



Operations Guide for: ALL EMPLOYEES

The Mission/Vision

Commitment To Excellence

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Revised and Updated 6.16.05



Our Mission is:

To Make A Difference

by publishing a high quality free health magazine which encourages and empowers people to live healthier lives.

Why Did We Establish the Mission?

Analysis of the health practices of people, in general, produces very significant and important information, which reveals that:

1. People have many untreated and uncared-for health problems.
2. People go through a difficult and exhaustive process to find answers, and/or treatment, for their health problems, and,
3. When people do need help, for a health problem they have or someone close to them has, there is very little information available to help people find the appropriate health service or provider they need.

Practically everyone has one or more health related problems or concerns at any given time, yet too many times, the American health delivery system waits for those people to take action, rather than assisting them to the provider or service they really need. This leaves the individual to go through a process of finding a provider or service with little information, or assistance.

So, we make information available in a local targeted area, providing assistance to, and even influence to, people who are trying to find an answer to, or information about, a health problem they or someone close to them is experiencing, or may experience in the future.

What process do people go through when they have a health problem?

When someone first thinks they have a health problem they go the process of trying to solve the problem.

- They think about it and hope that it will go away by itself.
- They consider what they should do about it.
- They involve co-workers, and family members in the process.
- They look for information about the problem.
- They weigh out all the options until such time as they decide it's time to seek professional help. Then the process of finding help begins.
- They try to find information about doctors and other providers in ways like,
 1. Word of mouth, talking to friends, family and co-workers,
 2. Referrals, from people who may know the right provider,
 3. Yellow pages listings of providers, and,
 4. HMO listings of providers.
- What is so, so important here is that, People Are Looking For The Answer, whether it is a doctor, dentist, therapist, alternative solution like a massage or chiropractic, or even nutritional supplements. They are looking because they need help, and answer to their health problem, and they don't know where to find the solution.

Why most people don't get the healthcare they need.

- The American health delivery system waits until the patient comes to it, rather than taking the system to the people. This is unlike any other business in America.
- There is hardly any organized effort to influence people to go to the doctor, or seek other healthcare solutions. Offices and facilities just wait until to people are desperate and finally come walking, or crawling, through the front door and sign in.
- In fact, much of the goal of HMO's and Government, is to keep you from getting help in an effort to reduce health care costs. They would much rather you remedy the problem at home, to keep you from driving up the cost of healthcare.
- Coca Cola, Buick, AT&T, etc etc all spend huge amounts to influence you to buy their products. The healthcare industry spends little or nothing to influence you to Get The Healthcare You Need.

The result is that it is very hard to find the healthcare you need.

Why Millions of People Don't Get The Healthcare They Need.

- There are too many possible health problems for anyone to know what to do for each one.
- So, people wait until something breaks, and it will.
- Then they begin the search for an answer. They talk to people, think of home remedies, ask around, look through the yellow pages, and their HMO directory. None of these sources provides reliable information that makes the person feel more at ease with the problem.
- Since people don't know enough to make a good decision, many times they will;
 - Try some off the wall remedy, like chicken soup, or some new fangled remedy being promoted by some nutritional supplement company. People try these things because they don't know what else to do, or who to go to for help.
 - In many cases they do nothing, which is probably the worst thing they can do because the problem may just get worse and worse.
- When someone finally winds up at a doctors office, it is because the problem has gotten so severe that they can't stand it anymore. In most cases they go to the wrong doctor, and don't even know why they are there.

There is a huge need, and a huge untapped market.

- 38,000,000 people have sleep disorders and have gotten NO treatment. This one problem could cause heart attacks, strokes, lost time from work and failed relationships. That's a very sad truth.
- It follows that there are 38,000,000 patients who have a health problem and either don't know it or don't know what to do about it.
- It also follows that the amount of lost revenue by the health industry is in the billions of dollars.
- Not only is it important to help people find the healthcare they need, there is a lot of money to be made at the same time.

So, why doesn't the healthcare industry do more to assist, or influence, these people to get treatment?

- Most of the time they will give you one of the following as a reason:
 - Don't have the time to do anything,
 - Don't have the money to do anything,
 - Don't like to spend money on advertising, or,
 - They get their patients from referrals.

We believe that health is too important to be left to chance, or excuses.

So, why don't health professionals and businesses do more to assist and influence people to get the healthcare they need?

- We contend that most health professionals fail to understand the process a patient goes through when they have a health problem.
- They don't think of the problem people have when they are faced with choosing a doctor or other health service.
- They think it is easy to find healthcare.
- They don't realize the huge potential markets that may be available.
- They simply don't know what to do. In many cases, even if a healthcare professional or business wants to do something, because they recognize the problem, they don't have the time or experience to do anything about it, so they do nothing.
- They are cheap and won't spend money on anything they don't have to, no matter how important it is, or how good of investment it is.

Patients, and families, seek information before making the choice.

Our society has evolved to the modern age of information. People want information about everything in order to make a good decision.

So, where would someone find information about a doctor, or other health service?

It is hard to find information about a doctor or other health service, and that makes it hard to find the healthcare you need.

- Many times, the patient doesn't get the healthcare they need, because the decision is too hard, and the information is unavailable.
- Many times information about healthcare makes the difference in whether they go or not, and certainly who they go to.
- The more aware a consumer is of a problem and the options for a solution to that problem, the more motivated the person is to take action.

People want to go to a doctor or other health professional who they have information about, a feel of confidence about them, and a sense that they are the right person to go to.

How are they going to get this information, and confidence that they are making the right decision?

People Pick Up YourHEALTH Magazine when they are looking for a doctor, or other health professional.

- They don't want to leave their healthcare to chance.
- They want to know the doctor or other professional they go to.
- They are looking for information.
- They have a need which hasn't been met, a problem that needs a solution.
- There isn't anywhere else to find information.
- YourHEALTH is about local professionals.
- There is more information in YourHEALTH than you can find in the yellow pages, HMO directory, other newspapers, or anywhere else, especially when referring to local professionals.

When a health professional publishes an article, the reader will see that professional as an expert in the problem, and choose that professional for the solution.

YourHEALTH is a Bridge Over The Gap Between Patients and Doctors

There is a huge Gap between patients and doctors, or other health professionals. People don't have the education or intellect in most cases to understand what's going on. They don't know doctors. They don't know who can help them.

Doctors, notorious for poor bedside manner, don't have a good understand of patients. Doctors are super intelligent, super educated and usually wealthy. How can they have an understanding of what most people are going through.

YourHEALTH provides a bridge over this Gap.

YourHEALTH is about...

