

EDITION 3 SUMMER 2020



amplify



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About the Cover...

This is our third issue of AOP Amplify, and the second issue since COVID 19 hit the country causing shut downs and stay at home orders.

As excited as we are about the AOP Profile on our CSR, Ms Stephanie Uekman, we know that

the health and safety of your crew and customers exceeds your need for information on our crew so pages 3, 4, & 5 are signs we have created (and use here at our facility) to remind our crew and any customers who happen to be in the building, that there is a biological crisis

going on and the best way to fight it is social distancing and washing your hands.

That said, we are still excited to be able to share information about our people and are eager to read the article about Ms Stephanie, the voice you generally hear when you call us here at Arkansas Office Products!



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Cover Photo
Subject: Pam Shireman
Photographer: Tom Fenix

Enduring COVID 19

Tom Fenix

The crisis continues. For many businesses the environment today is almost a 180 from where they started the year. In March 2020 COVID19 shut down most of the country and we are all still working on recovering.

How people go about their daily business has some twists that they would never have imagined at New Years. Hand sanitizer is so rare that distilleries have switched from making alcohol to drink to making a gel to sanitize hands with because demand is just that high.

Not too long ago, any business someone entered wearing a mask and gloves alerted security guards for concern of robbery, now when someone arrives without a mask or gloves, some businesses provide them for their customers to reduce the risk of disease spread.

Here at Arkansas Office Products, we are finding that our core business is now cleaning supplies and Personal Protection Equipment (PPE), not

that we can get much of it in, but as soon as we do we seem to sell out within hours.

The country is learning to embrace social distancing while finding new ways to greet business connections without shaking hands and risking biological transfer. (I like the idea of a reverent slow closing of the eyes while pressing palms together in front of the chest with a nod of the head, but not everyone finds that as endearing as I do.)

Businesses have lots of signs reminding people to social distance, wash their hands, and stores have made many isles “one way” to reduce the amount of close interaction customers find themselves in.

Additionally, people are having to invent new ways of celebrating lifetime achievements like weddings, and graduations. We once were enamored with crowding together to share the joy of the moment, but now we are learning new ways to celebrate.

There was a celebrity filled digital graduation gala to celebrate all the seniors achievements this year. My kids school did their own online video of graduation ceremonies, but it felt distant and impersonal. I imagine in years to come there will be technological improvements to make it more connected like pre-recorded graduation statements from the students or camphone green screening in as their name is read, but only time will tell.

Family and friends of the graduates were making yard signs and banners to show their pride in their students achievement and the Jacksonville High School had a “Senior Parade” of sorts where graduating seniors drove passed cars filled with loved ones honking in celebration with them.

At any rate, things are changing and we are all learning as we go. This issue is filled with what we have been learning and offering it as assistance for your business moving forward!



Please print pages 4 - 7 to use at your business.

CORONAVIRUS DISEASE 2019 (COVID-19)

Your cloth face covering protects them.
Their cloth face covering protects you.



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of COVID 19?**
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Cough
Shortness of breath

Call _____ for assistance.

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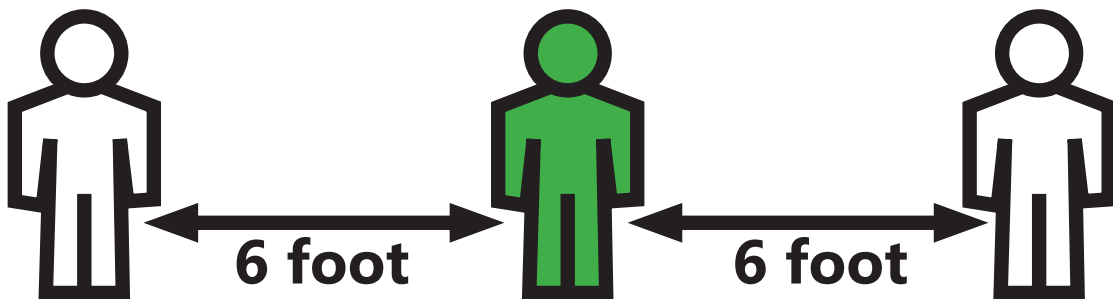
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NOTICE

We REQUIRE everyone practice
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CDC Handwashing Guidelines

Follow these five steps every time.



1 Wet your hands with clean, running water (warm or cold), turn off the tap, and apply soap.



2 Lather your hands by rubbing them together with the soap. Lather the backs of your hands, between your fingers, under your nails & don't forget to wash your thumbs!



3 Scrub your hands for at least 20 seconds. Need a timer? Hum the "Happy Birthday" song from beginning to end twice.



4 Rinse your hands well under clean, running water.



5 Dry your hands using a clean towel, then use that towel to turn off faucet.

<https://www.cdc.gov/handwashing/when-how-handwashing.html>

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When choosing a location for your business, concerns like river port access, proximity to airports, and interstate trucking access are a priority. In today's economy, it is important to consider the education of the local workforce. Equally important is the local government desire for growth. Additionally, quality of life for yourself, and your employees should be considered too!

Relax, enjoy a visit to Jacksonville Arkansas where you will find doing business just got better.





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**Your team is
your best
asset.
Ours is too!**



Yes We Can!



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AOP PROFILE: Stephanie Uekman



Favorite Drink?

Barq's Root Beer

Favorite Band?

Boyz II Men

Favorite movie?

