, and I'm out of here." In other words, they've got a lousy work attitude.

So, how does an employee with a good positive attitude behave?

Here are 4 Characteristics of a Positive Employee That You Should Look For In Yourself – And Your Team:

I. Positive employees know hard work is good for the soul.

Most people know it's good for the company. They know it's good for the customer. And, they may even know that it's even good for the country. But only the winners know it's also good for the soul.

Best-selling author Rabbi Harold Kushner says it so well. He says: "Work hard, not solely because it will bring you rewards and promotions, but because it will give you a sense of being a competent person. Something corrosive happens to the souls of people who stop caring about the quality of their work...and begin to go through the motions."

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Another Huge announcement is that We have taken a 10x10 booth at the Construction Expo at the Jacob Javits Center in New York City, the show has over 400 vendors and only 5 reprographic companies ! The show takes place on May 1st and 2nd 2007 !So Please come and visit us !**Continued page 4**

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Special Mentions of The month:

- Happy Birthday
Janice Cucciarre
- Happy Birthday
Mom Cucciarre
- Happy Birthday
Ashley Jones
- Happy Birthday
Sal Cucciarre
- Happy
St. Patrick's Day
- HAPPY BIG 50
Jeff Leiter
- Happy Birthday
Kimaya-Kidd's Daughter



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Last Months Winners for Monthly Contest:

Just Digital — 3 New Account's

Just Digital 2 — 1 New Account

Just Digital 3 — 9 New Account's

WAY TO GET IT DONE !!!

Just Digital 2 1-877-Print-19

614 Mamaroneck Ave

Mamaroneck, New York 10543

Just Digital 3 1-888-Jus-Dig3

542 North Alabama St. Riley Towers

Indianapolis, Indiana 46204

We are on the web at
www.Justdigital2.com



CY Young

March 29th 1867

Tech Tips— Kidd G Crawley

On Kip 3000 ONLY,

If you don't have a mailbox in request, goto C drive, then programfiles, KIP the TR folder, then delete all files.

Also Don't have Dave string your Wires !!!

ON MARCH 2nd 2007

**THE JUST DIGITAL LOCATION
THAT SUBMITS THE MOST NEW
CREDIT APPLICATIONS ON THIS
DAY!**

**EACH EMPLOYEE IN THAT
LOCATION WILL RECEIVE a
\$25.00 Gift Card !!!**

TEAM EFFORT PEOPLE !!!

Organization, Team Work, & Effort Goes a Long Way !!!

Sale's Talk —Sal Cucciarre

Let's talk, beyond the box !!! Lets look 3 feet in front of you !

Let's look at the BIG PICTURE !

As competition is everywhere, and competitors get more and more savvy, Its my job to motivate you guys to be the Best!

As the Youngest owned Full Service Reprographics Service and Print Company, We are aggressive, and sharper than our counter parts.

But what is lacking is the strive from within to succeed further, which limits our number of new clients and new revenue.

A customer that give's us 100.00 per week That's new is just as important as the 3 or 4 Big job's from current customers.

This brings in a steady flow of work and revenue !

It is only a matter of time til the next Guy, drops his price again and reinvents his company !

This is what I do on a daily basis, reinvent my company, my business style, my product line and service's!

We all have a wonderful team effort behind us all, and the Key to success is Sale's ! We need to all do our part and chip in! Remember the service and machine sale's will always be a part of this company and will always be around !Overhead of Shops, Insurance, and Staff, based on Limited Sale's of Reprographics Services and new client base may soon be a thing of the past !

The reason is our customers are getting more economy minded and wants to save money as well, therefore you see more customers either purchasing Machines or have FMC's put in their offices. Here is the Reason for this , Just Digital can Sell the machine and or FMC it to them and we get the service and supplies, But the Print shop looses out on generated revenue! Another reason is that the printing industry is aggressive and the big guy and competitors are doing anything to land customers !

This where each shop should not fail, We have plenty advantage's over them, so lets all do our share and try to get some new customers !

Thanks for the continued effort and dedication !

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2. Positive employees decide to enjoy their work ... no matter what.

Certainly, no job is perfect, and there's always room for improvement. There's always something to complain about. In spite of that, winners decide they're going to like their work. It's a decision they make, not a feeling they have ... if everything is going well.

