

Ricoh Reaches New Heights

A photograph of three men standing on a rocky mountain peak. They are holding a large white banner with the word "RICOH" printed in bold red letters. The man on the left is wearing a tan bucket hat, sunglasses, and a green long-sleeved shirt. The man in the middle is wearing a tan bucket hat and a white long-sleeved shirt. The man on the right is wearing a black bucket hat, sunglasses, and a red short-sleeved shirt. They are all smiling and looking towards the right. The background shows a vast mountain range under a blue sky with scattered white clouds.

RICOH

RICOH

July

Su	M	Tu	W	Th	F	Sa
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18	19	20	21	22	23	24
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August

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29	30	31				

September

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October

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31						

November

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December

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Detach perf here for a Happy New Year 2010.

Cover (part I)

Mountainous achievements; the peak of environmental responsibility

Spectrum Business Centers Reach New Heights

Going the extra mile means different things to different people, but a core group of employees at Spectrum Business Centers, a Ricoh dealer in Huntington Beach, CA, took this to the extreme.

Vice President Glenn Plank, Service Manager Mike Davis and Senior Field Service Technician Clark Elek recently decided the sky was the limit. At 3:30 a.m. on July 27, 2009, after months of training hikes to all of the highest points in Southern California, the Spectrum Business group successfully climbed Mt. Whitney, the highest point in the contiguous 48 states at 14,497 feet above sea level. When they reached the summit, they posted a Ricoh banner to mark their phenomenal achievement. To the best of our knowledge, this is the highest point on Earth that a Ricoh banner has been displayed, and it is certainly the hardest to reach! The determined group completed the grueling 22 mile round trip adventure in just a single day.

"With over 22 years of experience in the Los Angeles marketplace, Spectrum Business Centers continues to strive for excellence through hard work and complete dedication to their customers and the Ricoh environmental initiatives, which are so important for success in our industry today," said Mike Mickes, Dealer Sales Manager, Ricoh Western Region. "The ascent to the top of Mt. Whitney just goes to show that sometimes you have to put your head in the clouds to find perspective and direction for success in today's challenging business environment. Spectrum has literally gone above and beyond to display their loyalty to Ricoh, and we're honored to have such a dedicated and successful business partner representing the Ricoh brand in Southern California."

Group expedition pose including Mike Davis, service manager; Clark Elek, senior field service technician; Michelle Elek, Glenn Plank, vice president, Spectrum Business Centers.



The Ricoh logo generic satin banner (6'x3') can be ordered through our new Fulfillment Center using code number R2922. Cost per banner is \$35.00.

and RICOH



This may be the highest point on Earth that a Ricoh banner has ever been displayed.

The Dealer: Spectrum Business Centers

Spectrum Business Centers, which recently changed its name from FaxWorld to reflect its ongoing commitment to business applications and not just fax technology, has been a Ricoh dealer since 1987. Over the past 22 years the company has grown from just two employees to its current 18 team members.

Spectrum Business Centers is committed to integrating imaging systems and services that help businesses manage document workflow and increase efficiency. Applying industry-leading expertise and innovative technology, the Spectrum Business Centers team helps companies

meet today's complex document workflow demands and prepare them for tomorrow's challenges. The firm provides customized, scalable solutions that streamline every phase of the document lifecycle – from input, to management, to output, as well as distribution, storage and retrieval.

The Spectrum Business Centers team's love of hiking and the outdoors has helped build rapport with clients, demonstrated commitment to green business and opened doors to new opportunities. In fact, quite a few of Spectrum Business Centers' clients regularly join the team

on some hikes and many have inquired about green solutions.

Recently, Spectrum Business Centers completed a large equipment placement with a mortgage company. The decision maker at the mortgage company was an avid hiker and knew the Spectrum Business Centers team well. The firm was looking for a solution that would allow it to expand and contract its equipment needs with changes in its business volume, so the Spectrum Business Centers found a unique solution, offering the flexibility of a rental fleet.



Left (left to right): Glenn Plank, vice president; Mike Davis, service manager; Clark Elek, senior field service technician.

Below: Glenn Plank (left) in a patch of snow at the summit of Mt. Whitney. Official Mt. Whitney marker (right).



turn here for Environmental portion of cover story