Dirty Dancing

Public School education?

Graduated Jacksonville High School in the class of 2000

College education?

Pulaski Technical College for an Associates Degree in Legal Secretary in 2010

How would you describe yourself?

I am outgoing, bubbly, always smiling and laughing. You gotta live life to the fullest because tomorrow is never promised. I am single Mother of 4 wonderful children and a Grandmother to one. They are Caitlyn (20), Coleton (19), Jaylon (17) and Ashleigh (15). And then there's my awesome Grandson, Tre (1 ½).

Where do you claim as "home" and why?

I have a couple different homes away from my "real" home. I'm here at the office most of the time, but when I'm not here at the office and not at home, I'm always at the baseball field watching my son, Jaylon, play baseball.

How do you feel your parents contributed to who you are today?

My parents have always been hard working people. They were never easy on me and I sure didn't always get what I wanted. I had to work for what I wanted. That work was mainly cutting a 4 acre yard every other week and also to a family friend's to haul hay. Then they bought me 2 horses and well, I had no choice but to take care of them because they were mine and my parents weren't going to take care of them for me.

Do you feel there was someone (other than your parents) who changed the course of your life?

My children have most definitely changed my life, especially my first born.

What motivates you?

My children and my grandson

Who do you go to for advice?

My best friend, Mandi. Her and I are 2 peas in a pod. We are so much alike, it's scary.

Do you have any hobbies?

I used to ride horses when I was younger, but since having children, I don't ride anymore. My children keep me pretty busy between, baseball and cheer.

What would be "a perfect day" for you?

A perfect day for me is just spending time with my babies and being at the baseball field.



continued on following page...

AOP PROFILE: Stephanie Uekman

...continued from previous page



What advise would you offer a 25 year old upon their graduation from college?

Don't take anything for granted, life is too short and too precious.

Is there an achievement in your life that you are particularly proud of?

Being a single Mother and raising 4 wonderful children

What kind of employment had you been working previous to AOP?

I worked for an agricultural laboratory for 6 years prior to coming to Arkansas Office Products.

How did you come to work for AOP?

I walked in with my resume and said this was my 3rd time applying for a job. I sat down with Sharon and started that afternoon!

Are you involved in any organizations outside of AOP?

I'm pretty involved with our high school since my children attend there. Since working here, I have become involved with the Titan Foundation during our home games for football and basketball.

What do you feel is your specialization here at AOP?

Customer Service...I LOVE our customers!!

What do you feel has the greatest impact on your ability to solve clients problems?

I am always willing to help a customer in whatever issue they are having.

What would clients who interact with you be likely to complement you about?

That I'm very outgoing and I'm great to talk to. Some may think I talk too much by the time they get off the phone with me. LOL But I love to talk to our customers! Just this week, I have talked to 2 customers that were having a rough time. I just want our customers to know that I care about them and that I am always available to talk to...even when it's not about business.



BUSINESS GETTING BACK TO BUSINESS

Steven Pawloski



The process has begun reopening the economy and businesses by lifting government-mandated closures or stay-at-home orders from Governors across the US. We can and will not tell you what is best for your business but we can give you some ideas to help your employees and customers. Please follow the CDC and State guidance for your industry. Here are some ideas to help you get back to business and open your business in a safe manner.

Screening – Set up a screening station at your facility’s entrance

Ask screening questions:

Have you had a cough or shortness of breath?

Have you had a fever?

Had you been around anyone exhibiting these symptoms in the past 14 days?

Have you traveled outside the state or the country?

Are you living with anyone who is sick or quarantined?

Consider use of a **touchless infrared thermometer** to verify the body temperature of employees each day.

Limit access to work areas by outside visitors.

Administration - Require anyone who exhibits signs of illness from reporting to work and recommend they seek medical attention.

Per CDC guidelines, employees who have caught Covid-19 must self-isolate for 14 days until fever-free and symptom-free for 3

days before coming back to work.

Post Signage that no one with symptoms of Covid-19 is permitted in the facility.

Train employees on the importance of frequent hand washing, hand sanitizer use and PPE use as well as the dangers of touching their faces in public.

Conduct motivational meetings

Social Distancing—Prohibit gatherings of workers during business hours

Permit workers to take breaks and lunch outside, in their office or personal workspace, or in other such areas where proper social distancing is attainable.

Continue teleworking for workers when possible.

Implement staggered shifts and break times to reduce crowding amid social distancing measures.

Stagger staffer workstations where possible to avoid employees working adjacent to one another. Where 6 feet of separation is not possible, consider mitigation efforts such as screens/dividers along with increased frequency of cleaning and sanitizing surfaces.

Hold all meetings virtually when possible. Hold in-person meetings in open areas – not confined spaces.

Discourage workers from using other employees’ phones, desks, offices or other equipment.

Prohibit handshaking and other unnecessary person-to-person contact in the office.

Remind patrons and 3rd party

delivery drivers/suppliers of your internal distancing requirements.

USE OF PPE (Personal Protective Equipment)

Provide mask and gloves for employee use.

Request that all employees wear face coverings at all times or at least when meeting the public or address other employees

DISINFECTION—Thoroughly detail, clean and sanitize the entire facility before resuming services and do so regularly, focusing on high-contact areas that may be touched by employees.

Confirm new cleaning procedures with your cleaning service.