Your job may not be fun. It may not even be meaningful. But if you're a winner, you're going to enjoy your work ... no matter what. I know it sounds a little harsh, but I've often told my audiences, if you think your job stinks, if you think employment is bad, try unemployment for a little while.

3. Positive employees see the good in every situation.

Like anyone else they can see what's wrong with a situation, but positive employees don't get stuck on that point. Winners keep themselves motivated by seeing the good in any situation and focus on how they could make it better.

By contrast, negative employees focus on a minor annoyance and let it ruin everything. It's like the person who was chosen to attend my two-day program, "The Journey To The Extraordinary." Even though her company paid for the trip and program, the hotel was very nice and the training was excellent, her only comment about the entire event was the fact that the chairs in the training room were uncomfortable. I'm sure they were. But her focus on the uncomfortable chairs kept her from experiencing the transformation everyone else was experiencing.

Of course, positive employees ... who see the good in every situation ... may annoy the losers in the company. The losers may see these positive people as Pollyannaish or blind, and they may be disgusted with those people who aren't wallowing in the negativity with them. So be it.

4. Positive employees ask how they can do more than is expected.

Every business manager knows the cardinal rule in business is to under-promise and over-deliver. Positive employees are never satisfied with merely getting by or doing the bare minimum. They know if they were to do that they couldn't possibly feel good about themselves.

Positive employees find out what's expected and do their best to exceed those expectations. Whether it's dazzling a customer with better service than she's ever experienced before ... or surprising a coworker by offering extra help ... positive employees focus on how they can do more, not less.

Concluding Thoughts

If you're trying to assemble a top-notch team, look for these characteristics. And if you want to move ahead in your career, display these four positive employee behaviors. They always work!

As a best-selling author and Hall of Fame professional speaker, Dr. Alan Zimmerman has transformed more than one million people in 48 states and 22 countries to become positive employees. In his book, PIVOT: How One Turn In Attitude Can Lead To Success, Dr. Zimmerman outlines the exact steps you must take to get the results you want in any situation –

Just Digital News cont., from page 1

We hope to have Kip on hand to assist in sale's and service questions, as well as I will have equipment and give aways at the convention to attract new customers.

This is a Huge event for us, anyone that is serious about assisting in sale's please let me know and I will make arrangements to have you on hand !

Remember to get your ideas in and article for the newsletter, before the 26th of each month, as I have seen minimal interest from employee's, but more input from customers and vendors !

Salvatore M Cucciarre

Joke of the Month:



Submitted by: Bob Thompson

An architect, an engineer, a developer and contractor are standing outside the Pearly Gates. The architect and engineer approach St. Peter, who responds, " I'm sorry , but please step to the left". Next, the developer and contractor step before St. Peter and tells them, " sorry , but you're both in the wrong place, please fall in line to the left". He snaps his fingers and they all find themselves in hell. Dissatisfied with the level of comfort there, the four embark on making improvements. One day, God phones Satan to ask how things are going. " Great," Satan answers. "We' ve got several multiplex, multi-use buildings with air-conditioning now, thanks to our great design/build team !" "You've got a design/build team ?", God asks, " and air conditioning , well there's been a mistake. Send them back-up here A.S.A.P., pronto, or I'll sue". "Yeah, right," Satan chuckles. "Where are you going to find a lawyer?!?!?!"...

Recipe of the Month !

Submitted by: Kathy Higgins



Kathy's Hot Jalapeno's

Once you've had I you'll never forget the experience!!!

Ingredients: 10-Jalapeno Peppers, 1-16 oz. Tub Regular Cream Cheese, 1-Lb. Bacon

(note: if peppers are small you can stretch the slice of bacon to fit the pepper for larger ones use 1 slice)

