

# FORDITUDE

2020 Year In Review

## THE IMPACT OF COVID-19

How Ford Business Machines navigated the ever-changing landscape of the office technology world



## WHAT'S NEXT?

Flexing and growing to meet the needs of our clients has always been the foundation for our success

## IT'S BEEN AN HONOR

Through it all, Ford Business Machines continued to build and strengthen our team to the core and the results spoke volumes

# MESSAGE FROM THE OWNERS

## 2020. What more do we need to say?

What we can say is that nobody had a plan for how to deal with a year like 2020. We all heard the term “unprecedented times” more than we could count and toilet paper was the new currency. Businesses attempted to flex to meet the demands of a continuously evolving society—some saw success and some closed their doors forever. Events were canceled, travel suspended, meetings went virtual, and we learned how to work from home. These unprecedented times have definitely tested the “what doesn’t kill you makes you stronger” mantra, but the truth is, that statement couldn’t be more true.

As we begin a new year, we are all hopeful that we are through the worst of it. We hope that you are able to see the light at the end of a very dark tunnel and that when you come out on the other side there are new and exciting adventures awaiting. In the meantime, know that Ford Business Machines is committed to supporting you - our clients, our community, and our employees - to help ensure a successful 2021 for all.

Sincerely,

Johnathan Garlow, President & CEO

Justin Garlow, Director of Business Development

Josh Gerson, VP of Operations

# CONTENTS

## 4 KICKING OFF 2021

At Ford, this year started off very promising. With a guest speaker and employee celebrations, 2021 is looking pretty good.

## 6 NAVIGATING 2020 IN A COVID WORLD

With businesses shut down and offices moved to a work-from-home environment, it was critical to find a “new” way to do business.

## 8 CELEBRATING 30 YEARS IN BUSINESS

From a one man show operating out of a garage to a successful 3 location operation serving all of western Pennsylvania, it’s most certainly been an interesting ride.

## 10 PRESIDENT’S CLUB

The achievement of lofty goals equals sun, sand, and fun.

## 11 HOW HONORED WE ARE

In 2020 our employees honored us with two top employer awards. We will continue to make Ford one of the top businesses to work for in the area.

## 12 WHAT’S NEXT

What does the future of Ford Business Machines look like?

## 13 IT’S ALL IN THE NUMBERS

Ford shares it’s service statistics.



## 14 CELEBRATING OUR TEAM

Ford employees operate at a high level everyday, but celebrating those that go above and beyond is motivational for the entire team.



## 16 WHAT OUR CLIENTS ARE SAYING

Providing you with unparalleled experiences is not only our goal but our mission. Your feedback let’s us know what we’re doing right and when we fall short so we can fix it.

## 17 GIVING BACK

Our traditional ways of giving back to our community were reimagined throughout the year.

## 18 DEVELOPMENT AND TRAINING

## 19 EVENTS

# WE KICKED THE YEAR OFF ON THE RIGHT FOOT

In January we stepped up our game for our annual Kickoff Ceremony and Employee of the Year Celebration

At the beginning of every year, Ford Business Machines brings everyone together to share the results of the previous year and the goals and expectations of the coming year. Historically we celebrate accomplishments and enjoy some rare time altogether as a team.

In 2021, however, the picture looked a little different. We had to adjust to the times, and held the kick-off both virtually and in-person with our 2020 Employees of the Month. Guest speaker, Brandon Rumbaugh, talked about what it means to truly give 100% effort for the benefit of your work “family”. His inspiring speech will serve as motivation for the entire year as we all band together, support one another, and give our all to achieve our common goals.

At the end of the event, Brandon joined us in celebrating the best of the best of our 2020 Employees of the Month. Our 1st, 2nd, and 3rd place winners were presented with a check and a beautiful trophy, and have encouraged everyone to raise their game just a little bit more throughout the year.

Our 2020 Employee of the Year winners went far above and beyond throughout the year. Their dedication to unparalleled service for our clients and their fellow employees exemplifies the Ford culture and mission.

