

He came to the position with the technical knowledge required, having just taken courses in graphic design. He learned the particulars of the position quickly (the usual 2 week training on internal specs and systems) and as luck would have it was assigned some of the most complicated ads we offer in directory during his first few weeks on live production (ie: Double Trucks or two full page ads side by side). Talk about initiation by fire!

One would think the Yellow Page Industry a simple process, but there are many ad specifications the Artists need to know to insure ads are built with consistency per the item purchased. Dan did a very good job insuring the ads he created were built to specs.

One thing in particular I was very glad to see was that he asked questions. Instead of assuming and doing something incorrectly, if he didn't know the procedure, he'd ask, and once a question was clarified, he did not ask again, very conscientious and a good memory.

This is a production environment, and he came through 110%. As of the end of December '06 his production average was 44% above the positions expectation.

Accuracy is another key goal in the department. His Accuracy for published errors is Very Good = .12 per 10,000. His percent of Daily - Internal Reworks continues to improve with every month. With production numbers as high as his, typos are easily made. He's been focusing on finding the balance between production and daily reworks, I am pleased with his progress.

I'm also pleased with the overall appearance of the advertising he creates. Some of the work submitted to us is 'cookie cutter' and we have no creative freedom, other work is submitted with total creative freedom, only specific bulleted items are provided and we are free to create layouts that provide high visual appeal - grabbing the consumer's attention (as much as the product with allow of course). It's been very fun... yes, I'm going to say fun... it's been very fun seeing what Dan will come up with. His layout skills have increased dramatically with his experience.

He's very dependable, arrives to work on schedule. Rarely requests time off and does so with advance notice. He works diligently throughout the scheduled work day, insuring department and individual goals are met.

And he's a team player. There have been several occasions where other functions have needed assistance due to high backlog.

Dan can always be counted on to assist wherever needed. OT? - he's here for me. Special project? - he can be counted on.

He's very personable, works well with co-workers, just a great employee.

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