

MARYLAND SMALL BUSINESS  
OF THE YEAR

AWARDS NOMINATION  
PACKAGE



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# Maryland Small Business of the Year Awards Nomination Form

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## Company Information

Select the Award:

- Small Business of the Year: 11-50 Employees

**Company:** Miller's Minuteman Press

**Address:** 144 Lakefront Drive

**City:** Cockeysville

**State:** Maryland

**Zip:** 21030

**Contact Name:** Leigh Lieman

**Email:** marketing@millersmmp.com

**Phone:** 443.589.3103

**Fax:** 410. 771.3065

**Website:** www.millersmmp.com

General Information

**Number of Years in Business:** 10

**Number of Employees:** 32

**Nomination supported by:**

Carroll County Chamber of Commerce

**In what industry is your business?**

Printing & Graphic Arts

**What are your principal products and/or services?**

We are a full service marketing, design, print and production company. We supply and manufacture quality printed materials, graphic design, direct mail and promotional products.

**Maryland Chamber of Commerce**

60 West Street, Suite 100 Annapolis, MD 21401

Phone: (410) 269-0642 or (301) 261-2858 | Fax: (410) 269-5247

www.mdchamber.org

**Who are your primary customers?**

Customers include business (small, medium and large) of all sectors, along with non profits and government.

**Please provide a brief history of your business (e.g. how it started, major changes, developments)**

In July 1999, after obtaining the necessary immigration visas and work permits, Keith Miller relocated from South Africa to Baltimore and arrived in a new country without any business contacts and a very limited social network. Not knowing American business practices and having limited family and friends to draw experience from, the quest for a business began and he decided to follow the franchise route.

A Minuteman Press franchise was for sale in Baltimore, just south of Pikesville. This business had been operating for many years, but was up for sale as the owner was in semi-retirement. Keith had no print experience and no business network in the Baltimore area, but saw an opportunity. In December 1999, he purchased the Baltimore business and with a strong work ethic and the determination to implement stringent business principles, he believed it would lead to a successful venture.

In ten short years, Keith has grown the business substantially by acquiring four additional stores - Westminster in 2005, Towson in 2006, Hunt Valley in 2007 and Lutherville in 2010 - along with a Central Production-Facility in September 2008. This successful business venture is based on dedication, inspirational and motivational leadership, networking collaborations and team work.

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## **CRITERIA**

### Section I: Performance & Growth

In the initial business stage, the marketing drive consisted of building customer relationships through cold calling and leads and network groups such as BNI (Business Network International). As business grew the referral base increased and led to the acquisition of businesses in Westminster in 2005, Towson in 2006, Hunt Valley in 2007 and Lutherville in 2010. With the expansion of the business a more formal marketing approach was implemented, with the main thrust being the implementation of a marketing division and an integrated identity in all marketing materials. By strategically investing in technology, equipment and people, offering unsurpassed customer service, and providing quality products at competitive prices, exponential growth was inevitable.

In 2004 Keith's father, Lester Miller, moved from South Africa and joined Miller's Minuteman Press to help with the ever-increasing marketing and sales efforts needed to keep the company moving forward. 2008 saw Miller's Minuteman moving into their new Production-Facility and 2009 saw the implementation of Creative Marketing Division within the company.

Our commitment to operate using solid, sensible business practices and deliver superb customer service and top quality products, along with actively staying on top of the trends and looking for ways to capitalize on the changing business landscape, have been major contributing factors ensuring our increasing growth as demonstrated in the chart below. Even throughout the past two years, in a down and struggling economy, we have seen growth.

