

Partners are quick-print entrepreneurs



business talk

A page of local business news

By Lisa Simon
staff writer

HARVEY JOHNSON and C.P. Culley knew when to enter the quick-copy market. And breaking even after one year was a good reason to stay in the lucrative business — if you know what you're doing, said the men, partners for 11 years.

With corporate offices in Farmington Hills, two American Speedy Printing Center (ASPC) franchises in Farmington Hills and one in Plymouth, Johnson and Culley are on top of the rapidly changing, quick-print business world.

Johnson, 42, and Culley 50, went into business in 1975 when they bought their first Kwikiee printing shop in Ypsilanti. The two met through their wives, who worked together at the Ford Motor Co. The Johnsons live in Plymouth, the Culleys in Livonia.

Johnson prepared for a career in business by studying retail and salesmanship at Eastern Michigan University. But until he and Culley bought their first Kwikiee, Johnson was a teacher. He taught distributive education, a cooperative career training program, in North Dearborn Heights schools.

CULLEY, an industrial engineer by training, had just been laid off by Chrysler Corp. when Johnson asked him to join in the Kwikiee franchise.

Sales have steadily increased every year since Johnson and Culley bought their first quick-print franchise in 1975, they said.

Johnson said he always knew he wanted to be in business for himself. He came upon the Kwikiee franchise opportunity by being in the right place at the right time.

Johnson was working part time in construction for a builder. Teachers don't make great salaries, he explained, and he did it for the extra cash.

The partners' first Kwikiee shop was housed in the Ypsilanti commercial building Johnson was developing. Johnson bought the franchise and moved into the new building.

AFTER OPENING a second Kwikiee in Plymouth, the partners sold out to Speedy Printing Centers, renamed American Speedy Printing Centers, last year.

Johnson and Culley, with their Kwikiee shops, were part of the original group of Michigan franchisers who expanded into an ASPC national franchise network.

Entrepreneur Vernon Buchanan, 33, president and founder of Birmingham-based American Speedy Printing Centers, provides a host of incentive program for franchise owners, Johnson and Culley said.

"The harsh reality is that you can't make any money working for anyone else," Buchanan said. Tapping a person's desire to operate a business is the spark behind Buchanan's franchising success.

"THE WORK ethic is coming back," said Robert Phillips, ASPC executive vice president. "In the last few years, there has been a rebirth of the free enterprise system. People are feeling better about themselves. They want to call their own shots."

So far, ASPC operates 60 franchises in the metro area and 300 in 43 states. Annual sales have blossomed from \$500,000 in 1978, the first year, to an estimated \$50 million in 1985.

Buchanan predicts that 2,000 franchises will be operating within the next five years — and that international expansion is in the cards.

Johnson and Culley both openly appreciate the perks of franchising. Co-op advertising is one of a franchiser's benefits, Johnson said. He cited inclusion in costly Yellow Page telephone book advertisements as a franchiser's frill.

JOHNSON is the newly elected president of the franchise owners' Detroit Advertising Co-op. A "Walk Away With A Walkman" promotion is under way.

For a \$300 printing bill, an individual or business is given a free Walkman. For a \$3,000 bill, a Watchman (a four-inch television and an AM-FM radio) is the gift.

ASPC also hosts a National Advisory Board, which supplies franchisers with marketing ideas, Johnson said. Help with equipment repairs and supplies is also mediated through the Birmingham corporate office.

Johnson and Culley recently renovated and expanded their three stores and sold their downtown Farmington franchise on Grand River to the shop's manager — an encouraged route to ownership by ASPC.

At one time, Johnson and Culley owned eight franchises, including two in Augusta, Ga.

"**WE'RE TRYING** to run a good, clean center," Johnson said.

Bright colors, adequate lighting and attractive carpeting are all part of their ASPC face lift.

"The business (quick-print) is changing extremely fast because of electronics," Culley said. Being on top of the market is most important, he added.

Services offered at Johnson and Culley's ASPC franchises include high-speed, multi-page copying, do-it-yourself copies for five cents each, high-speed automatic copying, and one-, two-, three- or four-color copying.

A separate in-house typesetting franchise, Studio



RANDY BORST/staff photographer

Harvey Johnson (left) and C.P. Culley, co-owners of three American Speedy Printing Center franchises. Their corporate offices are in Farmington Hills.

One Graphics, operates in both Farmington Hills stores. Cost-effective, paper-printing plates are used instead of more expensive metal plates used in conventional typesetting operations, the partners said.

EMPLOYEES TRAINED in current operations are few and far between because of the rapidly changing business, Johnson acknowledged. Using his vocational teaching experience, Johnson likes to employ co-op students from area high schools.

"They (employees) may start out unskilled, but they're skilled when they're done," Johnson said. The average employee age is 20. The Orchard Lake ASPC has 10 employees, the 10 Mile outlet 10.

Farmington Hills is an opportune place for a quick-print business, the partners said — rapid growth in the business and residential sectors, access to I-596 and the 10 Mile store's positioning in front of the Freeway Industrial Park.

A new quick-printing idea — overnight business-card production — is in the works at the Orchard Lake ASPC. Business cards usually take two weeks to be produced, Johnson and Culley predict the idea will take off and soar.

"The harsh reality is that you can't make any money working for anyone else."

— Vernon Buchanan, founder, American Speedy Printing Centers

short takes

If you recently opened a shop, captured an award, earned a promotion or are planning a new venture or project — and there's a Farmington-area business angle — we'd like to hear from you, so we can share your news item with other Farmington Observer readers. Send items to: Short Takes, Farmington Observer, 33203 Grand River, Farmington 48024.