- 1) Helping people understand their health problems.
- 2) Making a difference to people who have health problems.
- 3) Influencing people to get their health problems answered.
- 4) Helping people find healthcare.
- 5) Assisting people when they are looking for a health provider.
- 6) Keeping local professionals in touch with people in the community.
- 7) Bridging the gap between patients and professionals.
- 8) Trying to break down barriers of access; many of which are created by HMO's, the government and an overcomplicated health system.
- 9) Doing something positive to help people find the healthcare they need.

YourHEALTH is not about...

- 1) Advertising.
- 2) Politics.
- 3) Budgets, or money.
- 4) Excuses.



Commitment To Excellence

I will,

1. Present a professional image to all past, current and future customers.
2. Offer the YourHEALTH opportunity to new prospects, continually and consistently educating them about YourHEALTH.
3. Be as knowledgeable as possible about advertising effectiveness and design to suggest solutions to customers needs.
4. Own customer complaints and concerns. Find satisfactory solutions and present them to management for approval immediately. Acknowledge there is a problem and apologize, if a customer is disappointed. Take steps to correct/accommodate the situation.
5. Inspire teamwork among all co-workers. Approach each assignment with enthusiasm and a smile.
6. Manage time effectively and show respect for co-workers by being punctual, observing schedules and getting work done on time.
7. Maintain uncompromising accuracy and integrity of the company's policies and systems.
8. Always present an image and attitude of courtesy, caring and helpfulness.
9. Never settle for mediocrity . Strive to set an example for others to follow.
10. Be responsible for the product, the customer, the office, and our goals.
11. Always do more than is expected for customers, for co-workers, for the company, and for self.
12. Know this "Commitment to Excellence" or carry it with me to remind me.



General Policies and Procedures

This procedure is to ensure that all new employees are aware of the company's general policies. Each employee is required to know these policies.

I. Probationary Period

For the first 90 days the employee is considered to be probationary. During this period the company will evaluate the employee's performance, and after this period has ended the company will meet with the employee to determine if permanent status will be offered. The company makes no guarantee that the probationary period will end at 90 days, or sooner, or later. The history of the company reflects that employees who are doing a good job and following procedures gain permanent status sooner than those employees who are marginal, problematical or have trouble following procedures.

At any time prior to an employee achieving permanent status, the employer may terminate employment without cause. It is considered that until the company offers the employee permanent status, and the employee accepts the position offered, that the probationary period is still in effect, and the employee is not eligible for benefits, and the employer maintains its right to terminate employment at any time for any reason.

The company will make efforts to assure the success of the employee, however, the employee has the responsibility for proving themselves in the job.

The company will conduct an evaluation of the employee's performance and the employee will be notified of the outcome. This may happen at anytime during employment. This will include a written and/or oral test of these policies and the policies and procedures pertinent to the employee's position.

At any time the company feels it necessary, the company may place an employee on probation, and terminate all benefits at that time. This is solely up to the company and at the sole discretion of the company. Examples or reasons why an employee could be placed on probation include, but are not limited to: failure to promote the mission, absenteeism/tardiness, failure to follow procedures, failure to be productive, failure to work as a team, etc.

Salary adjustments can be made by the company at any time, and are usually the result of a performance evaluation by the company. Employees will receive an evaluation within a reasonable period of time after they have been employed for at least 90 consecutive days. It should be noted that employees who are performing well will have more opportunities for advancement. Measures of performance include, but are not limited to: Promoting the Mission, Following Procedures, Punctuality and Attendance, Productivity, Teamwork, etc.

The company makes a practice of evaluating performance on an annual basis relative to the date the employee achieved permanent status. The company reserves the right to schedule performance evaluations and possible salary adjustments according to a schedule devised by the company president.

Increases in pay are designed to compensate employees for doing more, and helping the company grow. Should payroll increases not be associated with increased effectiveness and productivity of employees, then those increases may be withdrawn by the company until effectiveness and productivity of the employee and the company improves.

II. Benefits - Company benefits will go into effect after the probationary period has ended, and the company has offered the employee a permanent position, and the employee has accepted the position.

A. Holidays - The company recognizes 6 paid holidays; New Years, Memorial Day, Independence Day, Labor Day, Thanksgiving, and Christmas. The office will be closed on these days. Should these days fall on a weekend or non-work day then the company will schedule a day to be taken as a paid holiday.

B. Vacation - Employees will have the opportunity to receive 5 paid vacation days the first year of employment and 10 days each year thereafter. Vacation does not carry over to the next year. Vacations must be approved in order for the employee to receive pay for those days. Approval will be granted if at all possible, at the sole discretion of the company.

When submitting a request for time off, it is the employee's responsibility to realize that in a small office, each person can play a critical role, and each job still has to get done, whether the employee is at work or off. Therefore, to assure the best chance of getting approval for time off, employees should provide a plan to the Manager showing how the job will be completed in their absence.

C. Personal/Sick Leave - Employees will have the opportunity to receive 5 personal/sick days each year. These hours accrue based on the number of hours worked. Approximately 1 personal day is earned every 2.4 months. Personal days do not carry over to the next year. Personal/sick leave is designed to assist employees in times when they are too sick to work or have a family crisis, i.e. death of a close family member or serious illness of an immediate family member. In order to receive Personal/Sick leave pay the employee may be required to present a doctors note for themselves or a immediate family member, or a death certificate for a close family member. It is in the employee's best interest to be sure to have these documents and present them to the Manager in whichever office they work in. The company considers an immediate family member to be parent, spouse or child and a close family member to be a parent, sibling, grandparent, child, or spouse (the company may also make exceptions to this policy in rare cases where someone other than a close relative is in the same position as a close relative, i.e. legal guardian).

D. Health Insurance - The company pays 50% of the premium for health insurance provided by the company for the employee. Half of the premium will be deducted from the employee's pay. It is the employee's responsibility to sign up for insurance and complete all required documentation required by the insurance company. Forms are provided to the company by the insurance company. The name of the agent can be obtained from the business office. For this year the insurance is MAMSI, which includes Health, Dental and Life. The application must be completed within 60 days of the date hired and the effective date will be the 1st of the month following the end of the 30 day probationary period. Employees who do not complete the application within the first 60 days of employment must wait until open enrollment the following year.

Included in the health insurance plan is a life insurance policy for a minimum of \$10,000.00. It is the employee's responsibility to apply for this benefit and assure that all paperwork is completed and sent to the insurance company.

Probationary employees are not eligible for insurance through the company.

III. Pay Periods - The company is on a semi-monthly payroll schedule. There are two pay periods per month. The pay periods begin on the 26th of the month and run through the 10th of the month, and begin on the 11th of the month and run through the 25th of the month. Pay days are the last work day of the month and the 16th of the month. If the 16th of the month falls on a weekend or holiday, then the payday will be the first work day after the 16th. Checks will be distributed on pay days as defined above.