YEAR	SALES	\$ INCREASE	% INCREASE	# EMPLOYEES
2000	\$235,175			3
2001	\$383,619	\$148,444	63%	4
2002	\$504,816	\$121,197	32%	5
2003	\$665,749	\$160,933	32%	6
2004	\$865,795	\$200,046	30%	9
2005	\$1,270,265	\$404,470	47%	13
2006	\$2,233,314	\$963,049	76%	21
2007	\$2,850,117	\$616,803	28%	27
2008	\$3,800,241	\$950,124	33%	30
2009	\$4,028,000	\$227,759	6%	32

The business's investment in equipment & technology has increased substantially from less than \$50,000 in 2000 to almost \$2,250,000 in 2010

Each year Quick Printing Magazine, the mouthpiece of the quick printing industry in the USA, comes out with their prestigious Quick Printing Top 100. In 2007, based on 2006 sales, Miller's Minuteman Press did not make the Top 100, but we did receive an honorable mention. In 2008, based on 2007 sales, for the first time Miller's Minuteman Press came in at number 93. The results of the most recent survey for the 2009 Top 100 Quick Printers, based on 2008 sales and released in the June 2009 issue, sees Miller's Minuteman Press coming in at number 64. This elite achievement recognizes our business as one of the top 100 Quick Printing operations in North America. (See Exhibit A) Miller's Minuteman Press was also acknowledged as one of the leaders in sales growth, with the fourth largest sales growth of 33.33% over the previous year. We were also the third youngest company in the

edge of the technologies it uses. Business results and strategies are very transparent and incentives for success are in place for ALL employees. Great team spirit leads to great results and superior customer satisfaction. (See Exhibit C)

### Section III: Competitiveness

The print industry is extremely competitive and the Industry itself is going through dramatic change. Many large format printers have gone out of business whilst the small quick printers find keeping pace with the changing technology and expertise too burdensome. By acquiring state of the art technology, and employing experienced and qualified staff, we have managed to position the business between the typical small 'quick' printer, usually run as a 'Mom & Pop' shop, and the large format commercial printer where the capital investment is very large, requiring a steady inflow of long runs to feed the 'beast'. This differentiation has set the business apart from other franchises and allows us to compete with both quick and commercial printers.

Having our own central Production-Facility with complete graphic design, marketing consulting, production, bindery and delivery departments also allows us to deliver in a cost effective and timely manner and gives us the capability of delivering from concept to completion without having to outsource.

Investment in the latest technology and training the people to use this technology has been a constant objective over the last 10 years. In 2006 Investments were made to acquire the latest Direct Imaging Offset four-color press designed for short run full color printing. By offering longer run lengths with very quick turn around and superb 'big press' quality the business can effectively compete with the large printers. The implementation of the Direct Imaging Offset presses has increased economies of scale for four-color runs allowing increased profitability. (See Exhibit D)

To reduce overhead and increase turnaround time we also upgraded the Miller's Minuteman Press web site and web presence. [www.millersmmp.com](http://www.millersmmp.com) is interactive, offering customers the ability to request estimates, place orders, submit files, view proofs & stock levels in real time.

In 2006 Miller's Minuteman Press added password protected customer portals, document libraries and 'Versa Doc' to its web site. Versa Doc is a true workflow system that enables customers to place real-time orders, receive immediate proofs, and submit 100% press ready digital file submission. This not only reduces errors, but also speeds up the proofing and prepress process from what could be hours to just a few minutes.

Growth has also been achieved by acquiring the customers of a few local printers who closed their doors. We have also secured a competitive advantage by owning five stores in the Maryland area. Franchises were bought in strategic areas of Westminster in Carroll County, and Towson Hunt Valley and Lutherville in Baltimore County. This strategic placement of the stores allows us to cater to a larger clientele and gain larger market share whilst offering our customer's superb personal service, something that our competitors cannot achieve.

Recognizing the global change towards technology and the print market moving towards a web market, we ensure that we keep our competitive edge with new technologies and 2010 will see the addition of a Digital Communications Division to our current business model, which will offer our customers the capability of delivering their print message digitally via email blasts, web marketing etc.

list, with many other companies having been established for 50 years or more, further highlighting the success of our company.

As a visionary entrepreneur, in the coming years, Keith would like to see the company opening more successful stores in the Maryland area and gaining more market share.

### Section II: Innovation & Creativity

There are no real secrets to printing; the age-old process is still most effective. The digital age has had a marked effect on the industry. In order to satisfy customers' ever changing needs the company invests in the latest technology, ensuring that it will keep up with changing market trends, and the more demanding turnaround times required.

