

In this issue...

- PDC Goes "Down Under"
- RHD Initial Operations Meeting
- Idearc partners with PDC to Drive GPS revolution
- South Bend Celebrates 10 Years
- Service Anniversaries

We welcome your comments, ideas, suggestions about and articles for "PDC Pride."

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Supervisor team at Swan River, Perth, Australia

PDC Down Under continued

moved right on to the distribution of the Perth YP scheduled to be finished in mid-December. In 2009 we will move our focus from Western Australia to Melbourne, where Jerry Weaver (SVP, Fulfillment) and Martha Weaver, also from PDC-Midwest, will continue efforts to build an Australian team and infrastructure.

Our many thanks to this team and to everyone that was, or still is, involved in this new adventure. Our company's success in Australia, like our success elsewhere, is due to the dedicated PDC associates, hard working teams, and departments willing to put in the effort necessary to best serve the interests of our clients. Also, a special thank you goes out to Australian associates Geoff Torney, Eric Noyens, Nick Celica, and Annette Margolis.

Oh yes, for those interested, water going down the drain does spin in the opposite direction. •

Service Anniversaries

15 YEARS

Eugene Patterson
Ellen Schumacher

20 YEARS

Eunice Vaughn

25 YEARS

Martha Weaver

Full House in Vegas Spells Success

Bill Barrett (Director, Initial Operations, West)

A full house was the winning hand at the Annual Field Operations meeting in Las Vegas. With the Democratic National Convention being held in Denver, Las Vegas became an affordable alternative for the RHD Initial Field Team's meeting in late August.

The meeting focused on reviewing current "key processes" to ensure consistency and high quality, as well as identifying improvement opportunities. The supervisors recognized different problems and areas where they needed assistance, including:

- receiving routes earlier in the field
- improving the telecheck process in-station to streamline and reduce paper work
- BBA speed and usability
- enhancing station prep time
- developing staffing skills in-station

Representatives from delivery media, Adam Rose and Jason Kohl, were present during the two sessions, which generated



Olivia Santoyo receiving award from Mike Finnegan

GPS continued from front

A revolution has begun in the directory delivery business, and it's being accelerated by global positioning technology. Initial Operations will be going through a steep



Darsana Pagliasotti and Gina Moore presenting at the meeting

some dynamic discussion about how technology and automation could help field supervisors in the station.

Key Operational Standards were developed in the areas of inventory management, telecheck quality, and delivery crews. These standards were published, are consistent with RHD contract requirements, and will be used as a benchmark in each delivery.

In addition to our operational standard review, presentations were made by Bill Johnson (Safety) on Workers' Comp Updates; Jason Kohl and Adam Rose (IT) on GPS & Client BBA modifications; Michael Smetana (DM) on PDU and MU process; Kristi Smaby (HR) on 401(k), I-9 Forms, and DPS guidelines; and Andres Prakasam (Corporate) on T & M reports and Expense reporting.

It wasn't all work as there was also a recognition dinner for supervisors who successfully completed jobs on time and/or achieved excellent audit scores. Special thanks go to Mary Beth Kettering (HR Manager) for her assistance in organizing a successful operations meeting. •

learning curve, but as with all technological and cultural shifts, it will make us stronger. Look for more GPS news soon, and again, help us thank Idearc for their participation and support of the future. •

Pride

CANWEST
PDC
PROCALL
UK

Company News
Winter 2008

Professional results in daily efforts.

PDC Goes “Down Under”

In June PDC entered into an agreement with Australia's Sensis Pty Ltd to provide initial distribution services for approximately five million directories in the states of New South Wales, Victoria, South Australia, and West Australia. PDC's systems which create and account for an accurate projection of delivery stops and routing, Browser Based Advantage (BBA), and our company's reputation and performance matched Sensis's requirements to advance the sophistication of their initial directory distribution.

