

2019 YEAR IN REVIEW

FORDITUDE



AN UNPARALLELED YEAR

FORD
BUSINESS MACHINES

CONTENTS



Left to right: Josh Gerson, Johnathan Garlow, Justin Garlow

A MESSAGE FROM THE OWNERS

It's the dawn of a new year at Ford Business Machines. Having just wrapped up our most successful year ever, we would like to take a moment to recognize the fact that we owe everything to our loyal clients, big and small, who have supported us through thick and thin. Our mission is to provide you with unparalleled customer experiences, but what you have provided in return is most certainly unparalleled. We hold our relationship with each and every one of you in the highest regard and thank you from the bottom of our hearts for your loyalty. We promise to continue to provide you the service and support that you have come to expect and, most importantly, that you deserve.

2019 was a year of celebrating both our employees and our achievements in the industry. 2020 will be the year of celebrating *you*. It will also be a year of continued growth that will solidify our position in the market and provide you with an even wider range of solutions and services to help your company grow and prosper. We are in this with you and for you. It's the only way we know. We look forward to taking the next step with you by our side.



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2019: A YEAR OF RECOGNITION

EVENTS • CULTURE • COMMUNITY • GROWTH

04 STRAIGHT FROM THE HORSE'S MOUTH

Client feedback is imperative to a business's success. To gain insight into our own business practices we conducted an NPS survey in 2019. We're excited to share what they had to say!

12 CELEBRATING THE BEST OF THE BEST

In 2019 Ford instituted an Employee of the Month program and celebrated those who consistently went above and beyond.

14 GETTING THE WORD OUT

The appreciation of a client referral is beyond measure, but spreading the Ford brand to the rest of the world is a goal that we've been working hard to achieve.

16 TAKING IT UP A NOTCH

We are dedicated to making sure that all of our employees are at the top of their game and investing in their future at Ford is a priority.

17 GIVING BACK

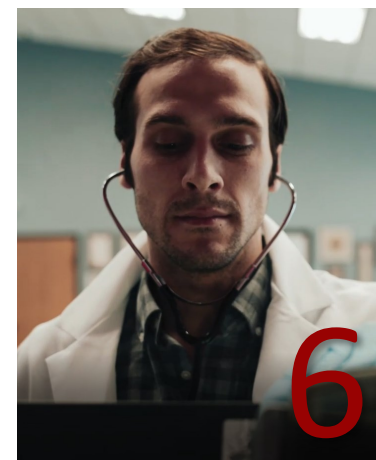
Ford believes in supporting our local communities, giving back, and providing the necessary tools for the next generation to succeed in the future.

18 PRESIDENT'S CLUB

Our sales force is tasked with lofty goals every year and work very hard to provide our clients with business solutions that are perfectly suited for their needs. In 2019, sunshine and sand awaited those who exceeded those goals.

19 LET THE FESTIVITIES CONTINUE

We're all about a spectacular event! Clients and employees alike are pampered throughout the year with food, fun, and festivities.



6

DR. MCTECHY WAS ON THE SCENE

In 2019 we introduced Dr. McTechy, our handsome, suave, and brilliant service technician that made quite the splash. Our commercial series was well received and will live on through 2020.



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EMPLOYEES IN THE SPOTLIGHT

It's our employees that keep the wheels turning and we spent 2019 getting to know them just a little bit better and sharing with the world just how amazing they all are.



We value your feedback.

In 2019 we conducted a survey with all of our clients and received some amazing feedback in the process. Your input was valuable in so many ways, helping to let us know what you truly value and what we need to work on to make certain that you are receiving the best experience the industry has to offer. Simply put—thank you for taking the time to let us know how we’re doing.



They make you feel like they enjoy being there to help you! A+ on every level!

“The customer service excels at every level. John Hicks is the best representative ever! He makes sure his customers are taken care of and delivers that personal touch every company wants to have. A tech has been sent asap any time I have had an issue and been taken care of immediately, plus the techs are very talented and personable. They make you feel like they enjoy being there to help you! A+ on every level!”

