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Benefits with Upstream

- Keen focus on customer needs and business objectives
- Extensive industry experience and capacity for flexible response
- Depth of technical expertise
- Access to multiple technology vendors – not a captive dealer

The Situation

In 1886, Simon J. Temple purchased 281 acres of land in east Pasco County for \$1,026.69 from the Florida Railway and Navigation Corporation. Enterprising citizens set down roots, and a thriving town was born. Zephyrhills has been growing ever since. Today, working out of a busy office in the heart of the city, the Zephyrhills Chamber of Commerce plays a key role in fostering growth. Executive Director Vonnie Mikkelsen works hard to make every dollar work for the Chamber and its members, including money spent on office equipment.

The Problem

The Chamber cannot function without a fast, high-capacity copier. Mikkelsen explains, “Here at the Chamber of Commerce, we support about 150 neighborhood events and our copier is an important tool. We do a lot of printing for board meetings and committee meetings. We often help our members print flyers for their events. Our volume is in the ballpark of about 50,000 copies a year for in-house work, so support from the vendor is very important.”

And costs matter. “We didn’t have a lot of trouble with copy machine itself, but leasing costs were starting to inch up. We looked at year-over-year costs and we were not comfortable with what we saw. We also took a closer look at some of the contract terms, such as how many copies are included and overage costs for copies that exceed the monthly allowance. We had added a staff person since the contract was signed and we had taken on some additional programs and services. We were expanding and as a result, we needed more out of our equipment.”



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The Solution

Mark Wild of Upstream Office Solutions learned of the Chamber’s problem and was there to listen. He studied their needs, evaluated alternatives, and proposed a machine and services to meet the needs of the Chamber at a competitive price. The Chamber was impressed and accepted.

Mikklesen recalls, “One thing that I emphasized to Mark is that we have a very busy office, so a smooth transition is important. I’ve been through this process before, going over to a new copier vendor. Your equipment has to be set up and operating without disruption. A little bit of disruption can result in huge amounts of work being piled up and delayed. We can’t afford for that to happen. I was pleased that when Upstream came in, they had the equipment up and running in a few hours and everybody online with no hiccups. And no problems with the contract. Mark looked me in the eye and guaranteed that he would make it as easy as possible and he followed through with that. I always appreciate that because it shows respect for the business person’s time. That says a lot about your integrity and your sense of customer service.”

The Chamber was pleased with the machine: “Right away, we noticed that the color printing quality was exceptional and the new machine is very quick. An Upstream technician provided training and ensured a smooth transition,” Mikklesen observes.

“Another thing I appreciate is that Upstream monitors toner usage and overages remotely. That’s two things we can cross off our to-do lists. That means a lot. I appreciate that they will be there for us before we are out of toner.”

Mikklesen notes another dimension to Upstream service. “Upstream offers a recycling program for cartridges. I am grateful that the provider takes responsibility for that. It’s a value-added service that we sincerely appreciate.”

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Upstream Office Solutions is a sponsoring member of the Zephyrhills Chamber of Commerce.