A. Time Sheets - Each employee is required to keep an accurate time sheet, and time sheets are provided by the company for this purpose. Failure to keep a time sheet is not permitted by the company. Write the date, start time, end time, and number of hours worked in the appropriate place on the time sheet. Time sheets filled out properly will be accepted by the business office for calculation of payroll.

The time sheet has a portion for the first pay period and the second pay period of the month. The employee is required to copy the time sheet and keep the copy for the employee's records, and submit a copy to the business office at the end of the pay period. Employees must take at least a 30 minute break if over 5 hours per day is worked. This time is not paid and should not be included in the hours worked.

Failure to submit a complete and accurate time sheet may result in delay in processing and pay checks being delayed for those employees who have not submitted a time sheet, or the time sheet was received incomplete or inaccurate. This may also result in a estimated paycheck being issued.

B. Time Off Requests - Time off requests must be submitted to the Manager and approved to ensure that the employee receives payment for this time. There is a time off request book in each office to facilitate this process. Write the time off request in the book and place the book on the Manager's desk for attention. Time off requests will only be honored if the employee's work is on schedule and up to date. If the department is behind, or the work load is too great, the employee may be asked to wait to take time off, and arrangements will be made to allow the time off when the department and employee's work is up to company standards and on schedule.

C. Compensatory Time - The company's policy is that all work should be completed in the normal time allotted. Therefore, the company does not expect to pay for overtime. Time worked in excess of 40 hours per week is counted as "comp time". Employees will be allowed to leave early on another day or take an extended lunch to compensate for the time. The Manager should be made aware of these situations. Employees not on schedule with their work may be required to receive counseling or further training in the position.

D. Lunch - The company offers employees a half-hour unpaid lunch break. A half-hour lunch is required for anyone who works more than five hours per day.

E. Shifts - The office is open from 8:30 am to 5:00 pm, Monday through Friday. Additional shifts may be added in order to assure proper staffing, including evening and weekend shifts, or increasing the number of hours worked depending on the work flow and staffing conditions. If employees hours are increased or decreased, then they may also see a commensurate increase or decrease in salary, at the sole discretion of the company. Benefits may also be adjusted for employees who work more of less hours.

IV. Personal Phone Calls - Personal phone calls are allowed, but should be limited. If the Manager feels personal phone calls are causing a distraction, or impacting the employee's work, then the following actions may be taken: 1) Require the employee to not bring a cell phone to the office, and/or 2) Ask the employee to log all personal phone calls and present them to the Manager, and/or 3) Send the employee home without pay, and/or 4) Offer the employee a personal or vacation day to handle their personal business elsewhere. This action is at the sole discretion of the company.

V. Dress Code - Employees should dress professionally at all times and appropriately for the job they are doing. This includes hair, personal hygiene, clothes, jewelry, head wear (hats), and general overall appearance. Should the company determine that an employee's appearance needs improvement, the employee's supervisor will notify the employee and the employee will correct the situation. Failure to correct the situation, or repeated problems with appearance, may be grounds for termination.

VI. Punctuality and absence from work -

Tardiness and absenteeism are the bane of any well run organization. Your Health Magazine will not tolerate employees who do not respect the company and their fellow employees enough to be on time and present. The company stresses this point and wants to make clear the companies intention to sever any employee who cannot meet this standard. Should any employee feel that they cannot live up to this policy

for any reason, this must be brought to the attention of the Publisher immediately. If an employee cannot live up to this standard then there is a possibility of changing schedules, shifts, etc. in order to assist the employee, however, this must be done proactively, not reactively or retroactively.

Employees are expected to arrive at work, at their respective station, at least 5 minutes prior to the beginning of the shift, and be prepared to work. This does not mean the parking lot, the bathroom, the elevator or other places. Employees who are going to be tardy or miss work must do the following:

1) You must call and speak to the Manager of your office, and in the Manager's absence call and speak to the Publisher to notify them that you are going to be late or absent prior to the beginning of your shift. Voice mail messages are not acceptable. It is the employee's responsibility to make sure they get through to the Manager or Publisher. Failure to follow this procedure will result in loss of pay for the day, unless documentation is provided as proof that the employee was too ill to make a phone call. Employees are responsible for having the direct phone numbers for the Manager and the Publisher.

2) Employees who arrive in the office more than 5 minutes after their schedule start time must complete a Tardiness/Absenteeism Report to be entered in the employee's record and turn that report in to the Manager or the Publisher immediately. It will not be the company's responsibility to remind employees to fill out this report. (Tardiness/Absenteeism Report Form is attached here.)

3) Enter their time correctly on the time sheet. Employees must note the time they arrived at work accurately on their time sheets, and if they arrived late that must be indicated on the time sheet. Submitting a false time sheet is grounds for termination.

Excessive tardiness is more than once during a months time. Excessive absenteeism is more than 1 occurrence each 90 days. Excessive tardiness or absenteeism will not be tolerated. Counseling will be offered at the first occurrence of excessive tardiness/absenteeism. If the problem persists, this is grounds for termination or placing the employee on probation (probationary employees are not eligible for any benefits).

Managers spend enormous time and energy to prepare and plan for the days activities, although other employees may not be aware of this. Employees who are late, or their arrival is uncertain, cannot be included in this plan. Therefore, if the manager feels that the employee is not part of the plan for the day, then the manager can send the employee home and the employee will not be compensated for that day. Should the employee feel that this decision is wrong or unfair then the employee must contact the publisher immediately for a final resolution to the matter.

Absence from work is acceptable in cases of emergency which include serious illness or death to the employee or an immediate family member, or other similar serious situations. All other excuses are not acceptable.

Employees who are absent from work, for any reason, the day prior to, or after, a weekend or holiday must present a doctors note, or documentation of another serious similar problem, in order to use personal time for that day, or to receive any compensation.

Specific Circumstances:

Weather conditions. In cases where there is a published severe storm warning, this policy may be waved or altered at the sole discretion of the company. Speak directly to your Manager when you feel weather conditions are a consideration.

Traffic conditions. Traffic conditions in the Metro Washington area are something all people living in that area must learn to deal with and handle appropriately. There are services available on-line to provide information about traffic conditions, including, traffic.com, wtopnews.com, VDOT.gov, and more. It is expected that employees are responsible for getting themselves to work on time within the stated policy above. However, if there is a reported traffic condition along the direct route the employee normally takes to work which is indicated on the above stated web site(s) to be causing

more than a 30 minute delay, then this policy may be waved or altered by the Manager, at the sole discretion of the company and the Publisher. Otherwise, traffic conditions are NOT an acceptable reason for tardiness or missing work. Speak directly to your Manager when you feel traffic conditions are a consideration.

