

EDITION 4 AUTUMN 2020



amplify



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About the Cover...

This is our Fourth issue of AOP Amplify, and the third issue since COVID 19 hit the country causing shut downs and stay at home orders.

We are extatic that we get to tell you about our delivery driver, (Mr. Dairus Ray) but we know that

the health and safety of your crew and customers exceeds your need for information on our crew so we still have pages 3, 4, & 5 as signs we have created (and use here at our facility) to remind the crew and any customers who happen to be in the building, that there is a

biological crisis going on and the best way to fight it is social distancing and washing your hands.

That said, we are still excited to be able to share information about our people and are eager to read the article about Darius, the man who keeps our warehouse in shape and is currently the one who delivers when you place an order with us here at Arkansas Office Products!



Cover Photo
Subject: Dairus Ray
Photographer: Tom Fenix

Enduring COVID 19

Tom Fenix

“You can always count on Americans to do the right thing, after they’ve tried everything else.”

~ Winston Churchill

It appears we are on track for trying everything else before we get everyone on board with staying home when they can, washing their hands often, social distance, and wearing a mask when they are not at home. I have heard it said that there are two aspects of the Pandemic that are the most difficult to deal with: the insanity, and the monotony. As this year drags along, it sometimes feels like the year is taking a decade to pass.

We just recently learned that President Trump is now hospitalized at Walter Reed after testing positive for COVID-19. It’s a solemn reminder that no one is safe from the virus. The BEST things to do are wash your hands frequently, stay

home if you can, social distance and wear a mask if you must go out.

If we show compassion for others by protecting them with everyone wearing a facemask (no matter how uncomfortable they may be) we can bring this pandemic to an end.

As I am writing this, the United Nations created a list of the top 36 responses to COVID19 on the planet. Number 31 is New Zealand with a little under 5 million people in New Zealand, with 1,500 cases and only 22 deaths. The United States has about 350 million people, with 800,000 cases and 200,000 deaths. Here in the United

States of America, about one in eight people who contract COVID-19 are dying from it.

The UN says our poor performance “stems from the federal government’s limited use of facts and science; limited emergency health care spending; insufficient testing and hospital beds; and limited debt relief.”

Remember to wash your hands, stay home if you can, social distance if you must go out, and wear a mask to help slow the spread and maybe by this time next year COVID-19 will be gone and we will be returning to some semblance of normal life as with time, this too shall pass.



Please print pages 4 - 7 to use at your business.

CORONAVIRUS DISEASE 2019 (COVID-19)

Your cloth face covering protects them.
Their cloth face covering protects you.



**Prevent the spread
of COVID 19?**
Yes We Can!

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S O C I A L D I S T A N C I N G = C U R B S I D E P I C K U P



Please do NOT come inside if you are experiencing ANY of the following:

Fever
Cough
Shortness of breath

Call _____ for assistance.

**Prevent the spread
of COVID 19?**

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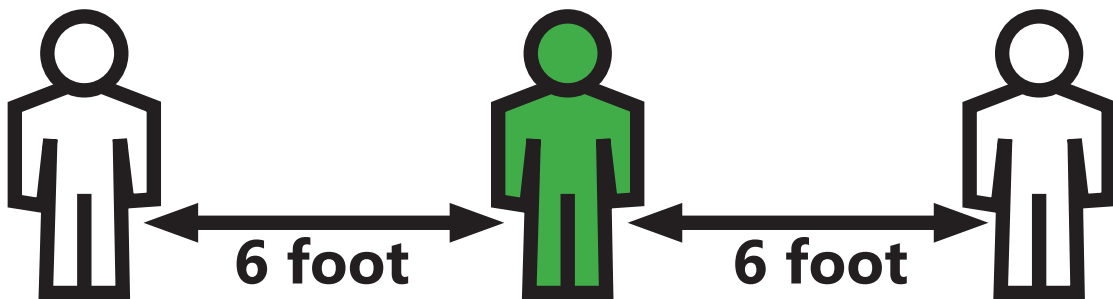
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You should not be here
if you are experiencing
ANY of the following:
Fever
Cough
Shortness of breath

NOTICE

We REQUIRE everyone practice
S O C I A L D I S T A N C I N G
inside our facilities.



**Prevent the spread
of COVID 19?**
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CDC Handwashing Guidelines

Follow these five steps every time.



1 Wet your hands with clean, running water (warm or cold), turn off the tap, and apply soap.



2 Lather your hands by rubbing them together with the soap. Lather the backs of your hands, between your fingers, under your nails & don't forget to wash your thumbs!



3 Scrub your hands for at least 20 seconds. Need a timer? Hum the "Happy Birthday" song from beginning to end twice.



4 Rinse your hands well under clean, running water.



5 Dry your hands using a clean towel, then use that towel to turn off faucet.

<https://www.cdc.gov/handwashing/when-how-handwashing.html>

Prevent the spread of COVID 19? *Yes We Can!*

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When choosing a location for your business, concerns like river port access, proximity to airports, and interstate trucking access are a priority. In today's economy, it is important to consider the education of the local workforce. Equally important is the local government desire for growth. Additionally, quality of life for yourself, and your employees should be considered too!

