

Running A Business



Duane Rosenthal, Controller

"Too few newspapers pay adequate attention to the business side of their operations," says Observer Controller Duane Rosenthal:

"Our new building has enabled us to centralize our business functions so that billing, accounting, credit, payroll and report-generating are under proper control and organization."

Adequate desk and filing space, and a public service desk enable the accounting department to process the myriad of pieces of paper needed for proper financial control.

"Other department heads have instant access to the accounting department in our new building," Rosenthal adds, "making it possible for them to get solid answers in a minimum of time, without unnecessary paperwork. This is one of the keys to an effective management system."