Special consideration: If the Manager feels that the employee has an attendance record which reflects the intent of these policies, the Manager can make an exception for special circumstances presented by the employee as long as it is presented consistently with this policy. The publisher will also review this.

VII. Security - The following measures have been taken to ensure the safety of all staff members.

A. Lock the door - Employees who are working alone should always keep the main office door locked.

B. Leave with others - When working late after dark for any reason, the last two people in the office should leave the building together. If the employee is alone, then try to leave the building with another person.

C. Valuables - Employees should always keep purses, wallets, coats and other personal items in a secure location within the office. Practicing this gives a potential thief less incentive to enter our office.

D. Suspicious Behavior - Suspicious behavior in the office, in the building or on the grounds should be reported immediately to the proper authorities.

VIII. Tuition Reimbursement - Tuition reimbursement is available to employees who have earned permanent status, and are not on probation. The company will reimburse the employee 50% of the tuition amount if the employee receives an A or B as the final grade and the class directly pertains to the employee's job (this must be discussed with the Editor). The employee must submit a copy of the payment receipt and a copy of the final grade to the Editor to receive reimbursement.

IX. Use of Company Equipment - The equipment and supplies provided by the company so the employee can perform duties must be treated with respect and appropriateness. If an employee's actions cause, or contribute to loss or damage to the Company's property, then the Company may deduct the cost of repairs or replacement from the employee's pay.

X. Phone Answering - In the office, there isn't a specific person designated to answer the telephone. Each employee has a responsibility to make sure the phone is answered, the call is routed to the right person, or a message is taken and left in the appropriate location for the person for who the call is for. Each call should be answered by the 3rd ring. If no one has picked up the phone by the 3rd ring then you should make sure that you pick up the phone at that point.

Answer by saying, "Hello, Your HEALTH magazine, (your name) speaking, may I help you?" If the call is for someone who is in the office, then ask them to hold while you alert the right person that they have a call. If that person is not in, or not available, then at each phone station there is a 2-part message book to take messages. Right down the name of the person the call is for, the name of the person calling, their phone number, the date and time, and put your initials at the bottom. Then tear off the top copy of the message and put it in the appropriate place for the person for whom the call was for.

XI. Human Rights - The company maintains an open, fair, and non-discrimination policy at all times. Should any employee feel that there is any form of discrimination present within the offices, operations, policies, procedures, or anywhere else within the company, then that employee has the responsibility to report this to the publisher immediately. There are no recriminations for reporting such activity, in fact it is encouraged. Confidentiality will be maintained.

XII. Extended Leave: If an employee has to be out of work for more than 2 weeks, then the company will make every effort to hold the position for them, however, in a small company this may not be possible. To

assist the company, the employee may be required to submit a detailed plan for how they see covering the position when they are on leave. However, should the company have to fill the position in the employee's absence, the company will try to offer the employee employment when they are able to return to work. The company makes no guarantee that a position will be available, but we will try. Employee's who are the most valuable and who exemplify the goals and objectives of the company, including, but not limited to: Promoting the mission, Punctuality and Attendance, Following Procedures, Productivity, Teamwork, etc., will receive preferential treatment under this policy.

XIII. Problems and Suggestions - Employees of the company are the company's most valuable asset and the company would like to have input from each employee about how things can improve for everyone. The Publisher encourages suggestions and thoughts about improvements.

At any time an employee has a disagreement with another employee or manager, it is the employee's responsibility to contact the Publisher immediately, whether the employee wants to or not. The company feels that disagreements between employees and problems with management can be harmful to the overall good of the company and its employees. Therefore, if the employee sees or has a serious problem or has a serious disagreement with another employee or manager the employee is required to report this to the publisher immediately.

If the disagreement or problem involves the publisher then the employee is required to put it in writing and make sure the publisher receives it immediately.

XIV: Severability of these policies. Failure of the company to act on any provision or occurrence contained in these policies does not effect or affect any other occurrence or provision of these policies.

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Tardiness/Absenteeism Report

This report is designed to relieve pressure on managers to handle tardiness and call-out situations. It is maintained in the employee's file to assure proper documentation is available to compare with, and help create, company policies, performance evaluations, etc.

The employee is required to complete this report if they arrive late, have to leave early or miss a day of work unexpectedly (in other words it is not pre-approved.)

Employee's Name _____ **Date** _____

Was (check one): Late Time scheduled: _____ Time arrived: _____

Called Out

Left Early Time scheduled: _____ Time left: _____

On (date) _____

Describe of the circumstances causing this tardiness/absenteeism (if sickness attach doctors note):

How often will this type of situation happen in the future: _____

What can be done to correct this situation: _____

(Write on the back of this form if more spaced is necessary)

Employee's Signature _____ **Date** _____

Supervisor's Comments:

1) Is tardiness absenteeism a problem with this employee: _____yes _____No

2) Recommended action: _____

3) Additional comments: _____

Supervisor's Signature _____ **Date** _____

YourHEALTH Magazine

Timelines and Overview for Sales, Production, Billing and Distribution

The publishing business is built around deadlines. There are deadlines in each department which must be maintained in order for the business to function properly.

There is a timeline for Sales, Production, Billing and Distribution.

Sales Timeline

The sales deadline is two days before the press day. The purpose of setting the deadline is to allow time for design of ads and getting proofs from customers.

Sales may be made after the deadline, however these sales are restricted to ads that we already have on file and can easily accommodate in the production timeline.

Five days before the press day there is a production meeting where the layout of the upcoming publication is decided. At that point the total inches of ad space, article space, and other materials which will be included in the publication will be totaled and reported on a "Paper Layout Calculation" form. It is decided at this meeting how many additional ads the sales department must produce, and what space is available to sell ads after the deadline.

The sales department must also provide a projected sales form for the next publication at each weekly production meeting.

Production Timeline

The production of YourHEALTH is by a regular cycle each week where one publication comes out each week. Obviously there are four publications and there are generally four weeks in a month. However, there are 52 weeks in a year and 48 weeks when we will be going to press leaving 4 extra weeks. During those weeks we will have professional development, vacations or special projects.

Press days are scheduled six months in advance and on our deadline we print the deadline date which is 2 days prior to the press date. When we are arranging our deadlines and press days we take into consideration when holidays fall and leave time around holidays open so our employees and customers can enjoy the holidays.