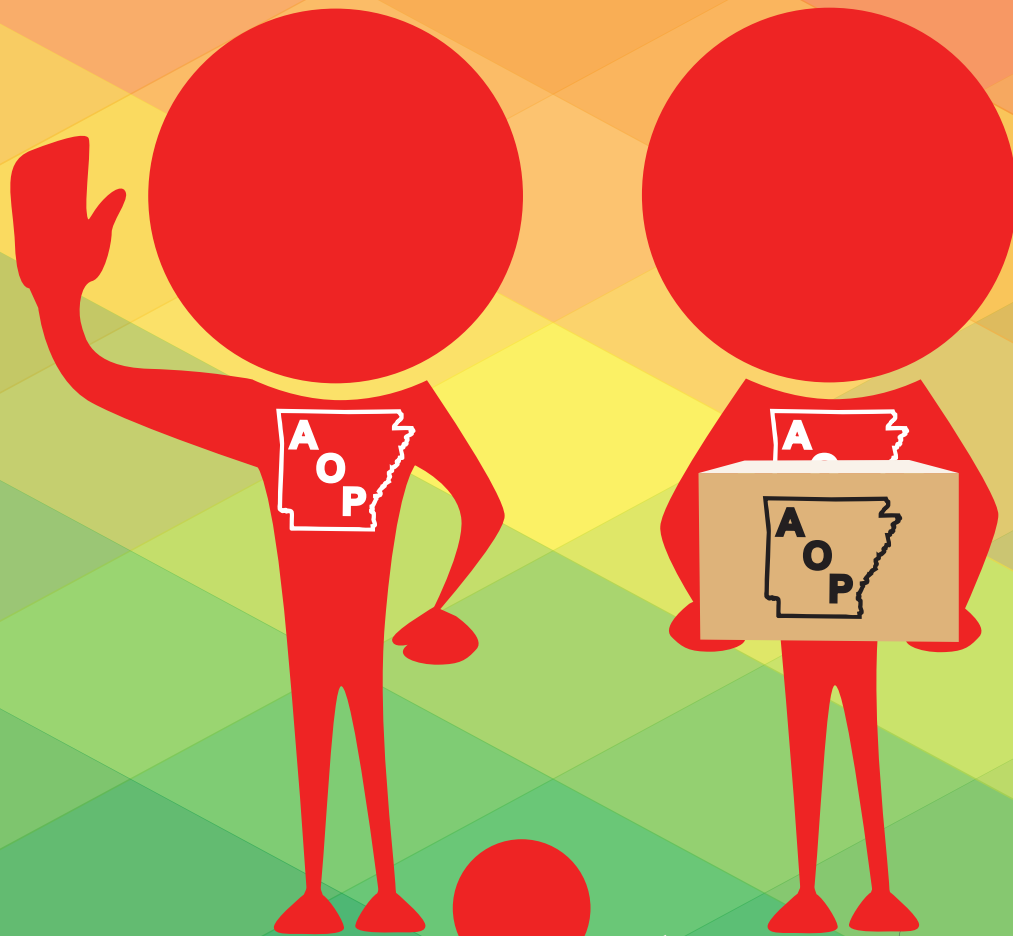
Relax, enjoy a visit to Jacksonville Arkansas where you will find doing business just got better.





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**Your team is
your best
asset.
Ours is too!**



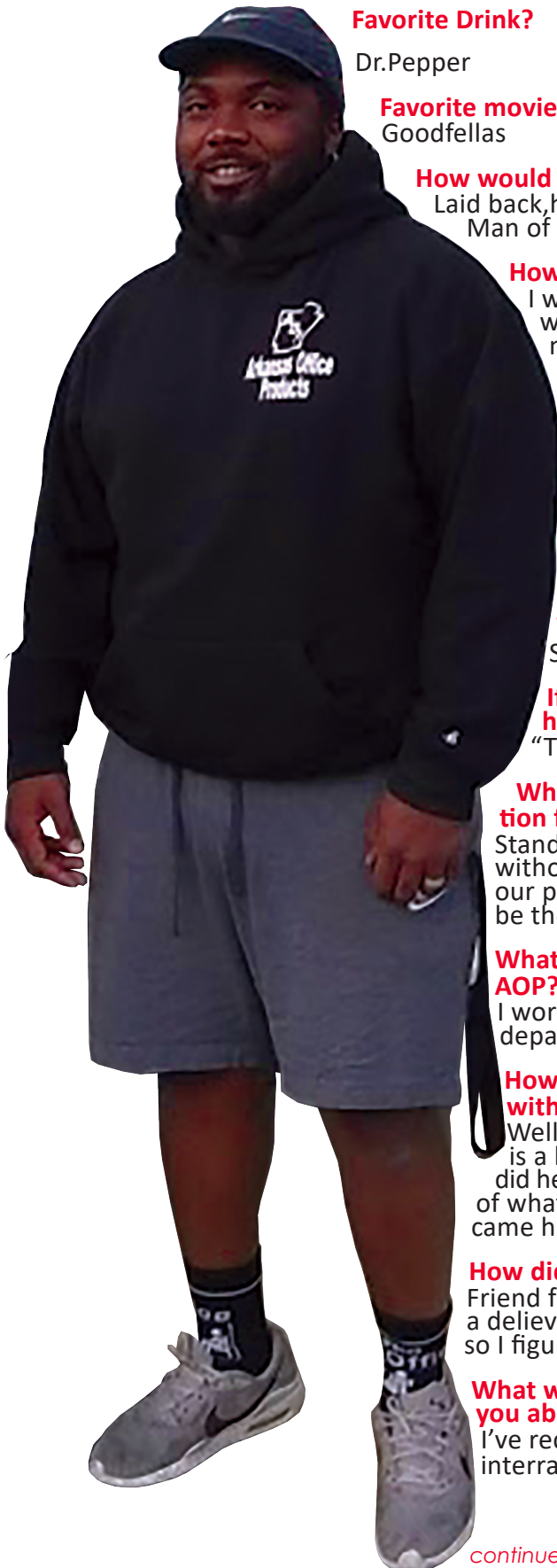
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AOP PROFILE:

Darius Ray



Favorite Drink?