MAIL ORDER RIGHTS

"Just call our toll-free number, and your record of 'Music to Sharpen Knives By' will be on its way to you. Or you can save shipping charges by sending a check or money order to . . ."

You know those ads. The phone is so easy. However, did you know that you have more protection if you order by mail?

The Federal Trade Commission notes that the Mail Order Rule, which states when products should be shipped and when you have the right to a refund, applies only to merchandise ordered by mail.

More and more people are shopping by mail or telephone today as a way to save time. But that also means more complaints and questions about mail order companies.

To help answer your questions about shopping by mail and to help explain your rights, the U.S. Postal Service and the American Express Company have published a pamphlet called "Mail Order Rights." For a free copy, send your name and address to the Consumer Information Center, Dept. 603N, Pueblo, Colo. 81009.

You will also receive a free copy of the "Consumer Information Catalog." Published quarterly by the Consumer Information Center of the U.S. General Services Administration, the catalogue lists 200 free and moderately priced booklets on everything from employment to housing, health to finances and small children to small business.

NOW A VP

Detroit has named Joseph Kabourek of Farmington Hills an assistant vice president in its commercial loans department, Western Metropolitan Regional Banking Division. He is lending officer for the western metropolitan Detroit area.

NEW ROLE

Michigan Mason Contractors Association reports that Charles Costello, vice president of Monte Costello & Co., Southfield, was elected chairman of the state-wide mason contractor association.

Elected vice chairman at the association's recent annual meeting at Hilton Shanty Creek, Bellaire, was Edison Lawrence, president of Lawrence Masonry Corp., East Lansing. Serving as the association's secretary-treasurer is Diane Sincelli-Chuchla.

For information about the association's activities or for information about membership, contact the Michigan Mason Contractors Association, 27600 Farmington Road, Suite 208, Farmington Hills 48019.

FORD VAN DONATED

The Metro-Detroit Ford Dealers Association recently donated the use of a new 1986 Ford Aerostar Van for a year to the Metro-Detroit Chapter of the Cystic Fibrosis Foundation.

Lance Parrish, Detroit Tiger catcher and spokesman for the Ford dealers, designated the CF Foundation as the recipient because of his familiarity with the organization through his role as a CF volunteer.

Cystic fibrosis is the No. 1 killer of children and young adults in America today. CF is always fatal, and there is no cure. That is why the mission of the Cystic Fibrosis Foundation is to find the means for the prevention, control and effective treatment through basic biomedical research and clinical studies.

RECEIVES AN AWARD

Lucille Wheeler, new vehicle salesperson for Dick Greer Chrysler-Plymouth Inc., Farmington, received an award for individual performance in selling Chrysler-Plymouth vehicles.

A resident of Farmington Hills, Wheeler has reached the Silver level of recognition in Chrysler-Plymouth unique Sales Professional Club.

The program continues throughout the 1985 model sales year. The top 50 Chrysler-Plymouth retail sales personnel will win a trip to a three-day National Sales Conference.

RESEARCH REPORTS

Product & Consumer Evaluations Inc. (PACE), a marketing research firm based in Farmington Hills, is issuing Video Research Summary Reports (VRSH's) as a supplement to its written research reports.

According to Frank Ward, president of PACE, VRSH's provide a summary of research results using a modular format to separate each product researched. Each module includes graphic titles, summary tables displayed with scenes of the product and comments from respondents regarding the product.

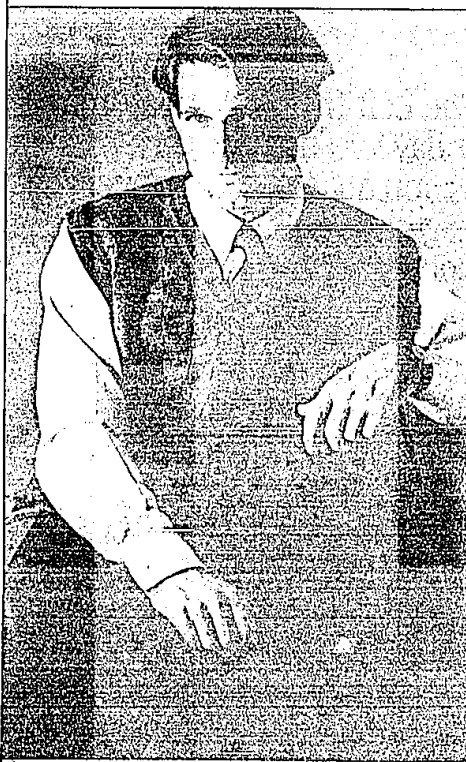
In addition, PACE personnel oversee production of the video report from start to finish including script writing, shot selection, video taping and editing.

PACE, which specializes in research for automotive, packaged goods and service industries, began producing VRSH's early this year and the concept has taken off.

PACE is a full-service marketing research company specializing in consumer and industrial research for the automotive industry, retail, advertising, public relations and product manufacturers. In-house facilities include focus group rooms, interactive computer systems, a 48-line WATS phone system and complete video and audio recording facilities.

PACE is the first marketing research company to offer Video Research Summary Reports, as part of its marketing research package.

Boundary Waters" textured vest: 12.99



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TO YOUR
WARDROBE

Only very own Boundary Waters" vest will complement your wardrobe in several ways. The basket weave knit adds texture and visual interest that is important fashion news this fall. They're available in solid colors of yellow, blue, grey, burgundy, navy or oxford, as you can choose your favorites to match all your fall favorites. And at our low Value Plus price of just 12.99, you can afford as many as you like. They're machine washable of 100% acrylic/20% nylon. Sizes M-L-XL. Imported. Value Plus 12.99. Men's Sportswear.

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