## SILVER FINALIST

### Lisa Barney, Warehouse Manager

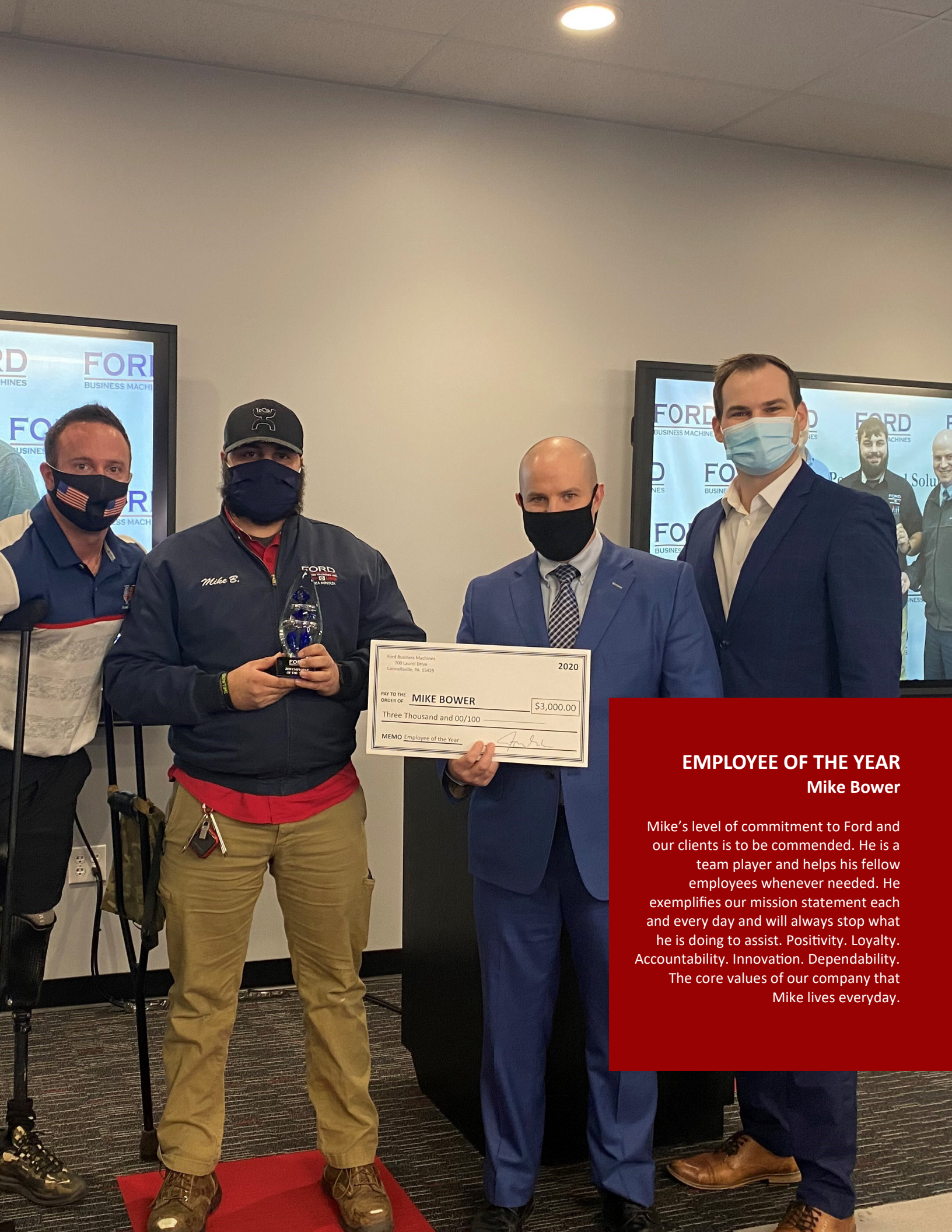
A true company asset, Lisa consistently goes above and beyond to assist her fellow employees. Her selfless desire to assist in any way possible provided the education and training that her fellow employees in other positions needed to meet the goals of our mission statement. Lisa accomplished this and never missed a beat in providing unparalleled experiences within her own position.

## BRONZE FINALIST

### Nick Moser, Service Technician

Nick’s care for making sure our clients needs are exceeded is a reputation that he has become known for. He has truly embraced our mission and it is obvious in the way his clients have come to view him. Nick’s passion for our clients makes him a truly valued member of the Ford team.