The first delivery was the Perth White Pages and, with a September start date, it initiated an intensive effort involving numerous PDC departments to meet this short timeline. Corporate Accounting had to figure out how to comply with Australian legal and banking regulations, the CIS department had to invent new means of creating routes and routing, and also configure Advantage for use in Australia. Additionally, a team had to be assembled to travel to Australia to run the delivery.

Ed King (SVP, Initial Operations) was charged with assembling and leading a team to travel “down under.” Paul Carpenter, from PDC's Mountain Northwest area, was chosen to assume the overall management responsibility of the Perth WP delivery. Debbie Hughes and Richard Henriksen, both from PDC-Midwest, along with Ganja Raju, accompanied by his wife, Puspa, from PDC's Canadian division, CANWEST, rounded out the field supervisor staff.

This group, some traveling to Australia for the first time, dealt with a 15 hour time difference from Monterey, setup initial operations, and created infrastructures that all of us take for granted. Beyond the challenge of learning how to drive on the left side of the road, and translating Australian English into American English (and vice versa), the team successfully completed the Perth WP delivery in October.

The challenges continue as the team, now lead by Simon Raine (VP, UK Operations),

continued >

Idearc Partners with PDC to Drive GPS Revolution

Richard Meldman (Vice President, Sales and Customer Service)

The future of technology in Initial Operations has arrived! PDC's revolutionary new GPS system will help usher in a new era in delivery validation and quality management, and is currently being deployed in all Idearc regions.

While there have been ongoing trials of this exciting new application around the country this year, PDC is proud to announce that the system will be implemented for all Idearc deliveries late in 2008. We appreciate Idearc Media's support of this critical initiative through its development and now its application.

Idearc has worked closely with PDC to help us develop and refine a unique technology, and they have committed to the long-term use of the system while extending our relationship through 2012. As a result of the hard work by the Thornton team to meet the demands of the operation, PDC's GPS process will cost effectively complement the Interactive Voice Response (IVR) system and third party audits, providing multi-tiered documentation of delivery completion.

And as an added benefit, both companies expect that it will be a valuable quality management tool, helping our Initial teams improve processes and distributor performance through more timely feedback. Overall perception of delivery quality and completion held by Idearc's Sales teams should increase as well, as we can provide another tool to help demonstrate the penetration of their directories.

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South Bend Operations: A Decade of Growth and Success

The world was a bit different in 1998 than it is today. Back then, many companies were beginning to worry about a possible “Y2K crisis” from the not too distant millennium change. In the US, President Clinton withstood an impeachment vote in the House of Representatives and also presided over a balanced budget. In sports, the Chicago Bulls, with Michael Jordan, won their 6th NBA title, and John Elway and the Denver Broncos won Super-Bowl XXXII. In entertainment, *Titanic* was the #1 movie and 76 million watched the final episode of *Seinfeld*. The dollar went further since gas was just \$.95 per gallon and a gallon of milk was only three cents more.

Also in 1998, PDC consolidated its wide-ranging Midwest operations into a brand new facility at 6850 Enterprise Drive in South Bend, Indiana. The building and operation were built from scratch in a developing industrial area on the northwest side of South Bend. Key PDC personnel involved in getting the operation up and running included Tim Dinovo, Duane Beard, Terry Terrill, and Terry Davenport. All the hard work and effort resulted in an 88,000 square foot warehouse and operations facility housing the initial and fulfillment operations serving PDC's five state Midwest region. From the very beginning, South Bend built a strong track record of accomplishment and success in meeting and exceeding client goals and expectations.

Fast-forwarding to 2008, the current South Bend team recently took time out to celebrate their 10 year anniversary with a group luncheon attended by all team members. A large number of current associates have been members of the South Bend team for all, or nearly all, of the facility's 10 years and it was fun for them to have a chance to look back. A slide show of past and present team pictures was shown giving everyone an opportunity to reminisce about the hard work, good times, and success they've shared. The anniversary celebration might best be summed up in the statement from the last slide presented that read, “Ten wonderful years, with even more success in the decades to come.”

South Bend associates gather to celebrate 10th anniversary