- Center Presbyterian Church

I chose a 10 because of their concierge level service that sets the industry standard.

“I choose a 10 because of their concierge level customer service that sets the industry standard. Not to mention they provide a high quality product that is meant to last. Ford cares and follows through on making sure all of their customer needs are being met or exceeded. Their management team has mastered the art of relationship building.

We've been a customer for many years and everyone I've dealt with has delivered exceptional client service; from the person answering the telephone at headquarters to the professional technicians that come out to our workplace.”

- KEM Financial Services, Inc.

“The customer’s perception is your reality.”
-Kate Zabriskie



“They are very community minded and...improve the quality of life for our residents.”

“The folks at Ford have worked with us to understand and accommodate our needs. They respond quickly when we need help. They are very community minded and have supported many initiatives and programs to improve the quality of life for our residents.

Johnathan Garlow as a leader is very involved in supporting the community such as his and his team’s participation in many nonprofit organizations and events. Of particular note here is that Ford Business Machines offers a nonprofit program that provides nonprofits access to current and quality technology at affordable price points. Doug Sanner has also been notable for his willingness to work hard to meet our specific needs. All the folks at Ford are very friendly and approachable.”

- Uniontown Public Library

“Our technician has always...educated us as well as helped fix problems when they arise.”

“They are a great company to work with. We are happy with the service they provide. Service calls are prompt and they are reasonably priced. Everyone is very friendly and knowledgeable.

Our technician has always provided excellent customer service. He has always been prompt, provided great service and educated us as well as helped fix problems when they arise. He went above and beyond helpful service when we had an internal IT problem. We greatly appreciate the service he has provided over the years.”

- Aquaguard Systems, Inc.



“Building a good customer experience does not happen by accident. It happens by design.”
-Clare Muscutt

“They have been thorough with their sales and excellent on service. Large enough to handle our diverse requirements. Small enough to get consistent customer care and service.”

-Stefano’s Printing

“...Ford takes care of the nuts and bolts.”

“Ford Business Machines takes the mystery out of creating a seamless workflow. We can put our energies into our business matters because Ford takes care of the nuts and bolts.

Each person I have dealt with has been responsive, courteous and efficient, treating our concern, as small as we are, as a priority.

- Lumina Speech & Hearing Services

“They don’t make you feel like a number.”

“We are extremely happy with Ford Business Machines. We used to have Xerox, however, it took forever to get serviced. The service is wonderful. Top notch in my books. I tell everyone how happy we are with Ford Business Machines!!!

Everyone from the person who answers the phone to the technicians that service our copiers, gets a huge thumbs up. They don’t make you feel like a number. They really care about the customer.”

- Teamsters Local Union #30

“Our long standing business relationship shows commitment and dedication to their customers.”

-Westmoreland County Purchasing Department



DR. MCTECHY TO THE RESCUE

In 2019, Dr. McTechy burst onto the scene educating businesses regarding the benefits of utilizing Ford Business Machines' expert services. During his journey, he delivered the perfect image of a baby, removed a blockage, corrected blurry vision, counseled our technicians, and advocated for preventative checkups. We hope you learned a lot along the way about the expectations that Ford sets for ourselves and the quality products and services that we offer our clients.

If you haven't yet had the pleasure of getting to know him, visit the Dr. McTechy playlist on our [YouTube channel](#). We think you'll enjoy your interaction.

ACCOLADES

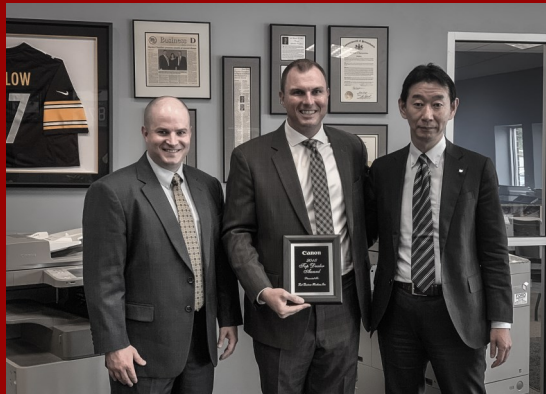
"Be not afraid of growing slowly, be afraid only of standing still."