Confirm they are using effective disinfectants

Be sure they are cleaning ALL surfaces including carpets

Disinfect common surfaces regularly, including all vertical surfaces

Door knobs and handles

Vending machine controls

Light fixtures and buttons

Clean and sanitize restrooms, all fixtures, counters, door handles

Review and replenish breakroom and restroom supplies based on frequency of use.

Ensure adequate supply of soap and paper towels at all times.

Replace bulk packs of straws, cutlery in individual-use packs and napkins.

Your team MUST disinfect ALL work tools:

RF Guns, Pallet Jacks, Light Switches, Dock Equipment, Packing Stations, Tape Dispensers, Equipment Keypad Buttons

Confirm your team is practicing common sense hygiene

Washing hands multiple times per day.

Disinfecting eating and work surfaces.

Drinking lots of fluid.

Getting appropriate rest.

Provide hand sanitizer for use by employees, including contactless hand sanitizing stations when available.




You should not be here if you are experiencing ANY of the following:
Fever
Cough
Shortness of breath

NOTICE

We REQUIRE everyone practice **SOCIAL DISTANCING** inside our facilities.



Prevent the spread of COVID 19?
Yes We Can!



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CDC Handwashing Guidelines

Follow these five steps every time.

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-  3 Scrub your hands for at least 20 seconds. Need a timer? Hum the "Happy Birthday" song from beginning to end twice.
-  4 Rinse your hands well under clean, running water.
-  5 Dry your hands using a clean towel, then use that towel to turn off faucet.

<https://www.cdc.gov/handwashing/when-how-handwashing.html>

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**Does your
business need
tools to fight
COVID19?**



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ECONOMIC IMPACT AWARD 2020

Tom Fenix



In terms of economics, this year has been brutal. Here at Arkansas Office Products we decided the remarkable businesses that found a way to keep pushing forward deserve recognition.

The deadline for nominations is July 31 at which point our Admin team will review the nominations and do the hard part of deciding which business is the most deserving of this years Economic Impact Award.

We did not think it was fair to

have only one winner of Economic Impact Award, so we have made three categories based on business size.

We classified Small Business as less than five employees. The Medium Businesses are listed as between five and twenty employees. We listed Large Businesses as having more than twenty employees.

Awards will be Announced August 14 2020. We are excited about the fact that we are going to be presenting our awards via video on that Friday and delivering them to the business the following Monday.

With the presentation of the awards being in online video, the businesses will be able to share the video of the presentation of their award on social media after the fact.

Additionally, all the busiensses that are nominated will be permanently on the page for the 2020 AOP Economic Impact Awards so they are still going to be recognized as businesses that fought their way through the economicaly trying times that has been this year.

To nominate a business, go to eia.arkansasofficeproducts.com



ECONOMIC IMPACT AWARD 2020



**AWARDS
FOR EVERY
BUSINESS
NEED!**



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**A trophy is
earned in
the hours
that no one
is watching.**

Getting the gold is rarely a matter of showing up and saying thank you. To consistently be a first place candidate requires extra time, extra effort, extra training, extra conditioning, and maintain focus on achieving the goal.

When someone has poured their soul into a victory, they deserve to have a monument to the effort required to achieve their goal. That trophy will serve as notice to all that see it that they are willing to do what it takes to bring home the gold!

When it is time to award trophies, make sure you take a moment to recognize that the trophy is far more than an indicator of finishing

position. It is an indicator of who is willing to dedicate themselves to a task until mastery is achieved.

Don't give your champion a puny token that they will question the value of their efforts for - get them an award that will make them want to work harder for the next one.





Do you need time saving stamps?



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1968 FORGOTTEN PANDEMIC

Steven Pawloski



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The Covid 19 Pandemic and the spare time I have due to businesses closing while we fight this virus got me thinking about what other pandemics did, I live through or is this my first and hopefully last pandemic. I have been telling people that as Bob Dylan sang in 1964, The Times They Are a-Changin', I was thinking about the way we will live and go to work. But are the times really changing. Did you know we had a Pandemic in 1968?

The 1968 Pandemic (H3N2 Virus) was also known as the Hong Kong flu that originated in China around the middle of 1968 and lasted until early 1970. The outbreak was the third influenza pandemic to occur in the 20th century. The 1957 (H2N2 Virus) and the best well known 1918 pandemic which caused almost 50 million deaths.

The 1968 pandemic was initiated by a virus known as influenza A subtype H3N2. The virus came for the strain of influenza that caused the 1957 pandemic. The H3N2 virus was from a process called antigenic shift, in which the hemagglutinin(H) antigen (a substance that stimulates an immune response) on the outer surface of the virus underwent genetic mutation to produce the new H3 antigen. The new virus retained the N antigen N2, people who had been exposed to the 1957 virus apparently retained immune protection against the 1968 virus.

The virus spread to Southeast Asia pretty rapidly while the United States had soldiers there which spread when the soldiers came back to the United States. By the end of December, the virus was spread throughout the world just like the Covid 19 pandemic.

The 1968 Pandemic resulted in an estimated one to four million deaths (100,000 in the US). The infection caused upper respiratory symptoms typical of influenza and produced symptoms of chills, fever and muscle pain and weakness. The highest levels of mortality were associated with the most susceptible groups like the elderly. A vaccine was developed against the virus but only after the pandemic had peaked in many countries. Does this sound familiar?

The H3N2 virus that was known as the Hong Kong flu is still in circulation today and is considered to be a strain of seasonal influenza. In the 1990s, a closely related H3N2 virus was isolated from pigs called the swine flu.