Dr.Pepper

Favorite movie?

Goodfellas

How would you describe yourself?

Laid back,hard working and easily adapts to situations/environments.
Man of few words

How do you feel your parents contributed to who you are today?

I was taught early that "If you want something you have to work for it." Nothing was ever given to me besides the basic necessities for a child. As I came of age I had to put in the labor for the reward and I've held on to that mindset.

What motivates you?

Family

Who do you go to for advice?

God

Do you have any hobbies?

Games and outdoor sport

What would be "a perfect day" for you?

Spending it with family and friends

If you could say one sentence that everyone on Earth would hear (and think about) what would you say?

"This too shall pass."

What advise would you offer a 25 year old upon their graduation from college?

Stand for what you believe in because nothing comes easy or without a fight. It's easy to crave the validation and attention from our peers but at the end of the day, someone's opinion shouldn't be the decision maker in your life.

What kind of employment had you been working previous to AOP?

I worked for Kroger on and off for 6 years. Worked basically every department but left when I was in the Meat&Seafood department

How do you feel your previous training/employment helps you with your position here at AOP?

Well with me being the "Warehouse Manager" here at AOP there is a lot of hands on and physical work that is required and Kroger did help because I received trucks for products in receiving. Majority of what came off the truck was no less than 50 pounds. So when I came here to AOP, I was a bit prepared you could say

How did you come to work for AOP?

Friend from the church I was attending told me his job was hiring for a delievery driver. It was more money than I was making at the time so I figured why not.

What would clients who interact with you be likely to complement you about?

I've received complements about my smile and kindness when interracting with our customers

continued on following page...

AOP PROFILE:

Darius Raye

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What do you feel is your specialization here at AOP?

I believe I'm pretty well balanced but if I had to get specific I would say I'm the muscle around here at AOP. Though my boss may think otherwise

What do you feel has the greatest impact on your ability to solve clients problems?

Product knowledge. People would think the driver wouldn't get ambushed by customers with thousands of questions about an item but you'd be surprised. I try to stay updated on the products we carry and whatever I'm delivering to answer each question to the best of my knowledge. If I don't know the answer I'm sure I can point you to someone who does.



BACK TO BUSINESS DURING COVID19

Steven Pawloski



amplify

The one of the most important parts of our economic recovery is consumer confidence. The Pademic of 2020 and the closer of most of the country will force unprecedented changes. Business Owners and/ or Human Resource Directors will need to take the utmost precaution to adapt the workplace into a safe environment for both staff and customers.

Some examples of concerns from employees and customers. Employees: Being nervous of not only their health but the health of their colleagues. Employees may ask if they can be tested or if their colleagues can be tested due to an employee being a high risk candidate of the Virus. How will you handle this? This is a new concern on employee safety procedures.

Consumer: New barriers will need to be put in place to make the customer feel comfortable about coming into your storefront or office. Making sales calls using virtual meetings may not be for every customer. How will you handle this? This is a new concern on keeping your customers safe and worried free.

Here are some steps to help make your workplace safe and consumer confidence during this or any pandemic in the future.

1. Establish a “No Personal Contact” Rule. Limit handshaking, closed meeting spaces, hugging, or any other physical contact that is not necessary for the job.

2. Establish a “No Item Sharing” if possible. This might sound a little far fetched but things like not sharing pens, staplers, notebooks, dry erase markers, desk space, file folders, computers, and assigned to employees.

3. Reorganize Your Floor Plan. Maximize Social Distancing staying 6 feet between employees and customers. Move desk around to keep social distancing ro use of office partitions.

4. Get rid of Common “Gathering” Areas. Make rules for breakrooms and staff lounges for limiting the number of employees and that social distancing be absorbed. Close the water coolers until after the pandemic is over.

5. Create Hand Sanitizing Stations. During the pandemic Hand Sanitizers are hard to find. Employers will need to find other options other than Dial or Purell. Businesses will need to invest in safety equipment for both employees and customers. By putting floor Hand Sanitizers stations by the Entrance or Exit doors.

6. Establish “New Cleaning” rules. Gym equipment, or common use equipment like copy and fax machines, metal machinery, tools will need to be cleaned after each employee uses those equipments. Post new and clear directions on how and when each piece of equipment needs to be cleaned. It will be more beneficial if you have disinfectant wipes by each piece of equipment.

7. Establish “Must Wear” Face Mask Rules. States are able to make face mask requirements and businesses should be proactive and mandate employees and customers wear face mask when social distancing can’t be helped.

8. Limit the Number of People in a Closed Room. If employers’ must have a “closed-room discussions limit the number of employees and keep the 6 foot social distance guidelines and require everyone to wear a face mask or shield. Use virtual meetings when possible.

9. Be “Flexible”. Look into being flexible with employee staff and stagger the number of employees working to help keep the 6 foot social distancing guidelines. Depending on the industry, look into employees working from home as well.

These are some suggestions to help keep your staff and customers safe from spread the virus. This is unknown territory that we are now discovering and we expect changes to happen throughout the pandemic. Keep updated with the CDC and your State Guidelines on the pandemic and how each business will need to make changes throughout the pandemic.





Does your
business need
tools to fight
COVID19?



Yes We Can!



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Here at Arkansas Office Products we feel our job is more than providing the materials that businesses need to make it through the work day, but an education on how to use the things they believe they need, and insights on how to help their business do better. One of the most obvious tools we have to help toward that goal is our Amplify publication.