2019 was an incredible and humbling year for Ford Business Machines. The recognition for our efforts to grow the company internally and externally are always highly regarded, but this was a truly special year in which we marked our place as a top employer, established ourselves as a leading dealer, and recognized how smart our ownership is. We are truly blessed.

CANON TOP DEALER AWARD

Pictured below

In May, Canon's corporate executives visited our Connellsville headquarters to take a tour of the facility and surprised us with the presentation of their 2018 Top Dealer Award.



KONICA MINOLTA: MANAGED IT REVENUE GROWTH

Pictured above

At the Konica Minolta 2019 Dealer Conference in March, Ford Business Machines was presented with the award for Managed IT Revenue Growth. And our Managed IT has continued to grow throughout 2019!

GOVERNOR'S ACHIEVEMENT AWARD FOR EMPLOYERS

Pictured below and right

Our on-the-job training provides skilled employment opportunities to area individuals hoping to advance their careers into the ever-evolving technology field.



PITTSBURGH POST-GAZETTE TOP WORKPLACES

Pictured above

Ford Business Machines was recognized as a Top Workplace in 2019 by the Pittsburgh Post-Gazette. The list is based solely on employee feedback gathered through a third-party survey partner. The anonymous survey measures several aspects of workplace culture, including alignment, execution, and connection.



BUSINESS TECHNOLOGY ASSOCIATION: PANELIST REGARDING SUCCESSION PLANNING IN A MULTIGENERATIONAL BUSINESS

Pictured below

Our President & CEO, Johnathan Garlow, had the honor of serving on a discussion panel regarding Succession Planning in a Multigenerational Business in March at the Business Technology Association National Conference in Orlando, Florida. Johnathan was selected as one of only three nationwide panelists on this topic.



SMART BUSINESS MAGAZINE'S PITTSBURGH SMART 50 AWARD

Since 2014, Smart Business Magazine's Pittsburgh Smart 50 Awards have recognized the top executives of the 50 smartest companies in the Greater Pittsburgh region for their ability to effectively build and lead successful organizations. The large, mid-sized and emerging company leaders who are selected motivate and inspire people. They are passionate and focused on what they do and lead their organizations toward success. Their efforts will continue to grow and sustain the economic progress in this region for years to come.

In September of 2019, we were thrilled to announce that our very own President & CEO, Johnathan Garlow, was named a Smart 50 honoree. His industry insight, focus on culture, and community involvement have notably made an impact on the region, our employees, and our future.

SPOTLIGHT



In June of 2019, we began to #spotlight the #realpeople behind Ford Business Machines. They are the heart and soul of Ford and the people that are supporting you directly and behind the scenes. Here are just a few of the faces that we brought you throughout the last 6 months.

AMY HUFF

Amy thoroughly enjoys musicals and plays, but the real loves of her life are her sons Matthew and Andrew, and her husband of 32 years. Her relentless resilience stems from the challenges her family faced when her oldest child was born with a heart defect. In 2017, Matthew received a heart transplant and is currently doing amazing. Organ donation changed her families' lives and she is very passionate about spreading a message of life and hope.

JON DETWILER

He and his wife of 25 years, Carrie, the Health Occupations Instructor at Connellsville Career Center, have 5 amazing children: Hunter, a Cal U graduate; Alek, a junior at Robert Morris; Tatum, a freshman at the University of Pittsburgh; Sophie, a high school sophomore; and Ella who is in 7th grade. While Jon is obviously a very busy man, he still likes to find time to participate in his favorite sports - softball and bowling.

JULIA GAGGIANI

Julia recently graduated from Penn State with a Bachelor's in Management & Marketing after only 5 semesters. She also recently moved to Morgantown with her boyfriend Joel and loves spending every second that she can with her family. She loves to cook and bake, watch the Steelers, and spend time with her cat baby, Ryker. But she really shines when she's under the weekend #spotlight performing as an acoustic duo with Joel. Make sure you stop by and see her some time!