If history repeats itself, and it usually does, the Covid 19 pandemic will die off and a vaccine will be developed. The big difference will be since the social media and internet wasn't available during the other pandemics most of the population wasn't scared, Social Distancing was not in our vocabulary (remember Woodstock). I feel now that we will change how we do business. The sneeze guard

barriers will be permanent well after this virus is gone to help our workers stay safe from colds, flus or the next pandemic from the customers we come in contact with. I hope the mask will eventually go away but until the vaccine is developed, we will continue to wear them in public.

So, back to Bob Dylan's, The Times They Are changin'. Are they really? Or is the public just more knowledgeable due to the internet and social media. I feel because of the internet and social media we will be ready for the next pandemic.



Thank You!
Healthcare Heroes! 


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How Google Works From Home

Tom Fenix



amplify

I found a great article on CNN about google and how they are taking care of their people. As we know most of our clients won't have time to spend reading it, I thought I would summarize it here. (If you would like to read it yourself, you can find the article [here](#).)

Since COVID19 sent most of us home in March, Google has been running most things remotely just the way the rest of us have been. The difference is the amount of support Google gives their employees - especially in the realm of mental health and well being.

They start with the managers doing a "Check In" on each team member to find out how their life (outside of work) is going. The major thing is looking for signs, signals or indicators that they may be having trouble. If there are red flags, they help the employee connect with the resources and services that are available to them.

When they were all in the office, they had access to fitness centers, various cafes, and even meditation and mindfulness classes. Google has taken those benefits, and put them into an online suite of services. Home Fitness Training, Cooking Classes, and virtual meditation and mindfulness classes.

Additionally, google is giving each home bound employee a

thousand dollars to spend on equipment for their home office work space. They found that when their employees have the right work at home work space, their productivity goes up. Having the ability to separate and step away from work space helps them to be more connected with family, friends, pets, and their nearby community.

Additionally, having line of sight monitors, ergonomic chairs, and such increases the amount of time their crew is able to spend focused on being productive. (The more pain that a person feels in their body because of their chair, posture, monitor, or other equipment, the less time they are able to be focused on being productive for the company.

Because the right tools are only the first step, google launched a "T.E.A. check in" (Thoughts, Energy, Attention). This quick check in gives them a metric for looking at the overall mental status of their crew.

When people are showing signs of burn out, Google managers tell them to shift to non-work activities to recover and detach, then they are able to get back to work much more quickly.

Additionally, they instruct their people working from home to get up, and get outdoors every 90 minutes. If they are not able to get outdoors, they encour-

age them to do sit ups, jumping jacks or something to get them moving.

Google also has a Peer to Peer program that helps maintain their mental health. Obviously it isn't clinical, but it gives people someone to talk with about hard topics. They are operating virtual office hours, so the crew knows who is available and when, then they connect using Google Meet video calls to talk.

This kind of mental health program is changing the way that employees are cared for. As businesses recognize finding qualified candidates, hiring them, and training them is a major expense and there is actually more benefit to taking care of the crew they have than starting over with new people, I imagine we will see more businesses moving to similar practices to take care of their people.





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WARNING
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COVID 19 FACEMASK OPTIONS

Tom Fenix



With everyone being encouraged to wear breathing masks to help reduce the spread of COVID19, we thought it important to make sure people understand the differences between breathing masks that are available.

To begin, we want to make clear that some masks are designed to protect the wearer, and other masks are designed to protect others from the wearers respiration. Respiration is more than air, it also includes all kinds of moisture and particles that are often not visible to the unaided eye.

As far as we can tell, there is NOT a mask that can be worn to protect someone from COVID19, unless it is used in conjunction with a bio-hazard suit. The masks we have available are for limiting the spread of COVID19.



HWL14110445

Disposable particulate respirator with an exhalation valve features a formfitting design to comfortably fit the natural shape of your face. A strong, rigid outer shell prevents the mask from collapsing in high humidity or moist environments. Molded nose bridge reduces adjustments to ensure a proper fit and allows use with spectacles. Electrostatic, nonwoven fibers provide excellent filtration per-

formance. Latex-free suspension straps reduce the possibility of breakage and do not pull or tangle hair. Soft inner lining provides exceptional comfort during extended wear. Hypoallergenic material allows safe use for those with sensitive skin.



MMM8200

This disposable, N95 particulate respirator is designed to help provide reliable respiratory protection of at least 95 percent filtration efficiency against certain non-oil-based particles. Use for particles such as those from grinding, sanding, sweeping, sawing, bagging, or processing minerals, coal, iron ore, flour, metal, wood, pollen, and certain other substances. It may also be used for liquid particles from sprays that do not emit oil aerosols or vapors. This respirator can also help reduce inhalation exposures to certain airborne biological particles, but cannot eliminate the risk of contracting infection, illness or disease. Lightweight, disposable particulate respirator features an adjustable nose clip and cushioning nose foam that reduces potential for eyewear fogging. Two-strap design with four-point stable attachment helps provide a secure seal. Respirator is compatible with a variety of protective eyewear and hearing protection.



