

## What's New

### Beyond the Handshake

For John Kotchon, people – not printers – bring him satisfaction on the job

### Cheaper, Better, Smaller

Samsung's SCX-6345 Maintains high print quality but reduces cost

### People Inspired Solutions

CBM boosts Shaw Edmonton's 'people-powered' operations

## Beyond the Handshake

### For John Kotchon, people – not printers – bring him satisfaction on the job

By Chronicle Staff

John Kotchon is a great reminder that stereotypes about salesmen are just that – stereotypes.

Far from being out for the quick buck or here today gone tomorrow, long-time sales executive Kotchon is a family man who volunteers and believes in people. In fact, it's what he most enjoys about his work – particularly his role as a mentor and teacher to green employees.

"I love helping people get into sales, choosing it as a career and getting inside of it," he explains. "I believe in the old days of recruit-hire-develop-and-promote. A lot of the people I've worked with during my tenure have gone on to really good things. I like that teacher-student relationship, where you can provide guidance and mentoring."

In October, 2007, Kotchon joined CBM Office Automation as a partner, after a lengthy career in executive sales roles within the office equipment industry. In fact, he's worked in this area for nearly 30 years.

Kotchon has held a half dozen high-ranking roles at well-known companies across Canada, including Xerox, Lion Business Machines, Danka, Canon Canada, Ikon and most recently Calgary's RGO.

**He brings a proven track record and people skills to his new role at CBM. John will take a lead role in developing and driving CBM's business strategy including management of sales, products and services, and strategic business partnerships.**

"I was looking for the opportunity to grow a business and be personally involved," he says.

But this is arguably an understatement. These days, he generally starts work at 7 a.m. and shuts his door at 7 p.m.

It's challenging work, he says, as products are ever-changing.

"It's always changing very vast – it's technical and it's a fast-changing market. The products are changing on a daily basis."

Fortunately, Kotchon enjoys the nature of the business.

"I like technology, and the way it helps customers improve their productivity and efficiency, compared to the older days of analog. The new digital copiers do so much more."

Kotchon has already begun to make headway on a number of ambitious goals.

His plans include doubling sales within the next year, recruiting a half dozen sales reps (two have already been hired since Nov. 1) and growing product awareness, particularly in terms of Kyocera.

"It's a great product, but people don't know the name," he says.

He's also involved in the launch of a world-class computer system that will help the company accelerate its growth, allowing customers Real Time access to account information and service history.

"Everything we are doing is designed to enhance our ability to take care of our customers," Kotchon explains. "We know that when we take care of our customers, our customers will take care of us."



Samsung SCX 6345DN  
Network Print/Copy/Scan  
45 Page Per minute MFP



Samsung 37" LCD TV



**\$99.00**  
/month OAC





**Lowest cost**

**Longest life**

**Most environmentally  
Friendly**

Voted Best Buy for Business  
by BLI, Bertl and  
Consumer Reports

## People Inspired Solutions

### CBM boosts Shaw Edmonton's 'people-powered' operations

*By Chronicle Staff*



Shaw is known for being 'people-powered,' but it's also paper-powered.

"We have 700 people working in our building and we have at least 300 of these people who need printed work orders or service calls to take them to customers' homes during the day," explains Steve Baker, regional manager for Shaw Edmonton.

"We require the capacity to print and fax a lot of documentation a day. We have machines that will do a million copies a year."

Every effort is taken to reduce waste, but like many companies, complete conversion to the supposed 'paperless age' isn't feasible. Due to the heavy volume of information, electronic communications can't handle all of Shaw Edmonton's operations, so paper is key.

As a result, communicating effectively requires durable office equipment that can stand up to a great deal of use.

"Reliability is very important to us," says Baker. He adds that non-stop servicing of imaging equipment can slow down operations to the detriment of customer service.

So, when the office began to seek out new office solutions several years ago, product quality was as important as customer service. After meeting Glenn Mudryk, president of Edmonton-based CBM Office Automation, the choice was obvious for Baker.

"We decided to take a chance to go with Kyocera, and we haven't looked back." "Glenn has skin in the game," he says. "When it comes to working with someone who will be attentive to your service needs, you look for someone who has a vested interest in their product succeeding...we knew he'd work on our behalf to make sure we succeeded."

At first, Baker's team was reluctant to try out Kyocera printers and copiers, after having a poor experience with other suppliers.

But at Mudryk's urging, Shaw Edmonton decided to go with the high-performing and environmentally friendly products, says Baker.



**For more information on CBM's products, check out [www.cbm.ab.ca/products.html](http://www.cbm.ab.ca/products.html)**