The procedure used to assure the maintenance of schedules is called the 3-2-1-0 procedure which has specific requirements of the production department for the 3rd day before press day, 2nd day before press day, 1st day before press day, and 0 day being press day. It is extremely important for the production department to stay on schedule. Flexibility in the schedule is limited by the production department's capability to handle changes in the schedule. Requests from customers and the sales department after the deadline or other requests made after the deadline are generally worked in to the best ability of the production department. If it is deemed that the 3-2-1-0 procedure cannot be maintained then requests may not be honored.

The sales department must get materials to the production department by the deadlines. There is a production meeting on the deadline day before 5:00 PM to make final decisions about the upcoming publi-

cation. The production department is then able to determine what it's workload will be during the 3-2-1-0 procedure.

At each production meeting, sales staff and customer relations staff are required to bring forth a projected sales form completed with information about which sales are going to come forward for the next publication. It would be a week and a half in advance of the press day and one week in advance of the deadline day that the sales and customer relations departments would let us know what the expectations are for the next publication. Additional space or space that needs to be filled can be reported to the sales and customer relations departments for the upcoming publication for that deadline. When there is space available in a publication the company has the ability to authorize discounts and specials to existing customers or prospects.

The production department will provide a form called a Paper Layout Calculation to identify any space available for more ads or articles and exactly what size those ads and articles would need to be. This material is reported to the sales and customer relations departments who have the responsibility to fill that space. If the space remains unfilled then the Editor can choose articles, or other materials to fill the space.

Using articles from other recent paper layouts is useful to get articles quickly. Articles from recent layouts are already proofed and formatted making them easy to use.

Distribution Timeline

The press day for each publication is Friday, unless otherwise arranged. It could be a Monday or Tuesday depending on when holidays fall. When the press day is on Monday, the publication goes to press Monday night or Tuesday morning.

Once the publication is printed, the distribution staff pick up the publication from the printer and bring it to the office for approval. The approval process includes a review by each member of the staff who had input into the publication to carefully examine the printing job to assure that ads, articles, graphics and colors were all done to a level of satisfaction of the company and our customers and readers.

Once the publication is approved, distribution begins. Currently in production are the Prince George's edition covering all of Prince George's County, the Southern Maryland edition covering Charles, Calvert and St. Mary's counties, the Montgomery County edition covering Montgomery County, Anne Arundel County and four Virginia editions.

In each of these areas a route map is used each day to assure coverage of the area. It takes five days to distribute each publication. Each day the distribution personnel deliver to between 250 to 300 locations. Over the course of distribution in each area, the distribution staff place the publication in 1200 to 1500 medical offices, health care facilities, gyms, restaurants, post offices, libraries, government buildings and other places that have waiting rooms.

This distribution process is carefully mapped out so that each major artery and the branches off those arteries in each area are distributed to so that each participant in YourHEALTH receives a fair share of the distribution in their area. If it is determined at any time that this is not the case then it needs to be brought to the attention of the Office Manger, the distribution personnel and the Editor immediately.

Additionally, there are an average of 1000 subscribers and mailing lists to prospects mailed in each area. The mailing list is printed from our database and provided that to the printer. The printer labels the papers and takes them to the post office where they are mailed under a bulk permit.

In a discussion of distribution it is easy to see how there may be people in health care facilities or medical offices who will state that they have not seen the publication or do not see the publication on a regular basis. The reason for this may be:

1. The people who work in the office do not visit other health care offices in the area and would not see it. They may be used to seeing other publications at 7-11 or at the gas station and they are not going

to find YourHEALTH there. Unless they are a person who travels to health care offices, they probably will not see it as much as they would other publications which are available, at say, a convenience store.

2. Distribution is targeted to high traffic and densely populated areas. Some rural or outlying areas may not receive distribution, but can arrange to be on the mailing list or purchase a subscription.

3. Depending on when a person looks for YourHEALTH during the month and during our cycle, they may or may not find it even though we have distributed it where they looking. To clarify that point, if 25 copies of YourHEALTH are placed in a high traffic area on the first of the month, then it may take only 4 or 5 days before all 25 copies of that particular issue are taken. If a person looks on the 15th of the month in that location they may not find it.

Billing Timeline

Each publication is billed two weeks before the press day. This assures that the customer has received the bill, is aware of the price, is alerted to the fact that the publication is coming up and at any time can call prior to that and request information, change their ad, write a new article or question the bill. By letting them know in advance that they are being charged for an ad then they have the widest latitude to be prepared for the publication coming out, looking for it and being able to manage their account.

Each account is due either on the 1st or the 15th of the month, depending on when the press day falls. If a press day falls in the first part of the month then the bill will be due on the 15th. If the press day falls in the middle or last part of the month then the bill will be due on the 1st of the month. At any time if the billing date is within 5 days of the press day then the due date is kicked over to the next due date, which is the next 1st or 15th of the month.

New customers are required to pay the first month in advance by cash, check or credit card. We accept Visa and MasterCard and there is an appropriate place on the Advertising Order Form and Billing Agreement for credit card information. If at any time a customer wants to pay by credit card all they have to do is call the office or submit written authorization to bill their credit card.

Customers are asked to pay their bills from an invoice, due on the 1st or 15th of the month. Once an invoice is past due, the billing agreement says that the customer may lose their discount, whatever discount they were offered for signing the agreement. That provision is enforced in cases when customers are very difficult. Some customers will pay the undiscounted rate on their own, having looked at the invoice and realized they are past the due date.

For accounts that are not paid by the due date, a follow up call is made from the billing department and if it continues to remain unpaid, a statement is sent. If it is still not paid, a reminder notice is sent, then a final notice is sent. The office manager/bookkeeper is responsible for monitoring these customers and bringing them forth for general knowledge of the staff once a week in a collection meeting. If it is deemed that the customer is a bad credit risk and has not paid one of their invoices for 30 days then company policy is to evaluate those accounts on a case by case basis to determine if we should continue to run their advertising and articles.

In cases where an institution or advertising agency is involved in the account, particularly large institutions like hospitals or government, where a 30 days or less billing cycle is not reasonable exceptions are made.

In cases where the bill goes unpaid for a more significant period of time, 60 or 90 days, the customer is charged a late charge, interest, a \$150 collection fee, legal cost, court costs, and interest. The company's collection procedures have yielded a very successful collection percentage; 99%.

EMPLOYEE'S TIME LOG SHEET

Professional Media Corporation t/a YourHEALTH Magazine

All Employees Must Submit A Completed Timesheet Prior To Pay Day!