BRAD BORGHETTI

Brad is a University of Pittsburgh graduate and a huge Pitt fan. He even got engaged to his wife Stephanie at the top of the Cathedral of Learning on the Pitt campus! He thoroughly enjoys spending time with his beautiful toddler daughter Charlotte - and we sure don't want to leave out his beloved dog Han Solo. During his spare time, he also enjoys many hobbies such as cooking, hunting, fishing, and golf.

PENNY CUMBERLAND

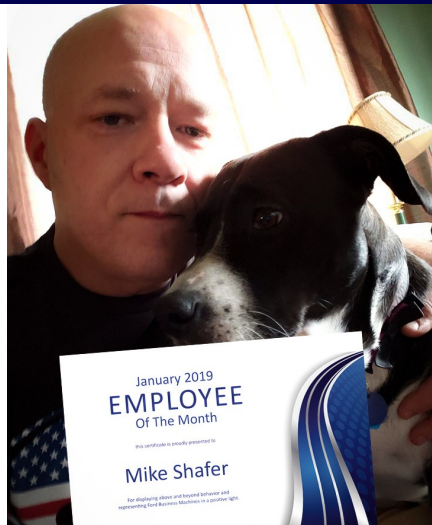
Penny enjoys a great many activities and hobbies including landscaping, quad riding, movies, concerts, and her Snoopy collection. However, you can hear the true excitement in her voice when she talks about traveling by train across the great United States. During a recent train trip with her husband, she was able to see the beauty of several of our western states, expressing a wish that she had just a little more time to take in just a little bit more.

CELEBRATING THE BEST OF THE BEST



Everyone wants to be appreciated, so if you appreciate someone, don't keep it a secret.

- Mary Kay Ash



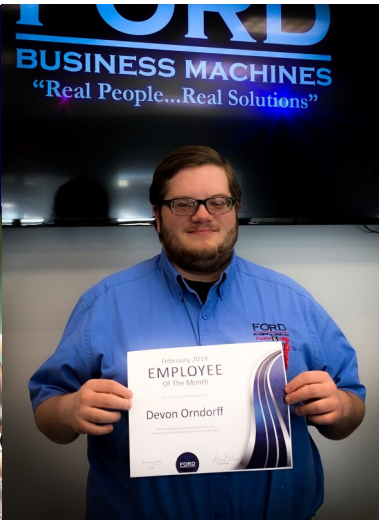
JANUARY

Our customers rave over Mike Shafer. He has established amazing relationships with multiple clients and was instrumental in securing additional business for a key account because of his work ethic and willingness to go above and beyond regardless of the time of day.



To understand the heart and mind of a person, look not at what he has already achieved, but at what he aspires to.

—Kahlil Gibran



FEBRUARY

Devon Orndorff's positive attitude and desire to jump right in to help both our clients and employees is what makes Devon an exemplary above and beyond employee. He takes great pride in his role as an implementation specialist for our IT department and supporting both clients and employees.



MARCH

Steven Fort has continuously been recognized for not only his work ethic, but his desire to further educate himself to provide the perfect solution to any issue. He has even personally invested in the tools and products he felt were necessary to achieve a solution.



A workplace filled with and driven by employees with positive attitudes vibrates continually to the tune of service excellence and passionate team success.

—Ty Howard



APRIL

Lisa Barney steps up to help whenever needed and never lets her own responsibilities slack. She steps in to assist without being asked and without hesitation. She not only goes above and beyond to help the company help our customers, but she goes above and beyond to help her fellow employees.

Somewhere, something incredible is waiting to be known.

- Carl Sagan



MAY

Bill Timmons is the master of effectively communicating with our clients. His level of commitment to correcting a situation is unprecedented and his hard work, dedication, and phenomenal customer service positively impact the client experience on a daily basis.



JUNE

A true company asset, Sarah DeLorenzo consistently goes above and beyond to assist her fellow employees. Her desire to assist in any way possible sometimes requires educating herself in areas outside her expertise, but it is always accomplished with a smile and a genuine desire to please.