MMM46457

This disposable, N95 particulate respirator offers braided headbands and staple-free attachment points. It is designed to help provide comfortable, reliable respiratory protection against certain nonoil-based particles. The respirator incorporates 3M's proprietary technology with advanced electrostatically charged, microfiber filter media for ease of breathing. Attachment points on the braided comfort headband are welded. Adjustable nose clip helps provide a custom fit and secure seal. The design also features cushioning nose foam and is compatible with a variety of protective eyewear and hearing protection.



MMM8511PB1A

Particulate respirator features 3M Cool Flow Valve technology for



heat reduction and easier breathing. Advanced filter media also promotes easier breathing. Use for nonharmful dusts from sanding, grinding, sawing and insulating particles. M-nose clip allows fewer pressure points and greater comfort. Protection Paint Sanding Valved Respirator is NIOSH approved: N95.



HWL14110444

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MMM9211PLUS

Aura Particulate Respirator offers revolutionary comfort and convenience so it's ideally suited for hot/dusty work settings that require long periods of wear. 3M Cool Flow Valve helps provide comfortable, reliable worker respiratory protection. The design of the N95-approved respirator directs exhaled air away from the nose panel, helping reduce eyewear fogging. Comfortable braided headbands help keep respirator securely in place and minimize pulling of hair. Curved low profile conforms well to nose and eye contours, allowing more room for eyewear. Adjustable nose clip helps provide a custom secure seal. Individual packaging and flat fold design provide convenient storage and portability. Three-panel, disposable respirator also features soft inner material for added comfort.



CLOTH FACE MASKS

Cloth face coverings may prevent the person wearing the mask from spreading respiratory droplets when talking, sneezing, or coughing. If everyone wears a cloth face covering when out in public, such as going to the grocery store, the risk of exposure to SARS-CoV-2 can be reduced for the community. Since people may spread the virus before symptoms start, or even if people never have symptoms, wearing a cloth face covering may protect others around you. Face

coverings worn by others may protect you from getting the virus from people carrying the virus.

Cloth face coverings may slow the spread of the virus and help people who may have the virus and do not know it from transmitting it to others.

For instructions on how to make your own cloth face coverings, visit the CDC website online at the following link:

<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-to-make-cloth-face-covering.html>



Antimicrobial Products an ounce of prevention...



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MEDICAL MASK HISTORY

Tom Fenix

The idea of microscopically small living entities was confirmed by Louis Pasteur, the French microbiologist renowned for the principles of vaccination, microbial fermentation, but best known for “Pasteurization Process” of milk that removed the pathogens and extend milks shelf life in the 1860s.

Once the existence of microlife was confirmed, the field of medicine became interested in removing germs and microbes from entering wounds in the first place. Prior to this, cleanliness of surgeons tools were seen as a sign of inexperience which made patients uneasy.

Johann Mikulicz, head of the surgery department of the University of Breslau (now Wroclaw, Poland) started wearing a face mask for surgery in 1897 which he described as “a piece of gauze tied by two strings to the cap, and sweeping across the face so as to cover the nose and mouth and beard.”



In 1910-1911 Manchurian plagues and the Influenza pandemic of 1918-1919 the face mask moved from surgery to main street as it became mandatory for police, medical workers and even residents in some US cities.



Early in the 1900's, medical masks were made of washable cloth. During the 1930s the cloth began being made of synthetic materials for single use. By the 1960s medical journals were filled with ads for non-woven synthetic fiber that were better for filtering both ingoing and outgoing air. These masks were designed to only be used once because their synthetic fabric would deteriorate during sterilization. In 1969 hospital administrators started a systematic move to a “total disposable system” that included syringes, needles, trays, and surgical instruments.

In 1975, in one of the last studies to include an industrially manufactured cotton mask, the author concluded that the reusable mask, made of four-ply cotton muslin, was superior to popular disposable paper masks.

During the COVID19 crisis, health authorities seem to universally be saying that everyone who is going



to be closer than 6 foot from others (especially outside the home or while caring for the sick) should be wearing some kind of mouth and nose covering.

Masks are not completely worn in the United States today, especially compared to east Asian countries such as Japan. Speculation for this includes the idea that east Asian countries are socialized from a young age that the good of the group out weighs the good of the individual. However, recent serious medical issues like SARS (2003) and various flu pandemics (Swine Flu 2009) have made masks more normalized in these countries.



SOCIAL MARKETING IN COVID 19

Tom Fenix



The world of marketing and advertising took a sharp left turn in March this year. Sports were canceled, and people have been closed into their homes in the hopes of avoiding COVID19.

What we have found is that social media is now the life blood of sales. If your business has a product that customers are after, they can be notified with a picture on Facebook for far less money than taking out a tv, radio, or publication ad and often sell out before the ad would be ready to run.

With so many people sheltering in place, and working from home the advertising world has changed drastically. Social media is a predominate mode of access of the majority of Americans. The information we are receiving here is indicating that the majority of people are using social media between 7 and 10 each morning.

This bubble of activity is probably businesses getting in to post daily updates and check on the analytics of activity on their posts to make sure they are on trend. With so many people working from home, they are often keeping a social media window open and checking in periodically when missing interaction with co-workers and such.

Making a post each day is a good start when it comes to social media, but it is barely a start. When it comes to marketing (in general) the idea is to tell a story that people are

interested in and want to follow to see where it goes next.

Here at Arkansas Office Products, since COVID19 sent so many people home, we decided to start digitally visiting various sites in Arkansas every day with the help of Photoshop. We have found that the images are getting views and people are discussing our travels with our sales people indicating it is getting them talking about Arkansas Office Products with others.