EMPLOYEE'S NAME: _____

Date: _____

Pay Periods are from the 11th to the 25th, and from the 26th to the 10th. On the last day of the pay period, please make sure your time sheet is complete and turn it in. Failure to turn in an accurate and complete time sheet will result in delay in receiving pay.

pay period check one <input type="checkbox"/> <input type="checkbox"/>	Start time	End time	Hours Worked	Vac Hrs	Pers Hrs	Holiday hrs	comp time	For Office Use Only Do Not Write In This Box.
/26 /11								
/27 /12								
/28 /13								
/29 /14								
/30 /15								
/31 /16								
/1 /17								
/2 /18								
/3 /19								
/4 /20								
/5 /21								
/6 /22								
/7 /23								
/8 /24								
/9 /25								
/10								
TOTAL EACH COLUMN								Expense Reimbursement <input style="width: 100%; height: 20px;" type="text"/>
								Bonus <input style="width: 100%; height: 20px;" type="text"/>
								Total Hours <input style="width: 100%; height: 20px;" type="text"/>
								<input style="width: 100%; height: 20px;" type="text"/>

Employees who work more than 5 hours without a break must take at least a 30 minute break. Overtime is permissible only if pre-approved by the supervisor. For the company to know when the Employees worked, employees must indicate the time on this time sheet. Travel time from home to the office, home to the 1st appointment of the day or travel time from an appointment to home do not qualify. These are established rules in effect by the IRS and State of Maryland. Sick Leave, Vacation Days, Personal Days and Holidays for which the employee expects to be paid must be indicated on this sheet. Vacation days, personal days and sick days must be approved to receive payment. Any additional information offered can be written on the reverse of this sheet.



Name: _____ Date: _____

Expenses Claimed for the period: Beginning Date: _____ Ending Date: _____

MILEAGE

DATE	From Where to Where	START	FINISH	MILES TRAVELED
	From:			
	To:			
	From:			
	To:			
	From:			
	To:			
	From:			
	To:			
	From:			
	To:			
	From:			
	To:			
	From:			
	To:			
	From:			
	To:			
	From:			
	To:			
	From:			
	To:			

OTHER EXPENSES

Date	Explanation of Expense (attach supporting documentation)	Amount

TOTAL OTHER EXPENSES: _____

BUSINESS MILES _____ X \$.20 = _____

TOTAL EXPENSES THIS PERIOD: _____

DEDUCT ADVANCE (IF APPLICABLE): _____

AMOUNT REQUESTED: _____

AMOUNT APPROVED: by _____

AMOUNT PAID/DATE: _____

TOTAL MILES TRAVELED: _____

Instructions for completing expense reports:

Enter your name and the date the report was completed at the top right of report.

2) Enter the beginning and ending dates for the period covered by the report.

3) Mileage:

Please indicate

¥ The date of the mileage.

¥ The location where you started from and the odometer reading at the starting point.

¥ The location where you went to, the ending odometer reading and the miles traveled.

Note: The company does not pay commute mileage. So, going from your home to your first appointment is the same as going from your home to the office. When you arrive either at the first appointment of the office, travel miles from that point are reimbursable as long as they are for the benefit of the business. When you leave your last appointment or the office, the miles traveled back to your home, or other personal location, those miles are not reimbursable. They are commute miles.

Some employees may be able to qualify to deduct additional miles from their own taxes. This should be done carefully with the assistance of a qualified tax preparator.

4) Other expenses. These expenses must be pre-approved in order to be reimbursable.

¥ Please indicate the expense and attach supporting documentation for each one.

5) Total the expenses at the bottom right and indicate amount requested in the correct space.

6) Submit the request and it will be reviewed for accuracy. Expense checks will be cut only after the report is reviewed and the information is found to be clear and accurate.

NEW EMPLOYEE CHECKLIST

revised 6.1.05

The employee _____ has received and/or completed the items checked in column #1 below for the position for which they were hired. Items checked in column #2 were reviewed with the employee.

All Employees	Column 1 Recieved/ Completed	Column 2 Reviewed w/ employee	COMMENTS
Position Description/Employment Agreement	_____	_____	
Tax forms completed and returned to HR.	_____	_____	
Operations Guide for ALL EMPLOYEES	_____	_____	
Position Specific Procedures:			
_____ Database Procedures	_____	_____	
_____ Distribution Procedures/Lists	_____	_____	
_____ Distribution Maps	_____	_____	
_____ Rates and Deadlines	_____	_____	
_____ Ad Order Form/ Article Guidelines	_____	_____	
_____ Layout Shop Paper Routing	_____	_____	
_____ Ad Design Orders and Routing	_____	_____	
_____ Ad Log Books	_____	_____	
_____ Change Form	_____	_____	
_____ Designing Ads, Headlines, Overview	_____	_____	
_____ Design Evaluation Form	_____	_____	
_____ Transporting Files Electronically	_____	_____	
_____ Cancellation Policy	_____	_____	
_____ Sales/Customer Service Guide	_____	_____	
_____ Media Kit	_____	_____	
_____ Product vs. Brand Marketing (Tape)	_____	_____	
_____ Using the Mission in the Sales Process	_____	_____	
_____ Telemarketing Scripts and Instructions	_____	_____	
_____ Source Of Articles	_____	_____	
_____ Article Preparation	_____	_____	
_____ Article Evaluation Form	_____	_____	
_____ Article Reminder	_____	_____	
_____ Health Calendar	_____	_____	
_____ Classified	_____	_____	
_____ Paper Layout Schedule	_____	_____	
_____ Proofing Procedures	_____	_____	
_____ Reprints	_____	_____	
_____ Invoicing/Billing	_____	_____	
_____ Receipts	_____	_____	
_____ Credit Card Payments	_____	_____	
_____ Follow-up Billing	_____	_____	
_____ Subscriptions/New Prospects	_____	_____	
_____ Mailing Lists	_____	_____	
_____ A/P's	_____	_____	

I have received the above items. I will learn, understand and apply them in my day-to-day activities

Signature

date

KEY DISTRIBUTION

Keys to the office can be issued to employees as necessary. However, should keys be lost, re-keying of the locks may be necessary. The undersigned agrees that a lost key, or if a key is not returned at severance, then the employee will be charged \$100.00 for the cost of replacing locks.

The following employee received key(s).

Name

date

keys to what doors.

Signature of employee

Signature of supervisor

The employee returned the key(s) referenced above.

Signature of supervisor

date

Daily Activity Schedules (DAS)

YourHEALTH Magazine establishes schedules for work to be completed efficiently. Each position needs to schedule work so the work is coordinated with other positions and is completed in an orderly fashion.

Distribution schedules are posted on a wall calendar in the office.

Timelines for billing and other activities are included in the **General Timelines** Policy.

Sales must coordinate schedules with each other, and production, in order for to properly staff the office, and avoid confusion.