**EMPLOYEE OF THE YEAR**  
**Mike Bower**

Mike's level of commitment to Ford and our clients is to be commended. He is a team player and helps his fellow employees whenever needed. He exemplifies our mission statement each and every day and will always stop what he is doing to assist. Positivity. Loyalty. Accountability. Innovation. Dependability. The core values of our company that Mike lives everyday.

Ford Business Machines  
700 Laurel Drive  
Conelestown, PA 15425

2020

PAY TO THE ORDER OF **MIKE BOWER** \$3,000.00

Three Thousand and 00/100

MEMO Employee of the Year *[Signature]*

# NAVIGATING 2020 IN A COVID WORLD

The impact of COVID was far-reaching.  
The ability to react was imperative.

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For Ford Business Machines, 2020 started on a very high note. In January we introduced Steeler legend Brett Keisel as our keynote speaker at our annual kickoff meeting. He told the story of the year the Steelers had to win their last 4 games just to make the playoffs and wound up winning the coveted Lombardi Trophy. It was the story of a group of individuals who were not living up to expectations. They were not working together as a team. They were suffering defeats at the hands of less talented programs because they weren't working to their full potential. Once this realization was brought to light, they united together, worked harder, and gave it everything they had, individually and for their team, to achieve the seemingly impossible.

As a team, Ford was winning. We were breaking records, winning awards, and recognizing the greats. But we left that kickoff knowing we had more to give. We were fired up and ready to work harder than ever before to surpass our own goals.

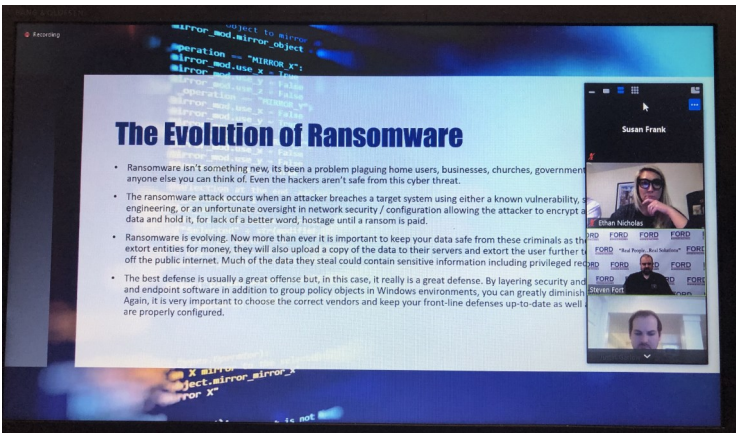
That optimistic, conquer-the-world mentality would soon be tested to its core as the world was thrown into a pandemic lockdown. Suddenly the only goal for most small businesses was survival. Remote work, layoffs, and restructuring were the unfortunate new picture for companies around the globe. Figuring out how to quickly integrate that picture into our business's photo album was going to be our road to the playoffs.

We stepped back for a moment to take a closer look at the picture. How could we best help our clients achieve their goals in this new business environment? The solutions were at our fingertips. All we really needed to do was integrate them in a way that served a different business structure. Our clients' needs hadn't changed, just the way in which they utilized those needs.

So we began to structure home office support into our business solutions to provide everything our clients needed to combat an at-risk remote environment. We expanded our Managed IT team to better accommodate these changing environments. We offered internet phone (VoIP) options to help them stay seamlessly connected. We educated virtually to make sure they had the tools they needed to keep them secure. And we put recommended CDC practices in place to make sure we kept them safe.

At the end of the day, Ford Business Machines didn't win the Super Bowl, but we sure did have a good playoff run. We are proud of how our entire team stepped up and gave their all in each of their individual roles. We are focused on the future and committed to our mission. With this knowledge, we know that our very own Lombardi Trophy is just around the corner.

2020 did not go as anyone had planned. But change is inevitable, adapting imperative, and overcoming a success. To every one of you trying to change, adapt, and overcome - we wish you many years of continued success.





