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Office Technologies Partners with Pottstown Middle School to Reduce Costs and Enhance Learning Opportunities for Students



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Cover Story: Greg Cavallo, owner of Office Technologies, donated close to \$10,000 worth of specialized color printers to the Pottstown School District, to be utilized by students and faculty throughout the district.



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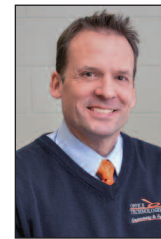


Office Technologies Partners with Pottstown Middle School

Reducing Costs and Enhancing Learning Opportunities for Students



PHOTOS BY STYLISH IMAGES PHOTOGRAPHY



If you ask Greg Cavallo, owner of Office Technologies, what some of his top priorities with having a business in Pottstown are, he will tell you “giving back to the community” is high on his list. Last year, he made good on his word and surprised the Pottstown School District by donating close to \$10,000 worth of specialized color printers to be utilized by students and faculty throughout the district.



Angela Wagner, Developmental Reading and Writing, 7th Grade Language Arts Teacher, Pottstown Middle School and her students creating banners with the OKI Data C610DN printer.

Faced with limited resources due to uncertain state funding, an overburdened local property tax base, and costly yet necessary renovations to its elementary school facilities, Pottstown School District is like many schools in small towns across America, who are faced with trying to do more with less. With educating students their top priority, it's a challenging for administrators, educators and taxpayers alike, yet Pottstown School District still manages to do an outstanding job of providing a quality education for students K-12.

Always looking for opportunities to do more with less, Pottstown School District Director of Community Relations, John Armato, and Pottstown Middle School Technology Director, Taffy Wolfe, were thrilled when they were recently presented with an opportunity by Cavallo to reduce expenses for the school district, while providing enhanced learning opportunities for students.

Through his company, specializing in fast, efficient, low-cost managed print solutions for healthcare, education, and business, Cavallo provides supplies and service for the district's printers and office equipment.



Realizing there was a need to replace aging equipment, and to find an alternative to the high cost of ink-jet cartridges, Cavallo offered to donate eight new OKI Data digital color printers to the school district.



This was welcomed news. According to Wolfe, “We were trying to get costly desk jet printers out of the district for years because the ink cartridges cost the district a lot of money.” Broken machines, high ink and toner cost, and old, unused inventory seemed like an endless cycle. Wolfe explains, “We needed to replace some printers, and when I saw what these printers could do, I thought our middle school would be a perfect place for these to be used. We deployed them in classrooms where the template materials complement the subjects being taught — language arts, social studies, foreign languages, computer technology and publishing.”

Wolfe also plans to place one of the machines in the administration building, where there is a resource center for elementary school teachers. Now with the new units installed, her staff can focus on more important technology projects for the district, and student learning will be enhanced as they explore the unique features of the color machines. Armato is happy that local businesses in the community want to be involved. It's a win-win for all.

“Greg has been great right from the beginning,” Wolfe adds. “He wants to help education. It's more of a partnership than a vendor relationship. Every time we've done business and asked him for anything, it's been a very positive experience.”

Being a lifelong resident of the area, Cavallo felt it's important to do something positive for the district. “Growing up in the area, I always had a great respect for Pottstown. It played such an important role in the growth of our nation. It provided a good life for thousands of families over the years.” Hopefully this gesture might motivate others to lend a hand, donate, or give of their time to our community.

Color in the Classroom

OKI color printers feature HD Color Printing technology for unmatched output, with up to 1200 X 600 dpi resolution, enabling teachers to create vibrant material for K-12 students and administrators. Independent research shows that color documents increase learning and retention, and reduce errors by up to 80 percent, by focusing student attention where it should be. Color helps students locate information 70 percent faster, by highlighting points on a map or chart, or key details in a lesson. Color also increases comprehension by 73 percent, enabling teachers to deliver lessons that their students will understand more quickly and more deeply.

In addition to materials for the classroom, the OKI Data C610DN School Communications Pack contains customizable, event-specific templates for occasions that include fall concerts, talent shows, science fairs, and Back to School nights. These colorful files can be easily personalized using Microsoft PowerPoint.

(See “Cover Story” on page 6)



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Greg Cavallo and Angela Wagner

COVER STORY

(Continued from page 5)

“Our teachers often buy classroom materials out of pocket because our school district has a very tight budget,” said Wolfe, “although we try to provide them with the materials they need. These banners provide additional materials that our teachers didn’t have access to before, and which they don’t have to invest time or money in creating, because they are pre-created,” she said. “These templates contain all sorts of information that gets taught in our middle school classes, including science, math and reading.”

“I’ve been a reseller of OKI Data equipment for 10 years,” Cavallo said. “Their track record is excellent. I really think their products are hands-down better than all of their competitors.”

Office Technologies a leader in print management and support in the tri-county area. Their approach is unique. They help clients identify, manage and improve upon their current company’s printer fleet, and help put them in control of printing costs. They offer printing solutions, toner cartridges and supplies, service and lease options, managed services, and “Print2Cloud,” — true mobile, secure printing from anywhere, anytime.

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