Now that we have people looking for our posts every day, we have started putting together ads that promote our other products and services. We found that we have about twenty categories of products and services that we offer, but most people seem to limit us to paper clips and Post It Notes because our name says "Office Products". This means our daily posts are now fairly simple images that mention a different category of product or service every day - it doesn't take much, just a small reminder of the products and services we offer and once people see them a few times they will start to think of us when they realize they need those other products or services.

The next thing we are doing every day is, the President of our organization is doing a video he calls: "The AOP Report" where he generally let's our followers know what we have in the way of COVID19 supplies on hand, when we are expecting more of the in demand supplies in and letting people know when we have other deals going on.

This video has been getting hundreds of views within 24 hours of it going online. This is because they know he is giving current information updates on the products they need. As of now (21 hours after it was put up) the video has reach 413 people and at least 59 of them have watched it.

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SOCIAL MARKETING IN COVID 19

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413 People Reached 59 Engagements Boost Post
7 1 Comment 4 Shares
Like Comment Share

When we look at a different area on Facebook that shows all the videos and their views what I am seeing now is the video from the week of April 13-17 has 2,200 views. For us, this is extraordinary.



AOP Report
8 weeks ago · 2.2K Views
Steven Pawloski and 18 others

What we have found is what he talks about in the video is what is selling. At the moment, most of what he is talking about is the cleaning supplies and safety supplies for keeping people safe when potentially dealing with people who may have been exposed to COVID19.

What we found is that because we are in an industry that is in high demand because of the Pandemic, people are subscribing to our social media news feed to be kept up to date on when they can get the supplies they need to reopen their office.

Here at Arkansas Office Products we are proud of how many people we have been able to help get the products they need to keep their people safe while keeping business moving forward.

We also believe that the things we are doing to stay in contact with our clients are things anyone can be doing to keep their clients informed on what they are doing and why - this is why we are happy to share our information with you, in the hopes that your business will start keeping the community and your clients up to date with your actions so that everyone can be on the same page.

Additionally, one of our vendors who keeps us in the loop on marketing and advertising sent us some enlightening statistics. Yes, a huge number of people are staying home and with no restaurants or sporting events to go to, the assumption was that people would be spending far more time watching tv, and being online in an attempt to stave off boredom. From what their market research is showing, the number of working age individuals not watching tv went up 10%. Even the number of people who do not watch on demand tv online went up 3%.

When people are watching tv, they are using their tv with a streaming service of some kind over 60% of the time. What they are watching is relatively unchanged from last year with 52% watching comedies, 48% watching dramas. The largest increase was in watching news which went up almost 8% to 46% of the viewership.

The survey also found that Netflix has slightly more viewers than last year now at 67%. Amazon video also went up about 5% to 44% of streaming users and Hulu gained about 8% with 38% having a Hulu account. The newcomer to the streaming scene was Disney Plus when did not exist last year and now has an astonishing 31% of streamers subscribing.

When it comes to music, there has been a move to streaming services. Spotify has 26% of all paid for streaming services where last year it was at 19%. Amazon music is now at 20% up 4% from last year. Pandora moved down about 1% to 19% and the percentage of working age adults who do not have a streaming service went down 4% to 36%.

At 48% of Americans now listen to podcasts, but only 17% listen regularly. The amount of 18-40 year olds listen regularly is just under a quarter of them at 23%. People 41-66 only have 11% listening regularly.

Nearly 80% of Americans listen to the radio, but only 35% listen regularly. When asked what

station they listen to, NPR was named 3% of the time. Closely behind NPR was satellite station Sirius XM named by 2% of respondents.

When it comes to printed news consumption, the New York Times is up 5% to 15%. USA Today is up less than 1% at 12%. The number of working age adults who do not read a printed newspaper fell about 1% overall.

The news website/app that working age adults are using starts with google news at 25%, Fox News at 23% Yahoo News at 18%, NBC at 17% and the number of working age adults who do not visit a news website or app to get news is solidly at 33%.

An alarming 46% of working age adults responded this year saying they do not read magazines at all. Only 27% responded that they have magazine subscriptions.

In case you have been under a rock, social media is the go to source for working age adults. Facebook has accounts for 84% of social media users logging on at least once a week, followed closely by Instagram (also owned by Facebook) at 63%. Pinterest has 52% and they are followed closely by and twitter boasting 51%

and Snapchat who has 45% of users. LinkedIn only managed to get 40% of working age adults with accounts to log in once a week, and reddit trails at 38%. TikTok is right behind at 37% of working age adults logging into the accounts at least once a week. As soon as we heard those numbers, we set up accounts with Pinterest and Reddit as those are similar picture based platforms to Instagram and we imagine we can post the same images we are posting on the other platforms there until we learn to make media specific for the platform.

The younger the user, the more likely they are to have accounts with multiple sites. The biggest difference is that only 23% of people 40-60 had a Snapchat account versus 67% of those 18-40. Snapchat is a unique service that allows for users to create short videos (with a short lifespan). This creates an urgency to seeing all the Snapchats as it is known they won't be there forever to see!

The gender divide has men 69% more likely to use Reddit, 63% more likely to use Linked in and 45% more likely to use Twitter while women are 33% more likely to use Pinterest.