The following pages indicate standard daily activity schedules for these positions which must be followed, or an alternative schedule must be arranged and approved by the company.

If employees want to or need to vary substantially from these activities then that **MUST** be brought to the attention of the Manager, or, in the absence of the Manager, the Publisher.

Weekly Structure

These activities are the same each week and knowing this schedule helps each employee to become familiar with the operation.

(E) Editorial (P) Production (S) Sales (D) Distribution

	Monday	Tuesday	Wednesday	Thursday	Friday Press Day (PD)
8:30	(E/P) Review Layout		(D) Distribution Picks Up New Edition Fr Last Friday's PD	(S/E) Remnant Sales Offers to Fill Empty Spots	(E) Proofing Layout
9:00					
9:30	(P) Fax Log Books and Orders to Billing Office	(S / P) Production Meeting 9:30			
10:00	(S/E) Contact customers for next weeks				
10:30	edition. Folow up with custoemrs for this weeks edition.	(S/E/P) Contact customers for next weeks edition. Folow up with custoemrs for this weeks edition.			
11:00					
11:30					
12:00					
12:30					
1:00				(P) Production Assembles Layout	
1:30					
2:00					
2:30			(P) Set-Up Layout Dummy		
3:00					(E/P) Press Day Checklist
3:30					
4:00					
4:30					
5:00	Commission Rpts for Last week		Sales Deadline 5PM		(P) Upload Layout to Printer

Daily Activities Schedule (DAS)

Use this form to plan your weekly activities. Fill in highest priorities first. On separate schedule, log what actually happened.

	Monday	Tuesday	Wednesday	Thursday	Friday
8:30					
9:00					
9:30					
10:00					
10:30					
11:00					
11:30					
12:00					
12:30					
1:00					
1:30					
2:00					
2:30					
3:00					
3:30					
4:00					
4:30					
5:00					

Daily Activities Schedule for (position) Manager

	Monday	Tuesday	Wednesday	Thursday	Friday
8:30	Open office and staff planning meeting.	Open office	Open office	Open office	Open office
9:00	Set daily and weekly goals for this week.	Contact prospects for edition 2 weeks out.	Follow up for this weeks edition.	Final work for this weeks edition.	Assure ALL paperwork is in for this edition. (Ads, Articles, Orders etc etc)
9:30	Planning for week, month.	Follow-up calls to all appointments gone on by ALL sales staff.	Field work.	Remnant space offers.	Proof paper and assist production.
10:00				Field work.	
10:30	Management report.				Special Offers to fill publication.
11:00	All paperwork needed to be updated from previous weeks or preparation for this week.				
11:30					
12:00	Review database and records for propsects and customers.	Review prospects for this edition. Complete Prospective sales report.			
12:30					
1:00	Review all sales activities in reference to goals.	SALES/PRODUCTION MEETING			
1:30	Contact to prospects for edition 2 weeks out.	Follow-up calls for prospects customers for this weeks publication			
2:00				Return to office with all paperwork, orders and materials.	
2:30				Assist production to assure all sales, log books and other necessary work for is done.	
3:00					
3:30	Follow-up calls for prospects customers for this weeks publication		Return to office with all paperwork, orders and materials.		
4:00			Assist production to assure all sales, log books and other necessary work for is done.		
4:30					Complete weekly management report.
5:00	Office closing procedures	Office closing procedures	Office closing procedures	Office closing procedures	Office closing procedures

Daily Activities Schedule for (position)

Design/Production

	Monday	Tuesday - Day 3	Wednesday - Day 2	Thursday - Day 1	Friday - Day 0
8:30	Final review and changes. Check w/printer to make sure all is well.	Prepare for Production mtg. Goals/Calc s etc. Begin 3-2-1-0 Procedure	Process ads, articles, hc and classifieds for this weeks edition. Follow 3-2-1-0 Procedure	Process ads, articles, hc and classifieds for this weeks edition. Follow 3-2-1-0 Procedure	Last minute work to be done. i.e. ads/articles/etc.
9:00	Update all log books. Print log pages for billing and send to billing dept.		Process ads, articles, hc and classifieds for this weeks edition.	Process ads, articles, hc and classifieds for this weeks edition.	
9:30		Production meeting		Post updates for ads that have come in and space still available on a regular basis.	
10:00	Process ads, articles, hc and classifieds for this weeks edition.				Make corrections. Reproof layout. Follow proofing procedure.
10:30	Update web-site.			Remnant space assistance.	Place any final ads/articles/fillers.
11:00	Prepare fax layouts for autofax and specials.	Process ads, articles, hc and classifieds for this weeks edition.			
11:30					
12:00					
12:30					
1:00				Do layout.	
1:30					
2:00					Press day checklist.
2:30		Assist Manager to determine which past customers can be recontacted for possible sales.			
3:00					Final corrections
3:30					
4:00					Prit copy (8.5 x 11) to fax to printer.
4:30	Paper Layout Calculations			Deliver completed pages to Manager for proofing.	Upload to printer
5:00	Autofaxes check out w/mgr	Autofaxes check out w/mgr	Autofaxes check out w/mgr	Autofaxes check out w/mgr	Autofaxes check out w/mgr

ANY WORK NOT GETTING DONE THAT THE POSITION FEELS NEEDS TO BE DONE AND IS NOT INCLUDED IN THIS DOO OR IF NOT ENOUGH TIME IS PROVIDED, WRITE THE ITEMS ON THE BACK AND RETURN TO YOUR SUPERVISOR