**1991-2021**

In October of 1991, John M. Garlow put it all on the line to pursue his entrepreneurial spirit. John drove from business to business peddling copy machines out of the back of his van. For John, the journey wasn't just about making the sale, it was about connecting to his community. It was about turning clients into people he genuinely considered friends.

Over the years, those relationships have been the backbone of who we have become and who we strive to be. It is the foundation of our mission statement and core values. It is who we are deep down in our soul. YOU are why we do what we do.

From a van to a garage to a bunker to a 30,000 square foot facility, Ford has never stopped moving forward. Year after year, we move the needle in an effort to provide our clients with more than just a copier. We work hard to make your sale to service experience unparalleled. We care, so we will always continue to learn, grow, adjust, move, and improve. That's just who we are.

We've come a long way in 30 years, but the goals for the next decade are even bigger. We've aligned our team and are ready for the journey. We look forward to experiencing it with you.

Now let's take a walk down memory lane.





# TIMELINE

**1991:** John Garlow started Ford Business Machines out of the back of his van. His first manufacturing partners were Gestetner and Sharp. He soon dropped Sharp to focus on Gestetner.

**1995:** The business was growing fast, so John opened an office above his garage and brought on four employees to assist with the day-to-day operation.

**2003:** Justin Garlow, our current Director of Business Development, joined his father and served in a variety of capacities to help Ford Business Machines grow.

**2006:** The business outgrew the garage, so John built a bunker on his property to function as the storage warehouse.

**2007:** Ford grew so quickly that an even larger facility was required, so John purchased our current headquarter location in Connellsville from Central Tractor. Gestetner was replaced with one of our current manufacturing partners, Lanier (Ricoh). And with a full team of employees on board, John held the first annual company picnic and family Christmas party.

**2009:** The industry was changing to a more comprehensive office technology solution environment and Ford was changing with it. Paperless Technologies was added to provide a document management solution to help businesses convert to a digitized workflow. In addition, John partnered with the second of our current manufacturers, Canon.

**2010:** Johnathan Garlow, our current CEO & President, joined his father as President of Ford Business Machines with a primary focus of business development.

**2011:** Ford added our third manufacturing partner, Konica Minolta.

**2015:** After several years of serving our country in the Army, Josh Gerson was named Vice President of Operations for the company that his uncle had started when he was a child.

**2017:** Ford was growing and expanding quickly. Additions were made to continue the growth into other regions of western Pennsylvania. A Pittsburgh office was opened in the Clark building, and we merged with Hick's Office Supply in Sharon, Pennsylvania. These additions make us the largest independent dealer of the industry's top-three manufacturers for copiers, printers, and multi-function product (MFP) technology. Ford also added managed IT services to its solution portfolio, providing comprehensive office technology options for our clients. This service was the catalyst to the building of our state-of-the-art network operating center, which was opened the same year.

**2018:** John passed away and Johnathan assumed the role of CEO.

**2019:** VoIP, an internet phone service, was added to complete our solution portfolio and provide a one-stop-shop for our customers' office technology needs.

**2021-2031:** After thirty years, we're still going strong. We're learning, building, growing, and strengthening as a team. We have a lot in store for the next decade and look forward to sharing our new milestones with you along the way.





2020

# PRESIDENT'S CLUB

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(LEFT TO RIGHT)

**BRECKEN SICKLES**

**DOUG SANNER**

**BRAD BORGHETTI**

**JUSTIN JENKINS**

**JUSTIN GARLOW** (OWNER)

**JOHNATHAN GARLOW** (OWNER)

**JOHN ROSETO**

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 2020, Ford Business Machines rewarded President's Club recipients with a trip to Cabo San Lucas 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 2020 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.

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.



## Penn State Fayette Advisory Board presents 2020 awards

Johnathan Garlow and JoAnn Jankoski named Outstanding Alumnus and Outstanding Fellow



JoAnn Jankoski and Jonathan Garlow win 2020 Outstanding Fellow and Outstanding Alumnus, respectively. IMAGE: PENN STATE FAYETTE / JONATHAN GARLOW

# ACCOLADES

When it comes to company recognition, the challenges of 2020 meant we had to rise up and deliver at a higher level. As an office technology company, we quickly adapted to reduced staffing, work-from-home communication challenges, and the inability to unite as a team. The announcements of both the Pittsburgh Post-Gazette Top Workplaces and the Pittsburgh Business Times Best Places to Work awards throughout the year could not have been more of an honor during this time. Our employees' belief and trust in the leadership and future of our company means the world to us.