With Amplify, we have created an online resource to help our clients learn about more than office products, but how to help their business grow. Sometimes it is as simple as making sure the office has the right file cabinets, or desk chairs. Sometimes it requires a conversation where marketing questions are asked and the right print solutions are discovered to be not just what is “least expensive” but what solution will build your business brand.

Every issue of Amplify has the same components. First is a note from AOP on the economic environment since the previous issue of Amplify with whatever wisdom we can impart to help your business grow.

We like to include at least one article about who we are and that is generally a profile on one of our team members. This isn't just a quick biography, but a tool to show that having people of various backgrounds and experience is an asset that helps us to be able to understand our customers difficulties and offer them solutions that not only solve the problems they are aware of, but avoid problems they may never need to be aware of because they got the right solution to begin with. In these articles, we are hopeful

With our product articles, we take a product or product category and explain the details in a way that we hope makes it easier for the reader to comprehend what will work better for them. Is there a time when a fountain pen is a better option than a roller ball? What makes a gel pen so special? When using pens as a promotional product, what is going to be better for my business?

We are often excited to see how a better understanding of history can help businesses avoid repeating previous lessons and we are able to

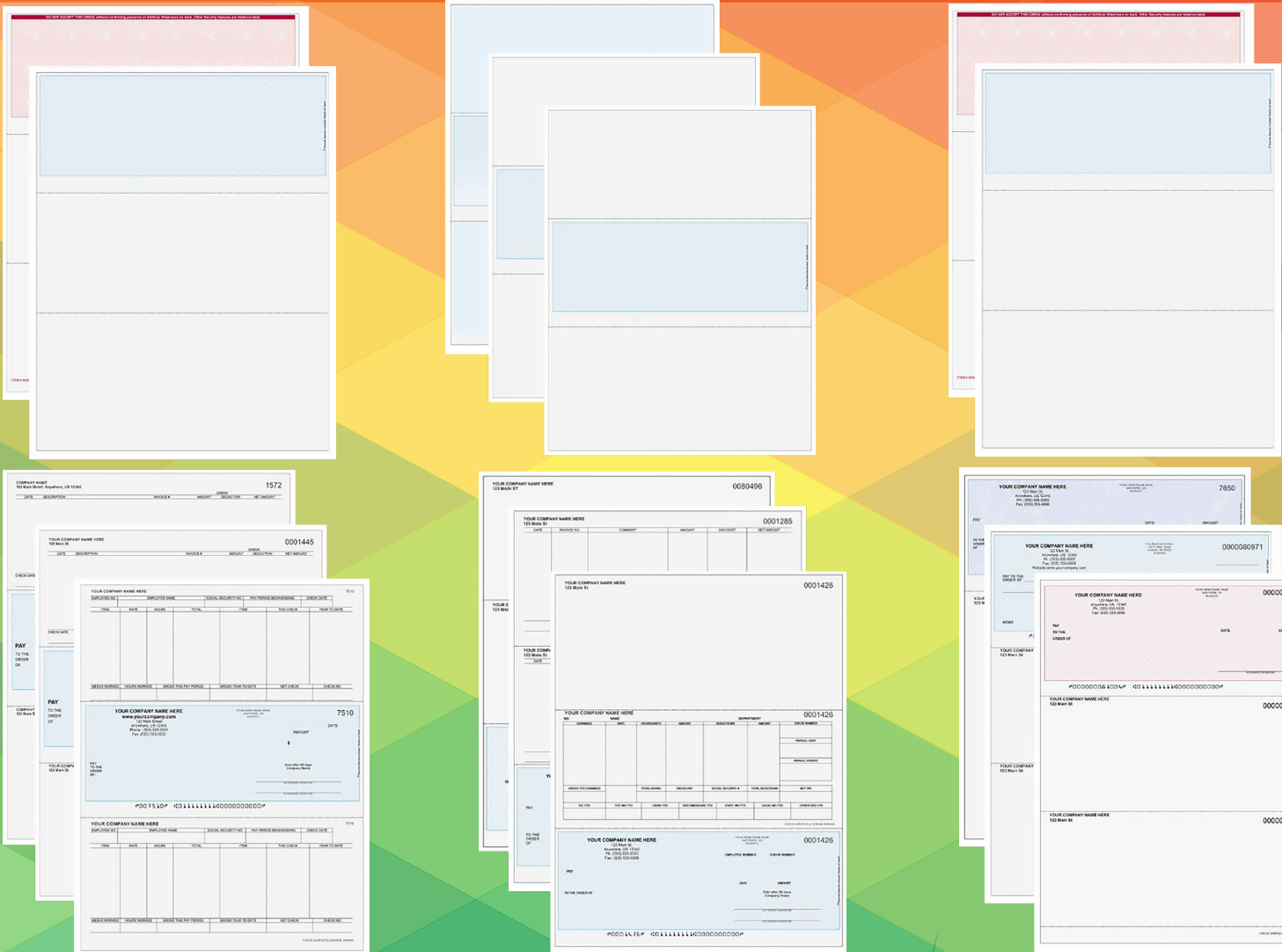
include a story that hopefully conveys not just the history lesson, but can help our readers avoid lessons that history has already taught.

Recently we started a contest corner in the end pages of each issue. We decided this provides a way to reward our readers for taking the time to see what they can learn from our newsletter. These are not overly complex, and often just require paying attention when reading the issue, or taking a moment to make a suggestion. Having this feedback from our readers is a nice way for us to see who is reading so we can make sure that we include content that is geared towards them.

By being alive, we all have an opportunity to help society grow and Amplify is a way that we feel we are contributing to the growth of our society. We know our clients and readers include a complex array of social groups, ethnicities, and economic incomes. We feel it is our responsibility to help convey understanding where ever we can that will help all of us pull together and build a brighter world for generations to come.

