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***Enhance -- The PEG Newsletter
September 2009***

Greetings from MGI!

At MGI, the phone started ringing more frequently in May - a nice sign of some movement in the economy. As you know that didn't happen without increased marketing in all its variations. I invite you to visit our new web site! We've also increased contact with clients and prospects.

Some of you know Dad and many of you are second or third generation family business owners like me. Dad turned 92 in August and continues to inspire me in all he does. We've had our disagreements over business and family matters. However, I hope I can someday accomplish half of the achievements he has managed in his 92 years. He not only has an sharp sense of marketing even in retirement, but he also continues to gain the respect of people he meets as he travels, participates in his investment club and supports friends and family. 92 is a ways off for me but I still better get to work!

Keep up the good work in your business!

Kathi Barry Albertini

PEG Update

The first information services management PEG will hold its next meeting at Armstrong Archives in Dallas, TX in October. Sherri Taylor will host the group for Armstrong's first PEG visit. In addition, operations managers from this PEG's companies will meet in September at Priority Archives with the launch of PEGOPS. This group will continue with phone meetings to share best practices and compare operational measures.

The second information services management PEG will hold its next meeting at Datasafe in San Francisco in November. Tom and Rob Reis have planned an optional visit to their Newark facility the morning before the meeting starts. *Storage & Destruction Business's* May/June 2009 issue featured members Tim and Ryan Puliz, Puliz Records Management in Reno and Las Vegas. The article described PRM's expansion into mobile destruction.

We are starting a third PEG in the information services industry. Cheryl Creviston, Jayhawk File Express will be the first host for the new group. Jayhawk File Express was recently named the 2009 Topeka Small Business of the Year by the Greater Topeka Chamber of Commerce. Thanks to all PEG members for your referrals!

The Moving PEG continues to meet by conference call. The next call is September 9. As has been the pattern the past 3 years, the summer season has been slow with bursts of activity throughout the season.

NEW MGI Website!

The new MGI website launched in August. Thanks to all who gave us permission to use photos and videos of you. The site features an interview with Dick Gladden, The Data Vault. The customer interview will be a feature on the site and I'd love to capture you on video too!

If you missed an MGI newsletter or one of the articles published in industry journals and magazines, you can find them on the new website. We will post more as they become available. In the future, we will add more content and add member only areas for PEG members.

We have spent much time at PEG meetings talking about the value of your website. Each industry requires research to make sure you outdo your competition and represent your company accurately. As always, there are one or two PEG members who lead the way on projects like this. Learn from them!

Celebrating Family Businesses

Family owned businesses account for about 85% of businesses in the US. Many current PEG members own 2nd or 3rd generation businesses. Adams Transfer and Storage/Adams Data Management has already celebrated 100 years in business. Fireproof Records Center celebrates 100 years in business in 2009. Datasafe contributed to the definition of the information services management industry when they started the business over 50 years ago. 62% of the current PEG members are family owned businesses. DataChambers Records Management with Andy Brown's father's leadership took the advice of family business experts to plan for the future. Williams Records Management is a second generation business. And that's just a start from the list of PEG members!

Family Business Magazine publishes a list 100 of the oldest family owned businesses in the US - www.familybusinessmagazine.com/oldestcos.html . (Pennsylvania has the largest number of companies on this list - 16.) An overview article sites several reasons why these 100 companies still function in the same industry - being creative and being persistent are on that list. Our hats off to PEG members of family owned businesses!

Moving PEG Conference Call - Wed September 9 - 2 PM Eastern Time.

Look for the email with the dial-in instructions and send those topics for the agenda!

Canadian Movers Conference - MGI Workshop - November 16

MGI has been working with CAM (Canadian Association of Movers) to expand the MGI Profit Enhancement Workshop. John Levi, the CAM president, proposed collecting some measures from members before the conference. Information will be collected, studied (maintaining anonymity) and summarized. MGI will use this information in the Profit Enhancement

Workshop. The summary will allow members to compare their companies to others in Canada. Plans for a Canadian PEG are also in the works.

Enjoy the last days of summer!



Another walk in the woods, swim in the lake, climb up a mountain, read of a good book, or trip to a new place! Enjoy a break!

REMINDERS

Guest Policy

Members may bring one guest to a PEG meeting. If you would like to bring additional guests, check with the MGI office before making reservations.

Billing and Payments

Thanks for remembering that all invoices from MGI are net 30 days and for having all invoices paid before each meeting. Late fees of 1.5% will be applied after 30 days until the invoices are paid.



“When there’s an elephant in the room, introduce him.”

Randy Pausch, author, [The Last Lecture](#)

Thanks for your business! And thanks to those supporting me to ralk (run/walk) the Rochester Half Marathon on September 13 and raise money for Gilda's Club Rochester which provides psychosocial support for people and their families living with cancer.

<http://www.kintera.org/faf/donorReg/donorPledge.asp?ievent=312480&supId=254754545>