Daily Activity Schedule for (position) **Bookkeeper/Billing**

	Monday	Tuesday	Wednesday	Thursday	Friday
8:30	Log Books	Invoicing/Mailing	A/R Acct F-Up	Commission Rpts	Complete tasks for week
9:00	MD Ads	MD Ads	Reminders	<ul style="list-style-type: none">• Check Accuracy	
9:30	Invoicing	VA Ads	Statements	<ul style="list-style-type: none">• P/R Comm Entry	
	MD Ads	Design Fees	Collections	<ul style="list-style-type: none">• Spread Sheets	
	VA Ads	Subscriptions		Spreadsheets	Assist w/production materials and
10:00	Design Fees			<ul style="list-style-type: none">• Check book	proofing if needed
	Subscriptions			<ul style="list-style-type: none">• Commissions	
10:30				<ul style="list-style-type: none">• Legal accounts	
				<ul style="list-style-type: none">• Distribution	
11:00					
		A/R Acct F-Up	Budget Updates		
11:30		Reminders			
		Statements			
12:00		Collections			
12:30					
1:00				Monthly Tasks (As Needed)	
				<ul style="list-style-type: none">• Bank Rec's	
1:30	Mtg w/SH		Mtg w/SH	<ul style="list-style-type: none">• P/R Prep	
	<ul style="list-style-type: none">• Cash flow		<ul style="list-style-type: none">• Cash flow	<ul style="list-style-type: none">• A/P Prep	
2:00	<ul style="list-style-type: none">• Collections		<ul style="list-style-type: none">• Collections		
	<ul style="list-style-type: none">• Budgets		<ul style="list-style-type: none">• Budgets		
2:30	<ul style="list-style-type: none">• Commissions		<ul style="list-style-type: none">• Commissions	Credit Cards	
	<ul style="list-style-type: none">• Payroll		<ul style="list-style-type: none">• Payroll	Receipts	
3:00	<ul style="list-style-type: none">• Payables		<ul style="list-style-type: none">• Payables		
	<ul style="list-style-type: none">• Distribution		<ul style="list-style-type: none">• Distribution	Deposit	
3:30				Assist w/production materials and	
4:00	Credit Cards	Credit Cards	Credit Cards	proofing	Credit Cards
	Receipts	Receipts	Receipts		Receipts
4:30					
	Deposit	Deposit	Deposit		Deposit
5:00					

ANY WORK NOT GETTING DONE THAT THE POSITION FEELS NEEDS TO BE DONE AND IS NOT INCLUDED IN THIS DOO OR IF NOT ENOUGH TIME IS PROVIDED, WRITE THE ITEMS ON THE BACK AND RETURN TO YOUR SUPERVISOR

Daily Activities Schedule for (position) _____ Distribution

	Monday	Tuesday	Wednesday	Thursday	Friday
8:30	Check Dist List for the day against actual publication to assure all customers are on the list.	Check Dist List for the day against actual publication to assure all customers are on the list.	The magazine that went to press on Friday to be picked up Wed morning.	Check Dist List for the day against actual publication to assure all customers are on the list.	Check Dist List for the day against actual publication to assure all customers are on the list.
9:00	Distribution to use the route map and the distribution maps to be sure all sites are reached and flyers are distributed.	Distribution to use the route map and the distribution maps to be sure all sites are reached and flyers are distributed.	Make sure count is correct, quality is up to standard.	Distribution to use the route map and the distribution maps to be sure all sites are reached and flyers are distributed.	Distribution to use the route map and the distribution maps to be sure all sites are reached and flyers are distributed.
9:30	Follow routes as per distribution procedures.	Follow routes as per distribution procedures.	Begin next area.	Follow routes as per distribution procedures.	Follow routes as per distribution procedures.
10:00	Add markings on Dist reports to assure Maps are continually improved.	Add markings on Dist reports to assure Maps are continually improved.	Check Dist List for the day against actual publication to assure all customers are on the list.	Add markings on Dist reports to assure Maps are continually improved.	Add markings on Dist reports to assure Maps are continually improved.
10:30	Note: There are established mapped out routes for each edition which need to be followed in order.	Note: There are established mapped out routes for each edition which need to be followed in order.	Distribution to use the route map and the distribution maps to be sure all sites are reached and flyers are distributed.	Note: There are established mapped out routes for each edition which need to be followed in order.	Note: There are established mapped out routes for each edition which need to be followed in order.
11:00			Follow routes as per distribution procedures.		
11:30			Add markings on Dist reports to assure Maps are continually improved.		
12:00			Note: There are established mapped out routes for each edition which need to be followed in order.		
12:30					
1:00					
1:30					
2:00					
2:30					
3:00					
3:30					
4:00					
4:30	Return from route with Dist Daily Rpt completed and updates to Maps.	Return from route with Dist Daily Rpt completed and updates to Maps.	Return from route with Dist Daily Rpt completed and updates to Maps.	Return from route with Dist Daily Rpt completed and updates to Maps.	Return from route with Dist Daily Rpt completed and updates to Maps.
5:00	Check out w/Manager	Check out w/Manager	Check out w/Manager	Check out w/Manager	Check out w/Manager

Daily Activities Schedule for (position) Sales/Customer Service

	Monday	Tuesday	Wednesday	Thursday	Friday
8:30	Set daily and weekly goals for this week and next week.	Prepare for Production meeting	Analysis of prospects/past-customers/renewals and what we have to do to get them in.	Final sales efforts for new customers/renewals for this weeks edition.	Close -up any outstanding deals as soon as possible.
9:00	Analyze prospects/past-customer/customers for calls that need to be made.				Assure ALL paperwork is in for this edition. (Ads, Articles, Orders etc etc)
9:30		Production Meeting	Follow-up calls.	Find out what remnant space is available and begin to make Remnant space offers.	
10:00	Search database and records for prospects and customers for edition next week.		Open office Follow up for this weeks edition.		Special Offers to fill any empty space.
10:30				Field work. Apointments when necessary should be scheduled in this time slot or Wednesday between 10:30-3.	
11:00	Practice using the mission in the sales process.	Get prospects from competing pubs.	Field work. Apointments when necessary should be scheduled in this time slot or Thursday between 10-2. (If you are unable to get them scheduled in this time slot, then speak with the manager about other time slots.)	(If you are unable to get them scheduled in this time slot, then speak with the manager about other time slots.)	
11:30	Contact prospects for next weeks edition, call as many as possible.	Calls to clipped ads.			
12:00					
12:30	¥ When necessary, leave messages. (Leave good messages!)	Follow-ups to all prospects/past customers/customers called last week.			Begin plannin and work on next edition and the edition 2 weeks out.
1:00					
1:30					
2:00				Return to office with all paperwork, orders and materials.	
2:30		Prospecting calls for next weeks edition.	Return to office with all paperwork, orders and materials.		
3:00	Follow-ups on calls made last week for this weeks edition.				
3:30	Contact customers up for renewal for next weeks edition.			Press to get any space available filled.	
4:00			Evaluate what sales follow-ups need to be done for this edition and what remnant sales need to be made.		
4:30	Prepare PSR.				
5:00	Check out w/Manager	Check out w/Manager	Check out w/Manager	Check out w/Manager	Check out w/Manager

It is important for Sales/Customer Service Reps to stay on schedule. The timing when calling prospects, past customers and customers (about renewals) is critical to be sure they have enough time to make a decision get their materials ready for printing.

Employee Performance Evaluations

Each position is evaluated on the basis of:

- 1) Supporting and Promoting the Mission.
- 2) Performance in relation to the job description.
- 3) Completing assignments and/or requests of management.
- 4) Contributions toward company growth.
- 5) Professionalism.
- 6) Attendance.
- 7) Appearance.
- 8) Knowledge of pertinent procedures and how they are to be used.