In addition, our President & CEO was recognized by Penn State Fayette Advisory Board as 2020's Outstanding Alumnus, which honors former students of the campus whose

subsequent professional achievement warrants special recognition. With regard to this recognition, Johnathan stated, "Penn State Fayette gave me the foundation to be able to grow our business and the ability to give back to our local community. The opportunities that Penn State Fayette provides to our future leaders will help solidify a bright tomorrow for the area."

Engaged and loyal employees? Check. Committed and passionate leadership? Check. Loyal and satisfied clients? Check. Sounds like a recipe for success.



## WHAT'S NEXT

It's always fun to share our successes with you every year, but our minds are always fixed on the future. We have lofty goals to strive for, which require a clear plan and laser focus. We have laid down the groundwork to forge ahead and are taking the first steps toward what's next.

In October of 2020, we put in place digital display boards across our main facility. The boards share where we stand regarding target goals, and also recognize our team with the celebration of birthdays, anniversaries, and the employees of the month. They keep everyone focused, openly communicate our progress, and hold the entire team accountable, but it also lets them know that they're a valued member of the Ford family.

In addition to the digital display boards, we have instituted quarterly state-of-the-union addresses and monthly newsletters that keep them informed of new business, events, recent hires, and healthy tips.

Putting all of these communication tools in place has kept our employees engaged with the company, as well as with each other, and will keep them united in achieving our goals.

In the next three years Ford Business Machines will be focused on adding new locations, doubling our revenue, expanding our workforce, and establishing ourselves as the leader in managed IT services. These efforts require that we never forget what has gotten us to where we are now - trusted relationships built on the knowledge that we deliver on our promises.

Some of our goals will require additional changes, so keep an eye on us. There may be a few surprises in store in the coming months.

# IT'S ALL IN THE NUMBERS

# 123

The greatest differentiator between office technology companies is their ability to service their clients. And that's what sets us apart year after year. We're far from perfect, but we're always striving for it. We listen to your feedback so that we can adjust to provide you with an unparalleled experience.

## 1.62 hrs

Average service technician response time



## 86%

First call resolution. We provide the resources for our technicians to fix the issue the first time.



## 93



Net promotor score. Our clients consistently rank us at the top for our level of service

## 99.4%

Uptime average



## 100%

vehicles with GPS tracking to ensure the fastest response time possible



More than

## 200

years of combined experience





**JANUARY**

Mike Bower, Delivery Technician

**FEBRUARY**

Nick Moser, Service Technician

**MAY**

Lisa Barney, Warehouse

CONGRATULATIONS TO OUR EMPLOYEE OF THE MONTH

In a year that tested us all,  
there were many who stood out.

SEE PAGE 4 FOR THE WINNERS OF THE YEAR



**AUGUST**

Cassie Porter, Client Services Representative

**SEPTEMBER**

Alyssa Evans, Document Prep Specialist

**OCTOBER**

Dave Boyd, Operations



**JUNE**  
Susan Frank, Human Resources

**JULY**  
Noah Geary, IT Support Specialist

THE MONTH AWARD WINNERS FOR 2020

ed the best of us,  
rose to the challenge.

THE EMPLOYEE OF THE YEAR AWARD



**NOVEMBER**  
Virginia DeLorenzo, IT Support

**DECEMBER**  
Cathy Thomas, Client Services Representative

# CLIENT REVIEWS



Our clients recognize the level of service that we bring to the table and appreciate us for it. While there is no such thing as perfect, we are very proud of having achieved an **NPS service score of 93** during 2020. We will never take this for granted and always keep pushing to be better. Your feedback provides us with the tools to make that happen, so thank you to everyone who has helped us continue to move the needle.