Almost everyone (85% of responses) watched YouTube in the week of the survey. That is a 6% increase from last year. The number of people watching YouTube more than an hour a day rose from 34% to 36%. The heaviest users of YouTube were in the 18-40 group watched more than three hours a day. YouTube has 13% more men than women and men are nearly twice as likely to spend more than three hours a day watching it.

Software is frustrating marketers and publishers a little less this year. Last year, 46% of respondents did not have any ad blocking software on their devices where this year it was up 9 points to 53% not using ad blocking software.

With social media being free to set up and update, the perception is that all those eyeballs are just waiting for content to be created and shared. The truth is that most (if not all) of these platforms have algorithms that closely control the content each user sees. Some platforms are more likely to "organically" share videos under three minutes and others being more likely to organically share videos over three minutes. The goal of all of these platforms is advertiser driven income, so they are not



Click on the social media logos above to open our social media pages.

going to make it simple to get your content to other users accounts without paying for advertising, but it is still possible.

The question: "Is it better to have an in house social media person or hire an outside vendor?" is not something that can be answered with a blanket statement. Answering this really requires understanding your product, your customer base, and your goals.

In either case, it is becoming more clear every day that to grow market share, having a serious social media presence has a more appealing cost benefit balance than continuing to pay for last centuries ads for most businesses but knowledge of your product and market position are critical to making that decision.

In the final analysis, it is imperative, any business that is looking for growth ("If your not growing, you are dying!") needs to be on social media. It doesn't require much to be on social media. Start by creating a Facebook

page and a YouTube Chanel. Use a smart phone to post pictures of your products to your Facebook page and use your smart phone to post videos of customers who are happy with your product or service. Even better is to have the owner (who is more knowledgeable about the product/service than the owner?) or a designated "spokesperson" do regular videos about your product or service.

As you spend time investigating the platforms, you may find your product/service lends itself more to one platform than another. For example, a nail salon may find they have ample amounts of customers happy to put photos of their finished fingernails on Facebook and be tagged, where other services may find it is far easier to capture the refreshing sensation of a cool drink on a video where they can't seem to find the right words to convey it in a tweet.

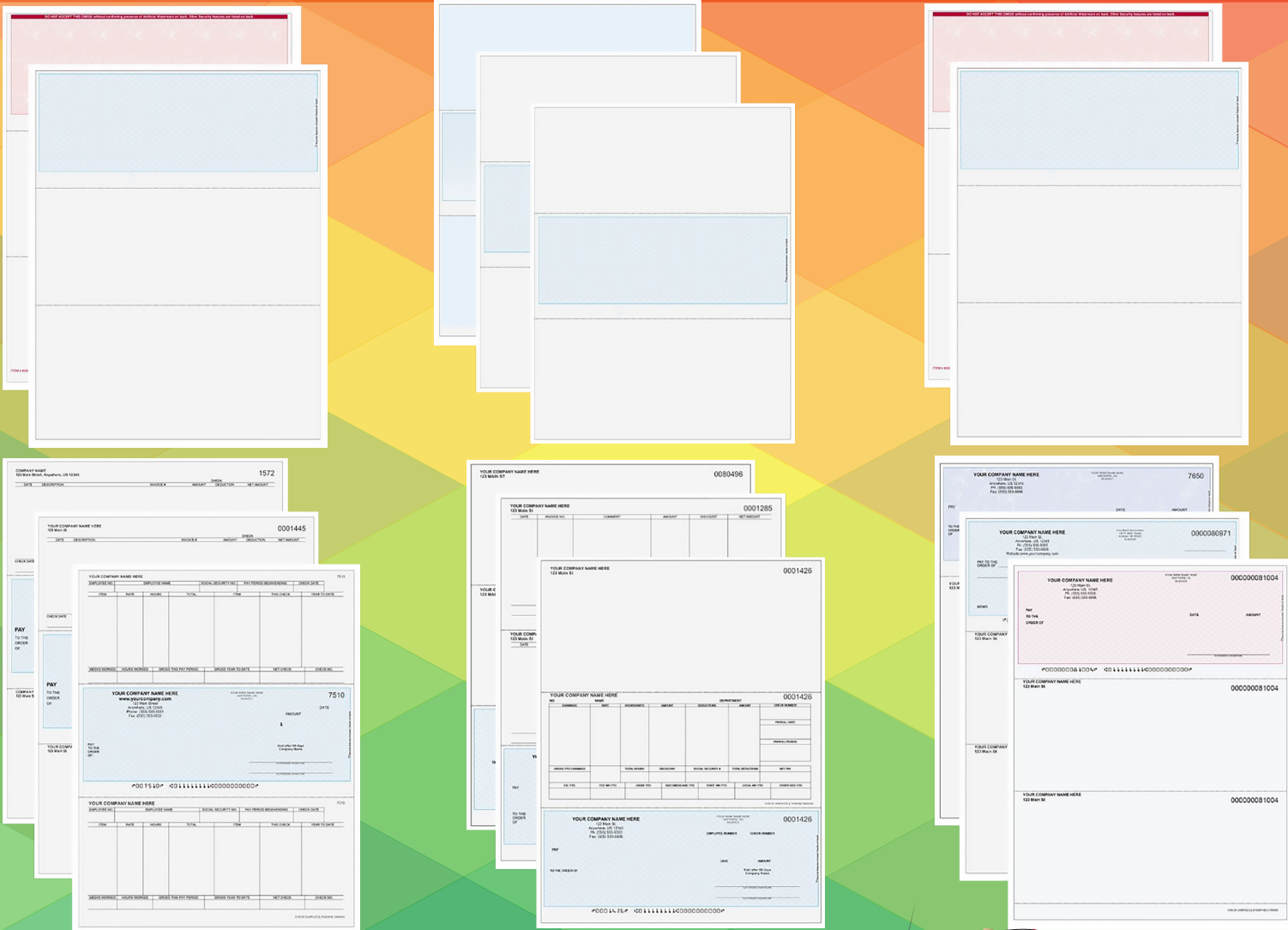
The important part is be yourself. Be true to your product/business and encourage people to share their good experience with you with others.

