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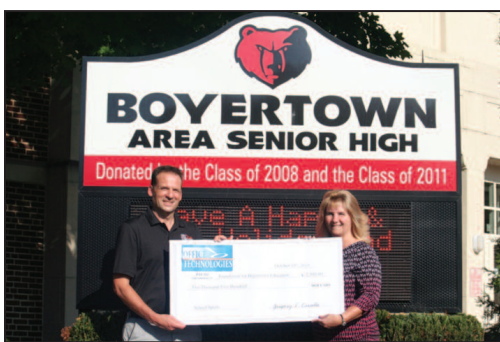
BUILDING BUSINESS BY GIVING BACK TO THE COMMUNITY



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(L to R) Brian Schaeffer (Office Technologies); Theodore Freese, Lincoln Elementary Librarian; Richard Hug, Pottstown School District Director of Technology; Calista Boyer, Principal; Greg Cavallo; John J. Armato, Director of Community Relations Pottstown School District.

Office Technologies knows the importance of giving back to the community. Greg Cavallo, owner of Office Technologies, has long been a supporter of education in Boyertown and surrounding school districts.



Greg presented a check for \$2500 to the Foundation for Boyertown Education to be used to fund innovative and new programs in the Boyertown Area School District. Tessi Melchior, Executive Director accepted the check on behalf of the Foundation.



PHOTO BY STYLISH IMAGES PHOTOGRAPHY

(L to R) Fourth Grade Pottstown Lincoln Elementary School Students Alyssa Gibbs, Alex Jimenez, Jayla White, and Jayden Gilmore.

The Holiday season is a time of giving. For local businessman, Greg Cavallo, owner and president of Office Technologies, a leading specialist in creative printing and management solutions in the tri-county area since 1992, the spirit of giving is ingrained in his company's philosophy. Cavallo is a firm believer that success in business brings a corresponding obligation to give back to or reinvest in the community.

In just the past year alone, Cavallo has contributed both his time and money to many causes in the area. He has been a board member of the Boyertown area YMCA for the past 10 years and served as chairman, and was recognized as "Volunteer of the Year" for the Boyertown branch of the Freedom Valley YMCA in 2013. Cavallo is also a long-time member and supporter of the TriCounty Area Chamber of Commerce. He has donated to the Boyertown YMCA, the Pottstown and Boyertown Rotary clubs, and the American Cancer Society Relay for Life. Just last month, he presented a \$2,500 check to the Foundation for Boyertown Education to be used to fund innovative and new programs in the Boyertown Area School District.

Office Technologies sells and services digital color printers, monochrome printers, all-in-one multifunction printers (MFPs), thermal label printers, point of sale (POS) printers, and dot matrix printers providing the best balance of value and performance for its customers. Office Technologies' honest and practical approach to document printing and management has offered fast, efficient, low-cost managed print solutions that benefits business, healthcare, education.

Office Technologies works with small businesses to identify and benefit from print-related cost savings. Specializing in award-winning products, creative printing solutions, and value-added services for all size businesses and school districts, Office Technologies has helped local hospitals to save over \$33,000 per year in printer supplies and service expenditures, and provides printer supplies and services to over 50 school districts and colleges in the Commonwealth.

Office Technologies is the preferred provider of supplies and service for Pottstown School District's printers and office equipment.



Brian Schaeffer Office Technologies Technician and Greg Cavallo, owner president of Office Technologies visit Pottstown Lincoln Elementary School.

In 2014, after surveying the needs of the Pottstown School District, Cavallo realized there was a need to replace aging equipment and to find an alternative to the high cost of ink-jet cartridges. He graciously offered to donate eight new OKI Data digital color printers to the school district. Cavallo donated close to \$10,000 worth of specialized color printers to be utilized by students and faculty in the Middle School and administration building. This season, he will now donate additional printers to the district's elementary school libraries.

The machines being donated are OKI color printers, which 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 customiz-

able, 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.

Both the subject specific and the customizable banners are a great asset to teachers in the Pottstown School District, according to John Armato, Director of Public Relations. "The visual effect that the banners have on teaching lessons makes a tremendous difference," Armato explains. They make the teaching lessons come alive much more than just discussion. In today's world, with mass media and social media, there's overstimulation. However, in the classroom, particularly at the elementary level, you do want to create that stimulation and that excitement," he said. "The banners allow for a great deal of creativity and flexibility within the classroom. The printers are a great tool that our teachers use to help successfully develop educational opportunities for kids that will eventually lead to their success."

Armato explains that in addition to enhancing academics and increasing retention, the customizable banners also help communicate the larger lessons of building character and healthy attitudes. "As we look to develop our future leaders, they not only need skills for the workplace, but they need attitudes for a lifetime.

(Continued on page 8)



(L to R bottom row) Wade Price, Greg Cavallo Jr, Mike Franklin, Tammy Sucolosi, Dave Kimberling, Amy Daniels, Greg Cavallo. (L to R Back Row) Selena McGonagle, Robin Cavallo. (Missing Brian Schaeffer)

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COVER STORY

(Continued from page 7)

The skill by itself without the proper attitude is not very helpful. Having both the skill and the attitude is what makes for successful people,” Armato said.

To that end, the printers are being used to create banners supporting the school’s “We Are Pottstown” public relations and community building campaign. “About five years ago, one of our student clubs was preparing to take part in Relay for Life,” Armato explains. “They were looking to do a fundraiser selling T-shirts. On the front of the T-shirt they borrowed from Penn State and used the phrase “We Are Pottstown.” On the back, students from the art department made three drawings of Trojans, which is our mascot, with the statement, ‘Once a Trojan, a Trojan for life!’ meaning that if you are a graduate of Pottstown High School, you’re a graduate forever. We’re all part of the same group. We have taken that concept and extended it beyond the walls of the high school and really use that as an energizing and unifying message to share will all of our community. We are Pottstown. We are all one.”

Greg Cavallo is a living, breathing example of the strength of that message. Being a lifelong resident of the area, Cavallo feels it is important to do something positive for the school district. “Growing up in the area, I always had great respect for Pottstown. It played such an important role in the growth of our nation,” he says proudly. “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.”

That is a sentiment shared by John Armato. “Greg is genuinely a good person,” Armato said. “His intent was not just to make a donation. It was to make a donation that had a meaningful impact on our students and our staff. And clearly he’s done it. He understands and embraces the concept of being a good corporate citizen. Through education, we’re investing in the future, and Greg has made a significant investment. Our hope is that Greg serves as a role model for others to see that they can make a significant difference.”

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COVER STORY

(Continued from page 8)

The process of education is long-term and educators don't often get to see the impact of their efforts. "You have to have that faith that you're making a difference," Armato said. "Greg's a good example of this. It happens at a level that you may or may not be aware of. I have no idea that some youngster in some class will see a poster made by this printer that makes an impression that leads to their future actions. I may never be able to see that. But when you do, wow!"

Cavallo's gift to the school district is particularly important because public schools in the state of Pennsylvania suffer from dwindling resources. "Pottstown School district in particular feels that pain very deeply," Armato said. "Of the 500 school districts in the state of Pennsylvania, 180 of them are identified as being under funded. Pottstown ranks in the top ten in the state of under funded school districts. So what it means for all of

us is every single day, every administrator, every school board member, every staff member, and every support staff member are always looking for ways to make the most out of what we have. And that requires a great deal of ingenuity, persistence, and to that end, Greg's gift is a godsend, because it's another piece of the puzzle."

Office Technologies' unique approach helps 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, and managed services — true mobile, secure printing from anywhere, anytime.

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