*"[Your technician] respected the COVID protocols without needing reminded. He was courteous, professional, efficient and seemed to **genuinely care about me as a customer**. He cleaned up and left no trace except for the remnants of a job well done."*

*"Very professional. **Took care of the problem within minutes** and has a great personality. Called to tell what time he would be arriving."*

*"[Our technician] was friendly and professional. He was willing to **think outside the box to help find a working solution**. I have been doing IT support for over 20 years and I was stumped. His insight and experience helped us work out a solution and figure out the problem so its not repeated. Great job!"*

*"Very impressed with the speedy service. [Your technician] called and stated he would check to see if he had the needed part, if not he would get it ordered. {He} **had the part on hand** and was here within the hour after placing the call ."*

*"[The technician] always provides us with the best service and support. He looks to do preventative work as well to **help avoid call backs**."*

*"[Your technician] is very knowledgeable and provides excellent service. He explains what he is doing and shows us how to avoid most issues with the printer. He always calls beforehand to make sure what issue is and why our printer is not working. He arrives early in the morning to **make sure we are up and running for the day**."*





# GIVING BACK

The challenges of 2020 shook the world for so many local and non-profit organizations. Critical fundraisers and events were canceled leaving them with a substantial reduction in financial resources. They worked hard all year to come up with creative ways to make up for the inability to hold their large fundraisers so they could continue to provide needed support for so many individuals and families going through difficult times.

Ford Business Machines was more committed than ever to help in every way possible. We volunteered at local food drives, donated Girl Scout cookies to a local medical provider, partnered with the Challenge Program to reward students for staying on the path to success, donated technology for a new student business center at a local school district, sponsored non-profit golf tournaments across the region, donated \$5,000 to three non-profits in lieu of our annual client Christmas party, and much more. We did our best, but we know that so many of these businesses and non-profits fell short of their goals. So this year, join us to support local, small, and non-profit businesses in any way possible and help our region come back stronger than ever.



# LEADERSHIP DEVELOPMENT

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In early 2020, our leadership team invested in a program designed to drive the company toward their long term goals. The incorporation of EOS has created a system of responsibility, accountability, communication, and results. The process has been instituted in phases, but it has enabled everyone at Ford to understand the long-term vision, be an active participant in the steps it takes to get there, and celebrate the successes along the way.

This program requires practice and commitment, but everyday we see positive results throughout the company. Our employees feel empowered to make a difference, and that's exactly what they're doing.



## DEVELOPMENT AND TRAINING

### SALES TRAINING

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Every year, enhancing the ability of our sales team is a priority. This year, Ford enlisted the services of Ray Mutchler, founder of ROI Consulting. Ray has spent the last year helping our team focus on techniques that provide an opportunity to understand a potential client's needs and present a viable solution.

Ford Business Machines has the knowledge and power to help companies solve their ongoing office technology challenges. Making sure we have the tools to start a conversation about those challenges with the right person is the goal.





CUSTOMER REWARDS + COMPANY CULTURE + A PANDEMIC =

**A YEAR OF CREATIVITY**

AT FORD BUSINESS MACHINES

There’s nothing we love more than face-to-face interaction and bonding with our clients and our employees. It provides an opportunity to build connections, strengthen loyalty, and establish long-term relationships. However, in 2020, ever-changing state mandates and protecting everyone’s health and safety made planning these events difficult. We were able to hold a few of our traditional events, including our company picnic, but all-in-all we had to think outside-the-box and find a way to make the year unique, fun, and one they would never forget.

The holidays were the biggest challenge. How do you take what many regarded as the highlight of the year and make it just as memorable? For our employees, that involved virtual days of holiday music, silly rhymes, and amazing gifts. Our 12 Days of Christmas presentations were the highlight of everyone’s day and a wonderful way to extend the Christmas holiday for the team. And on the 13th day of Christmas? Well we drew the names of three of our non-profit clients who each received a \$5,000 donation. Just how much fun was it? Visit our Facebook page or YouTube channel to see for yourself.

We can’t wait to get back to normal, because as we continue to grow, our interaction with you becomes more and more important to us. So for now, we want you to know that we hope to spend time with each and every one of you in 2021!

# FORD

**BUSINESS MACHINES**

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