“To leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition; to know that even one life has breathed easier because you have lived - that is to have succeeded”

~ Ralph Waldo Emerson



**Need checks
that make it
easy to
reorder?**

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We don't want to be a purveyor of adequate awards, we want to be helping our clients offer awards that make people aspire to be better every day! When it comes to awards, there are too many options to limit ourselves to one catalog. Currently on the Arkansas Office Products sub-domain awards, viewers will find these two downloadable pdf's.

The pdf on the left is aimed at more of a business environ-

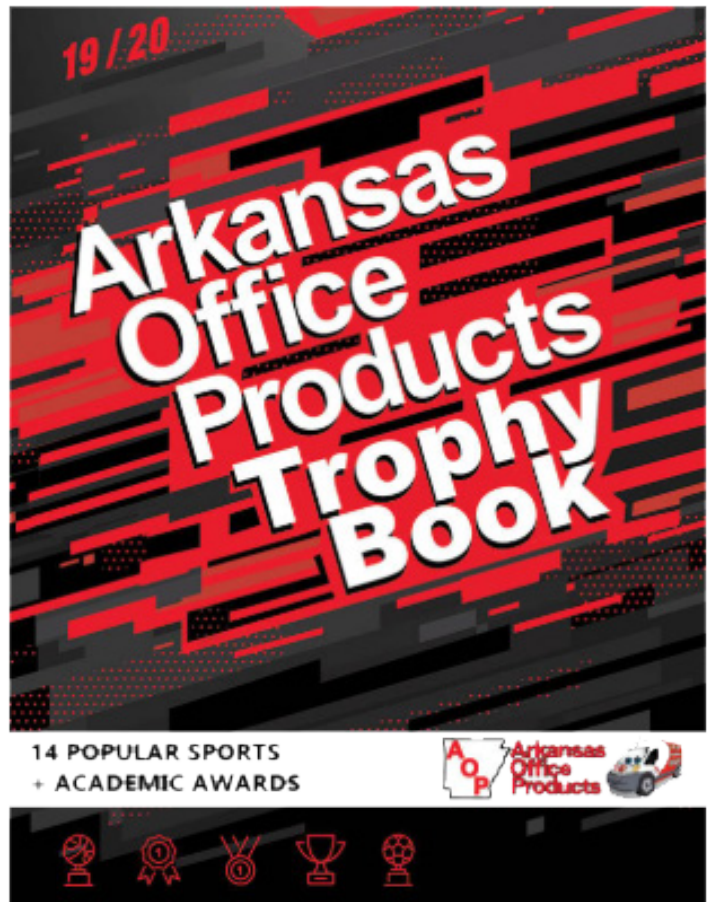
ment and the pdf on the right is aimed more at a sports environment. That said, these pdf downloads contain but a fraction of the options that Arkansas Office Products offers to help make sure that the award you present is not only seen as adequate compensation for the time and effort invested in becoming deserving of the award, but will provide incentive for the recipient and those that see the award to aspire to being deserving of such an award

themselves. This isn't a "one size fits all" prospect. To have such an icon requires a knowledge of awards.

No one person can ever have a complete knowledge of all the possibilities of anything. Here at Arkansas Office Products we have been doing awards long enough to know our capacities and how to best use those capacities to help you create an inspirational award of your own!

That feeling is so intoxicating, walking off the court holding the Larry O'Brien trophy. So I just want to do that again.

~Stephen Curry



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Here at Arkansas Office Products we have discovered there are really four categories of awards: certificates, plaques, medalions, and trophies.

CERTIFICATES

When it comes to certificates as awards, the possibilities are almost infinite. The issue becomes having a certificate to present that the recipient feels honored to have. This is rarely achieved by typing a name into a form and printing it out on copy paper.

To offer a certificate that is aspirational requires a design that is appropriately bold. Simple text on a page is not much for achieving this. Putting that text in a traditional certificate border with sprightly fonts is better. However, having a well designed certificate that conveys not only the value of the contribution, but the worth of the individual requires more than a stock sheet. Here at AOP we don't charge extra for creating a unique design for your print needs, but the perceptible difference is priceless.



PLAQUES

There are many reasons to give a plaque. Most of the



time it is for recognizing years of effort that a piece of paper would be hard pressed to represent. We have created options of plaques that range from laser etched acrylic to color logos printed on black acrylic hardwoods. We offer options that are as elegant as black lacquer etched off brass plates, to raised metallic icons embedded on well finished wooden boards with a plate recognizing the contributions of outstanding teammates.



MEDALIONS

Medalions are a wonderful option when it comes to awards. These are able to be used either as recognition of participation or as a place finisher in a contest. When rec-



ognition is widely deserved medalions are a great way to make sure your people feel like they were a valued part!

TROPHIES

This is what is traditionally thought of when considering awards. However, the category of trophy is so wide ranging and inclusive that it is complicated to span in a quick paragraph or two.

Traditional trophies are a metallic icon atop a gilded pillar with an engraved plate commemorating the accomplishment. These are a long standing symbol of accomplishment that many people have striven for decades to be deserving of, but now they are but the tip of the iceberg.



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*You take every opportunity you have to win a trophy.
That is always the goal, and winning
makes it a little bit easier the next time.*

~Virgil van Dijk

To surmise the trophies category in a couple paragraphs is impossible - this is why we have two awards pdf catalogs online. There are simply too many possibilities: traditional

trophies with gilded icons, wooden bases with icons on top, modern twists on trophies that are all metallic, all acrylic trophies, and even the possibility of creating unique and clever trophies by placing plastic objects on top of a wooden base.