The question isn't who's going to let me; it's who is going to stop me?

- Ayn Rand



JULY

Adrienne Bednar is found behind the scenes doing so much for the company. In 2019, she was an instrumental part of establishing multiple new procedures and systems, all while maintaining her current responsibilities.



AUGUST

Mara Jacobs' positive attitude and willingness to continually do whatever it takes to provide unparalleled client experiences were demonstrated in 2019 during a period of great need.



SEPTEMBER

David Dragone's commitment to providing an unparalleled customer experience is not reserved just for his clients, but also extends to his fellow employees. His guidance, training, and support for our newer technicians is paramount to their success in the field.



OCTOBER

Cliff Dougherty has been an instrumental part in building solid foundations with some of our larger accounts. Our clients regularly recognize his thoroughness, acumen, and industry and device knowledge. He is empathetic to client concerns and works efficiently and quickly on their devices.

EMPLOYEE OF THE YEAR



MIKE SHAFER

NOVEMBER

Trevor Mitchell has been a consistent above and beyond employee stepping in as needed to provide support to our managed IT clients. He is always willing and able to step outside of his normal daily responsibilities to assist.



DECEMBER

Glenn Cramer's attention to detail means that things are fixed company-wide without even knowing there was an issue. His exceptional level of service is the only level that Glenn knows, and he will never settle for less.

FBM BY THE NUMBERS

While we completely understand the value of a 100% satisfied customer and the power behind their referral, we also understand that in order to continue bringing you the level of service you deserve, we must continue to grow. In 2019, we invested in our marketing efforts designed to make Ford Business Machines a household name for office technology solutions. Our continued growth will equate to more jobs, community involvement, and the ability to provide our valued clients with an unexpected level of service. In addition, through our social medial channels, we are providing educational content, company updates, and our very own personal touches, in order to keep you informed and in-the-know.

“When people believe they share values with a company, they will stay loyal to the brand.”

- Howard Shultz

SOCIAL MEDIA

80%

increase in LinkedIn followers due to addition of educational and corporate culture content

16%

Increase in Facebook followers as a result of more engaging feature posts

WEBSITE

In 2019, we completely redesigned our website to help users find the information that they need more easily, provide additional valuable information in the form of blogs and vlogs, and improve the overall user experience.

22,000

Unique website visitors

5,700

Visitors to our blogs

VIDEO & PRINT

During 2019, we focused on increasing brand awareness with a push toward creative video content and relevant print publications. We believe in our brand and want to make sure that you know that our only goal is keeping your company focused on your day-to-day business.

500,000 views of our Dr. McTechy videos/commercials

600,000 readers of our various print ads

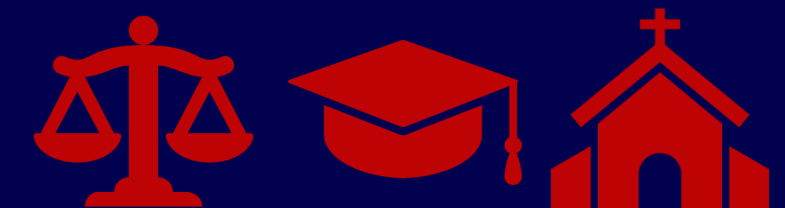
FOLLOW US

Ford Business Machines works hard to stay connected with our loyal customer base. For industry news, tips, and relevant information, follow us on any of these channels.



JUST FOR YOU

In 2019 we began our mission to target our message directly to *YOU*. Every industry has different technology needs and requirements, so our content should, and will continue to be, geared to how we can help you solve those needs on an individual basis.



“Stop selling. Start helping.”

- Zig Ziglar



Butler Street 
Client & Talent Development. Perfected.®

EMPLOYEE DEVELOPMENT

Mike Jacoutot, Founder & Managing Partner

We are always investing in our best assets: our employees. As our greatest advocates, we believe that by growing our employees' knowledge and skill set, it will translate to organizational success both inside and out. Throughout the year, we invested in training both our sales and service teams to expand our capabilities and improve our ability to deliver the perfect product for the desired need. These efforts will further allow us to be able to offer our customers the best overall experience in the industry.