On a parting note, I would like to remind everyone of a couple fellas and their "professional commercial" that was incredibly successful for them.



1985 Bartles & Jaymes wine cooler commercial. "Thank you for your support."





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that make it
easy to
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AOP CONTESTS



For those of you who do not know, this is our mascot, Stan the Van. He has been trying to be cute lately and decided to start photo bombing in our Amplify publication. The photo on the right is how he will appear when you find him photo bombing.

When you spot Stan the Winking Van, send an email to stan@arkansasofficeproducts.com with a description of where you see him, and what he is doing (including the page number) to be eligible to win a prize chosen* by our Admin team before the following Amplify publication.



This is JoJo. JoJo is a stuffed bear that we here at AOP decided to adopt and get the children of a local elementary school to name for us. Jojo gets around a lot for a stuffed bear. He has been following the Virtual AOP Travel Crew to places that we have visited, then we get a photo of him there (The photo above was him outside the Arkansas Office Products headquarters in Jacksonville Arkansas).

The AOP Admin Team thought this would be another great opportunity for us to promote office products by another contest. For this contest we are inviting people to look back through the AOP news Feed for places the AOP Virtually Traveling Arkansas Team photos to see the places he will be sending us a photo from. When you feel you have a guess to submit, email jojo@arkansasofficeproducts.com with your reasoning. We will be selecting* a winner from the correct emails to receive office product prizes!

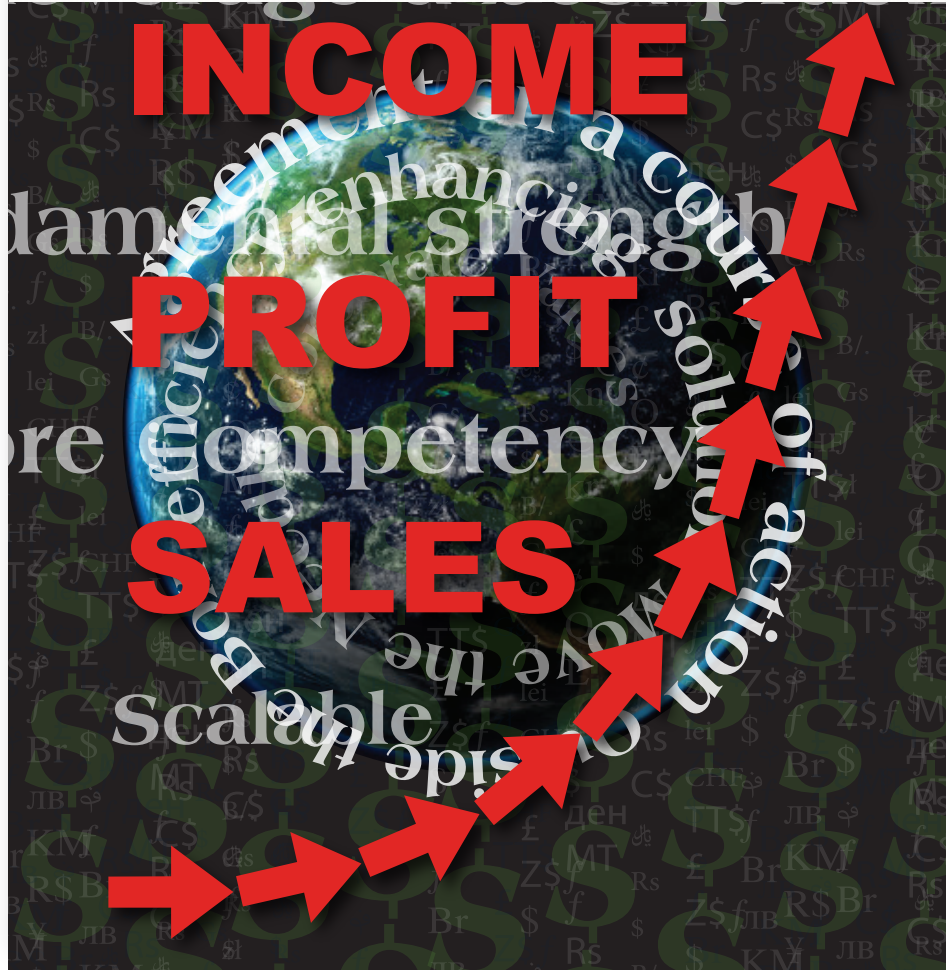
*Contest winners may have their emails and illustrations included and published with the announcement



EDITION 1

WINTER 2020

amplify



Business moves fast, don't slow down to keep up with office products - simply read AOP Amplify to keep ahead of what your business needs next season! We will keep you informed, and up to date on trends & seasonal needs - from tax season to Christmas and everything in between, Amplify aims to help amplify your productivity by spending less time dealing with supplies, and more time doing business!

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