Our team LOVES creating unique awards and we look forward to the opportunity to work with you on producing an award that is iconic and meaningful that will capture a place in the heart of your

people and inspire performance you will look back on in astonishment that they were capable of for all those years, but never felt inspired.

Now you know, and now you know that we can help - why wait any longer to inspire the performance that can turn things around?





**AWARDS
FOR EVERY
BUSINESS
NEED!**



Yes We Can!



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On the subdomain Branding we have a downloadable pdf that tries to concisely convey a series of options for placement of your business name/logo that will solidify in your clients minds that your business is the dominate brand in the catagory. Achieving this is possible on a range of budget levels.

Branding is more than advertising. Branding is the art form of establishing your business as the brand best suited for professionalism in your industry in the mind of prospects before they ever need your business.

This has been achieved in a consistent pattern for centuries. Typically it requires establishing a business name and logo, then getting that name and logo in front of prospects multiple times a week for months before they realize they are in the market for your product or service.

In the decades before social media, this was a costly affair that required a huge amount of money spent on advertising in newspapers, billboards, and tv. Now, we live in the information age where internet publishing is so readily available that it mostly just requires spending the time doing it.

Here at Arkansas Office Products, our design team has decades of experience crafting the right image for businesses to make branding more easy.

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Jacksonville, AR 72076
phn 501-983-4151
fax 501-983-4743

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Business Identity

Get more milage out of your brand, we can show you how!

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The downloadable pdf has a quick surmation of the value of each aspect and some of the many ways products we offer can help.

The real take away is simply this: the only time you are "wasting money" with branding/marketing/advertising is when you are throwing money at the problem without understanding how you are hopeful to benefit from it.

Working with Arkansas Office Products means you will learn how easily the right products can change the game for you.





Once upon a time (as recently as a year ago) greeting cards were seen as just a pleasntry that businesses often viewed as frivolous. In the year of COVID19, it is now seen as one of the few ways a business can maintain contact with its vendors and clients.

Yes, we have dozens of card options available on our downloadable pdf. Those are merely a starting point. Here at Arkansas Office Products we can craft cards for your business that your crew, clients and vendors will feel appreciated to recieve.

Far more than just Christmas Cards, we can create a post card mailing program that will help solidify your businesses position in the minds of your crew, your customers and your vendors. We can help you craft birthday greetings, appreciation, and condolances cards that help them recognized how valued they are.

Especially now, that COVID19 has so many people staying out of so many businesses, a tool like this is an invaluable arrow in your quiver. Don't miss an opportunity to make contact with people who you otherwise find out of touch!



Greeting Cards

With our cards you can
Keep in touch
even when staying apart!



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WARNING
 ALL PANELS WILL BE SLIPPERY DUE TO THE HARDNESS OF THE FINISH. WEATHER CONDITIONS CAN ADD TO THIS PROBLEM.

DANGER
 ALL SHEETERS AND OTHER ERECTION PERSONNEL SHOULD EXERCISE EXTREME CARE WHILE WALKING ON THESE PANELS. THEY MAY BE SLIPPERY.

SAFETY PRECAUTIONS

NOTICE
 This package must be inspected and carrier advised immediately if damage is noted. If water is present in or near this package, it is likely that the contents are damaged. **TO PROTECT SHEETS AND STEEL PRODUCTS WHILE NESTED IN PACKAGES!**

LIFT
 APPROXIMATE PO
 MULTIPLE LIFT POINTS MAY BE REQUIRED

JACKSONVILLE CASINO Night

\$100 in Chips Give to your dealer

Oct. 25, 2019
 Southern Oaks County Club
 Doors Open @ 6PM
 Gaming Starts @ 7PM

Good for 1 Drink
 GIVE THIS TICKET TO THE BARTENDER

Need quality full color printing?



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We know that not everyone can log into social media from work. However, we post daily about the products and services we offer as well as regularly posting COVID19 reports (a video series about what Arkansas Office Products can do to help your business combat COVID 19 risk) to our social media channels.

To remain in contact with those who do not have the ability to use social media during their work day, we created our news feed that not only shows the majority of what we are posting to social media during the day, but also has an archives link at the bottom of the page that allows people to see what we had posted on our news feed previously.

One of our favorite things to post is our Traveling AOP Crew. We know that during lockdown, traveling around the state is a bad idea, so we are doing it digitally. Our travels have us all over the natural state, including regularly visiting our clients that have given us permission to visit their locations in our travels!

However, we also regularly post about the supplies we have in stock, contests that are going on, and more! When you have the opportunity we suggest stopping by to see what we have currently going on with our news page!



Thank You!
**Healthcare
Heroes!** 


IT'S A Girl!



WIN
up to four players get
A ROUND OF GOLF
Tunica National Course

1 round of golf
Monday - Friday
Up to four players

Tunica National Course

 **Arkansas
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Products** 

**EVERY
LOCKET
TELLS A
STORY**

What's Yours?



Origami Owl®
CUSTOM JEWELRY
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**Need custom
yard signs,
posters or
banners?**



Yes We Can!