In April of 2019, we enlisted the services of Butler Street to develop our sales team and build a culture by investing in our team's personal and professional growth. Along the way, they learned that understanding our customer's operating reality and listening to their needs was necessary to truly solve their problems and build long-term loyalty.

And in October, we provided our service technicians a two week extensive cross-training opportunity directly from Konica Minolta in order to provide flexibility for our technicians to service your equipment faster and more efficiently.

Our training and education efforts will only continue to grow, because providing you with the most knowledgeable and competent staff is a top priority.



We foster a culture of growing talent from within by providing training and development opportunities for our staff to better equip them for the challenges of today and readiness for tomorrow.

- Jan Kincaid



KONICA MINOLTA

THE CHALLENGE PROGRAM



GIVING BACK

Our owners believe that giving back is an instrumental part of being a business owner and that it fundamentally inspires success throughout the area. Their focus has generally been on our area's youth and providing opportunities for them to thrive through the support and encouragement of local philanthropic organizations.

Ford Business Machines has been a long-time supporter of The Challenge Program, a non-profit whose mission is to build sustainable business-education partnerships while motivating students to develop good habits required to succeed in school and in their future careers. It is always rewarding to watch our sponsored students receive awards that will set them up for success as future professionals.

We also believe that it is important to provide educators the tools they need to drive workforce development and career readiness for our youth, so in October, Ford hosted a Fayette County Chamber of Commerce Business Education Committee "Teachers in the Workplace" workshop designed to do just that. Throughout the morning, speakers from Ford educated the teachers on potential career paths within the industry and the skills that would be required to pursue them.

We look forward to continuing our relationship with both organizations for years to come.



TEACHERS IN THE WORKPLACE



Owners: Johnathan Garlow (center) and Justin Garlow (center right)



CUSTOMER REWARDS + COMPANY CULTURE =
A YEAR OF REMARKABLE EVENTS
AT FORD BUSINESS MACHINES

2019 PRESIDENT'S CLUB

- JOHN ROSETO
- DOUG SANNER
- BRAD BORGHETTI
- JOHN HICKS
- BRECKEN SICKLES

The President's Club is what all professionals in the sales industry strive to achieve. It is the epitome of success and represents an over-achievement of their goals for the year. The reward for making President's Club is traditionally an all-expense-paid trip to a beautiful location, and that is exactly what our exceptional sales force received. In February of 2019, Ford Business Machines rewarded President's Club recipients with a trip to Riviera Maya where they enjoyed sun, sand, and beautiful blue water as far as the eye could see.

The trip was an opportunity for the sales team to bond and enjoy unparalleled experiences of their own. It certainly served as motivation for another exceptional year. The team spent the rest of 2019 making sure that every client experience was exceptional, because the bottom line to success in sales is making certain that our *clients'* success is guaranteed. There is no compromise or middle ground to this equation.

Our sales team would like to take a moment to thank you for your business, your loyalty, and your support. As all businesses know, loyal customers are the lifeblood to growth and long-term success. Without you by our side, we would just be treading water.



Rewarding our loyal clients and employees is an important part of building connections, strengthening loyalty, and establishing long-term relationships. They are opportunities to acknowledge successful partnerships throughout the year, and let you know that we appreciate you.

In this day and age, we live in a digitally connected world, and the chance to interact face-to-face is an experience that we find invaluable and memorable. In 2019, we connected with our clients at golf events, shows, holiday parties, and appreciation dinners, as well as hosted educational seminars. And throughout the year, our employees bonded as family at our annual picnic, holiday party, and a host of office celebrations.

As we continue to grow, these opportunities will become more and more important to us, therefore, we will increase our time and investment to make sure we provide you with valuable and compelling events that engage, inform, and most importantly, earn your trust.

We look forward to spending time with you in 2020!

FORD

BUSINESS MACHINES

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