Take 10 jalapeno peppers slice in half remove seeds (20 halves)

take the cream cheese fill up the halved peppers then take

raw bacon start at one end and wrap bacon around the entire halved

pepper. Place peppers in an aluminum tin and put in over on 300

for 1 hour let cook, then lower temp to 250 for another hour

you want the bacon to cook slowly get crispy not burn

you may need to leave in for a bit longer if so raise the temp

to 300 for another 30 minutes. By this time the bacon should

be brown and cooked if you prefer bacon a little less crispy

remove as to your liking. Remove from oven place on a

paper towel to remove any extra grease from bottom of pepper

let cool and enjoy. I find an Ice cold beer goes well with

this snack. BON APPETITE

KIP 3000 overview



1. Operator Panel - Easily accessible, large buttons, bright back screen LCD display
2. Integrated copy and scan - Efficient document copying and scanning system
3. Operator Guide - Guides for engineering and architectural use standards
4. Print Engine - 150% faster efficiency with KIP RIP plus technology. Output speed of 2.81 line print per minute.
5. System - Internal sheet feeder for single copies or specialty media
6. Software (SIP) - Provides detailed technical information pertaining to system status.
7. Media Capacity - One or two rolls, field upgradeable.
8. RIP - The integrated RIP Image Processing System ensures high quality results and fast processing
9. Integrated Imaging - User selectable front or rear output making for up to 200 ppm.
10. Small footprint - The KP 3000 is a fully integrated, space saving device.



KIP America
 Authorized Dealer

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Greetings March 2007

Unbeknownst to yours truly, that when I arrived to further my career at Just Digital, I would be invited to author from time to time for a monthly newsletter. Nonetheless, since Mr."C" has asked me to do so, I must admit that the task at hand is flattering. Thanks Sal, though I procrastinated a little on this month's submission, by my own fault, I'm missing out on something I wanted to watch on the "tube" this wintry Indiana Sunday afternoon. Oh well... Tony Stewart (*a fellow Hoosier*) will most likely wind up in the winners circle at the California Speedway anyway.

When I'm abroad doing my thing outside of our professional realm I'm often asked what I participate in for a living. When I respond with the correct and specific description of our industry, nine out of ten times the Reprographic industry is not readily recognized. But then of course I'm a bit thankful for this. It reminds me that not completely is our field of expertise infiltrated with a repro shop on every street corner but it's getting close. I was in a Walmart in Little Rock, Arkansas a few years back and noticed a large format color plotter not for sale, but offering the service of making full color banners and enlargements from electronic medium. I was floored!! The competition is spreading.

This is an industry where WE must take all of the initiative to let our prospective and current client base know that our emphasis is upon excellent, speedy, high quality service. That's what it comes down to today. Service! The only way to compete is to utilize the outstanding resources available to Just Digital and put them to use in a way that the competition will not. As well, no matter where I am or what I'm doing, I'm mandated to look upon each and every individual as a customer and be ready to offer to them professionalism and service that exceeds their expectations.

Already I'm very proud to see these traits in everyone affiliated with Just Digital in just the few short weeks that I have been commissioned as a Customer Representative. Very Proud!

I am looking so forward to visiting with our founding locations this spring in New York and helping Sal at the upcoming trade event in NYC. To those whom visited here in Indianapolis last month, and others I have yet to meet in person it is indeed my pleasure to work beside you and I extend my deepest thanks for your warm inviting welcome to the team,.... or family as Sal would say!

Let's Git Er Done!

Jerrold W. Smith

Reminders : Dave Evens

Make Sure each Shop

contacts their prospective regional service managers with any and all service issues. Log it like a customer service call and add Sal to your email, Gets your call logged and makes Sal aware at the same time !



Blackberry Email Address's !!!

Sal Cucciarre

JDSERVICE@NEXTEL.BLACKBERRY.NET

Kidd Crawley Northeast Regional Service Manager

JDSERVICE1@NEXTEL.BLACKBERRY.NET

Dave Evens-Central Regional Service Manager

JDSERVICE2@NEXTEL.BLACKBERRY.NET

Jerry Smith-Sales

JDSALES@SPRINT.BLACKBERRY.NET



Suggestions !!

Any & all suggestions are welcome

From new forums in newsletter, new products, new service's, updates to website!

Monthly giveaways, or special promotions, just email your idea !



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Just another Reminder:

Ashley Jones

Billing:

When filling out invoice's Please remember to put the Following on your invoicing:

1-Name of Job or PO#

2-What size the prints are

3-Customer must sign the work order

The only exception to signing a work order from customer is a fax on their letter head.

This is very important for billing, and it helps me out a lot as well. Thanks Ashley



Kidd's Quote:

" The Best steps you will ever take in life, is Towards our Service"

The Carnival in Sicily