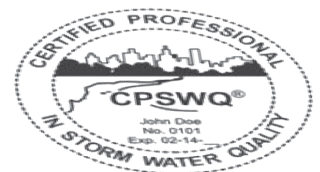
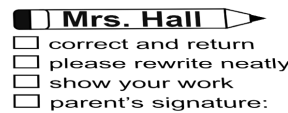
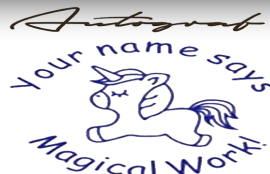
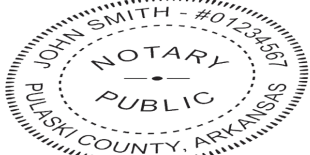
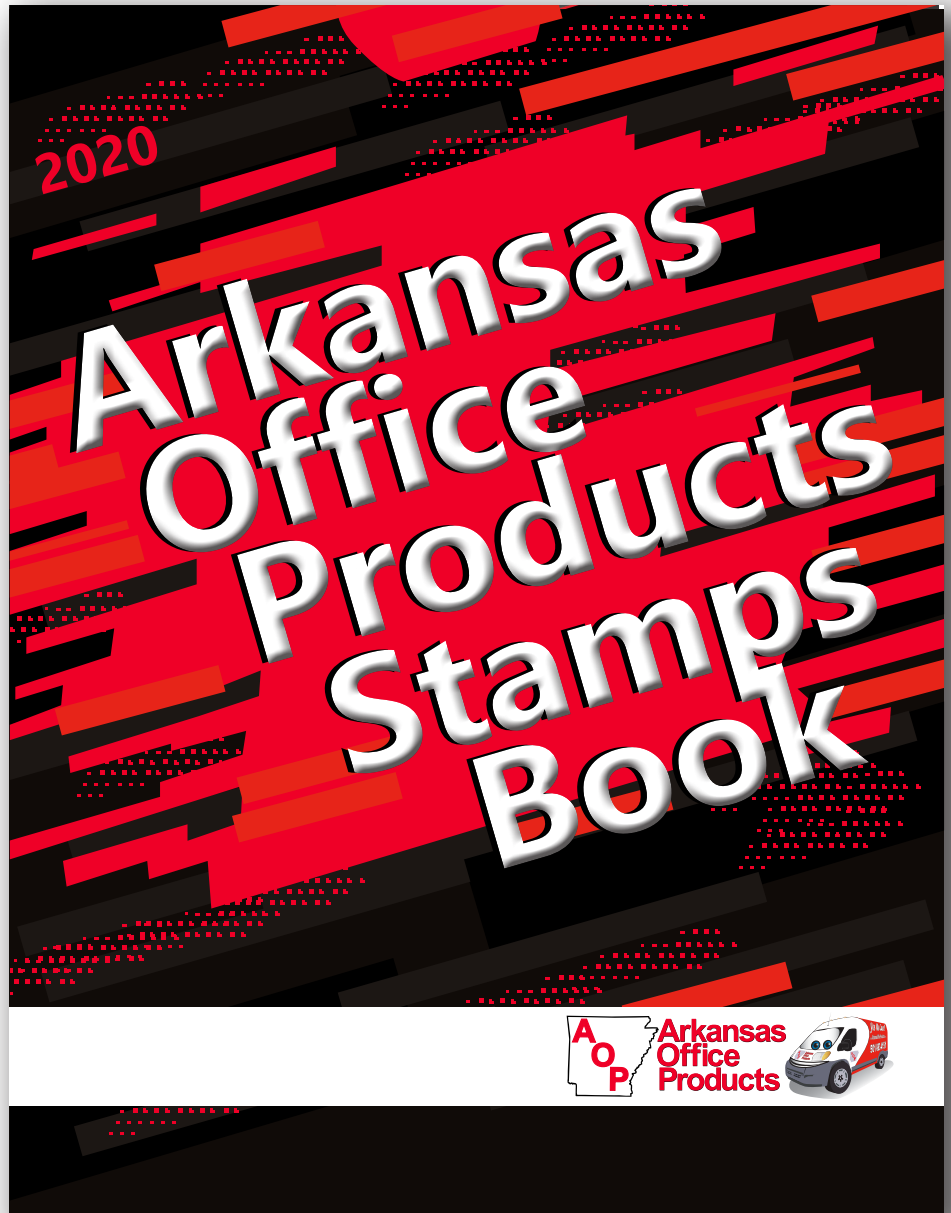


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Rubber stamps are so much of a part of every day business that many people don't realize how often they are used. Everything from dater stamps for marking receiving products, to notary stamps indicating that a signature was done by the correct person.

On the stamps subdomain, we have a downloadable pdf catalog that shows many options for stamps that we offer. This is not the only stamps we can make, and we have the ability to make almost any custom stamp you can think of - it all starts with a visit to our stamps subdomain.





Do you need time saving stamps?



Yes We Can!



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AOP CONTESTS



For those of you who do not know, this is our mascot, Stan the Van. He has been trying to be cute lately and decided to start photo bombing in our Amplify publication. The photo on the right is how he will appear when you find him photo bombing.

When you spot Stan the Winking Van, send an email to stan@arkansasofficeproducts.com with a description of where you see him, and what he is doing (including the page number) to be eligible to win a prize chosen* by our Admin team before the following Amplify publication.



This is JoJo. JoJo is a stuffed bear that we here at AOP decided to adopt and get the children of a local elementary school to name for us. Jojo gets around a lot for a stuffed bear. He has been following the Virtual AOP Travel Crew to places that we have visited, then we get a photo of him there (The photo above was him outside the Arkansas Office Products headquarters in Jacksonville Arkansas).

The AOP Admin Team thought this would be another great opportunity for us to promote office products by another contest. For this contest we are inviting people to look back through the AOP news Feed for places the AOP Virtually Traveling Arkansas Team photos to see the places he will be sending us a photo from. When you feel you have a guess to submit, email jojo@arkansasofficeproducts.com with your reasoning. We will be selecting* a winner from the correct emails to receive office product prizes!

*Contest winners may have their emails and illustrations included and published with the announcement

Antimicrobial Products an ounce of prevention...



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KMW64407



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What advice would you offer a 25 year old upon their graduation from college?
Don't take anything for granted, life is too short and too precious.

Is there an achievement in your life that you are particularly proud of?
Being a single Mother and raising 4 wonderful children.

What kind of employment had you been working previous to AOP?
I worked for an agricultural laboratory for 6 years prior to coming to Arkansas Office Products.

How did you come to work for AOP?
I walked in with my resume and said this was my 3rd time applying for a job. I sat down with Sharon and started that afternoon!

Are you involved in any organizations outside of AOP?
I'm pretty involved with our high school since my children attend there. Since working here, I have become involved with the Team Foundation during our home games for football and basketball.

What do you feel is your specialization here at AOP?
Customer Service... I LOVE our customers!!

What do you feel has the greatest impact on your ability to solve clients problems?
I am always willing to help a customer in whatever issue they are having.

What would clients who interact with you be likely to compliment you about?
That I'm very outgoing and I'm great to talk to. Some may think I talk too much by the time they get off the phone with me. LOL! But I love to talk to our customers! Just this week, I have talked to 2 customers that were having a rough time. I just want our customers to know that I care about them and that I am always available to talk to... even when it's not about business.



For those of you who were paying attention, the Winking Stan was on page 12 of the Summer 2020 edition of Amplify. CONGRATULATIONS to Vanessa Dominguez sent in an email to stan@arkansasofficeproducts.com and earned herself a dozen AOP Custom Greeting Cards! Look back through this issue and find him, then go on and

email stan@arkansasofficeproducts.com with a description of where you see him, and what he is doing (including the page number) to be eligible to win a prize chosen* by our Admin team before the following Amplify publication - don't wait, find Stan and email today!



This is JoJo. JoJo is a stuffed bear that we here at AOP decided to adopt and get the children of a local elementary school to name for us. JoJo gets around a lot for a stuffed bear. He has been following the Virtual AOP Travel Crew to places that we have visited, then we get a photo of him there (The photo above was him outside the Arkansas Office Products headquarters in Jacksonville Arkansas).

Little Rock! As it was our teams first virtual stop away from AOP back on April 16, it seemed like a logical choice for him!

Remember to email in your suggestions for where JoJo should visit next (from the places our AOP travel crew has been visiting) for your chance to win! The more artistic and interesting your suggestion, the more likely you are to win!

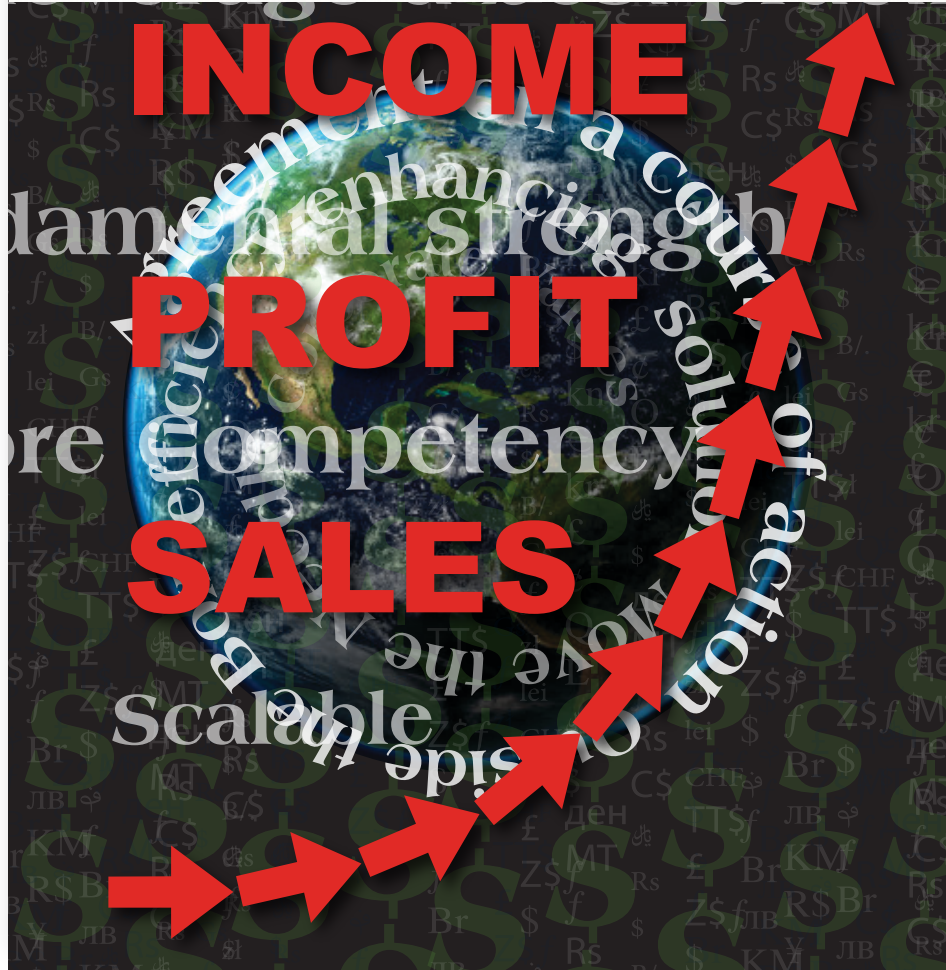
The first place JoJo decided to visit was the Broadway Bridge connecting Little Rock to North



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amplify



Business moves fast, don't slow down to keep up with office products - simply read AOP Amplify to keep ahead of what your business needs next season! We will keep you informed, and up to date on trends & seasonal needs - from tax season to Christmas and everything in between, Amplify aims to help amplify your productivity by spending less time dealing with supplies, and more time doing business!

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