To assist customers our Graphic Art Department has been continually strengthened with both people and technology. This enables the Company to offer its customers additional services such as creative design and assistance in submitting print ready files. The Company has a state-of-the-art Mac and PC Prepress department encompassing all the latest software programs. The Company is also authorized as a Microsoft Publisher and Adobe solutions network service provider.

Minuteman Press originally only offered its customers a limited array of printed products. Today Miller's Minuteman Press is a one-stop shop for all its customers business communication needs.

Ad specialties and direct mail are added benefits that the Company recognized would assist its customers. Miller's Minuteman Press is a member of the Advertising Specialty Institute. Promotional products are a natural fit for the Company and its customers. Print marketing collateral is one aspect, promotional products being another. The Company offers its customers a complete service in procuring promotional products.

With almost 80% of printed materials entering the mail stream, the Company upgraded its mailing capabilities with a fully-fledged Mailing Department in 2006. The Company can therefore offer its customers a seamless service from concept to fulfillment.

In 2009, the Company implemented a Creative Marketing Consulting Division, to add a new innovative and creative edge to the team. The marketing division's team members have extensive experience working in advertising, marketing, public relations and design and fuel the creativity of the company's marketing efforts.

Miller's Minuteman Press also encourages healthy competition and a 2009 year end promotion guarantees that we'll beat any local competitor's pricing. (See Exhibit B)

Customer service is the backbone of the business. Everyone in the business knows the customer is 'king' and the customer has to be satisfied not only with the price and the quality of the product, but with the service they experience. Miller's Minuteman Press ensures a personal level of service that is not common in the print industry. Management interacts with its customers on a daily basis, collecting orders and delivering jobs is a common occurrence. Long-term relationships are developed and trust is a recognized norm.

Over the last 10 years customer attrition rates have been minimal and management has been strengthened in the areas of Finance, Marketing, HR and Production Management. There is a constant drive to develop the company's employees in the latest technologies and use of equipment. Continuous training takes place ensuring the Company is at the cutting

#### Section IV: Community Involvement

We believe in strong networking and community involvement and Miller's Minuteman Press is a member of the following organizations and is involved in many different committees:

- Associated Builders & Contractors
- Better Business Bureau
- Business Network International (BNI)
- Baltimore County Chamber of Commerce
- Baltimore Hispanic Chamber of Commerce
- Carroll County Chamber of Commerce
- Graphic Arts Technical Foundation
- Hunt Valley Business Forum
- Maryland Chamber of Commerce
- Maryland Small Business Reserve Program Mid Atlantic Networking
- National Associations of Quick Printers
- Pikesville Chamber of Commerce
- Printing & Graphics Association, Mid-Atlantic
- Printing Industry of America
- South Carroll Business Association

The Company discounts and donates a considerable amount of design time and printed material to assist many various non profits and charities with their marketing and operational needs. We are also involved in sponsorships with many non profit organizations including Abilities Network Walkabout Abilities, The Right Side Foundation Fun Walk, WMAR "Think Pink" Susan G. Komen of Maryland Coupon Books, Breast Fest, Chesapeake Down Syndrome Parent Group and the Cystic Fibrosis Foundation.

We are also committed to green social responsibility by reducing our global footprint and improving our environmental performance. We offer clients environmentally friendly alternatives via the use of recyclable post consumer paper from certified managed forests and our environmentally friendly, full color DI Presses, which image digitally on recyclable plates, use no water, no chemicals, no heavy metals, waste less paper and print with soy-based ink. We also have a business partnership with Trees for the Future and Greener Footprints, whereby we donate trees for print jobs we complete. To date we have planted in excess of 10,000 trees and in support of our environmentally friendly printing, as a token of our appreciation, certificates of recognition are sent to our clients at year end. (See Exhibit E)

#### Section V: Why Should Miller's Minuteman Press be named Small Business of the Year

Keith Miller and his team have received numerous awards amongst them being the Minuteman Press International *Top achievement in Marketing; Top Overall Performance and Top Sales Award*. Minuteman Press is ranked number one in its industry by Entrepreneur Magazine year in and year out. Two of our stores have also qualified for the *President's Million Dollar Circle*, which ranks our franchise among the top (5%) of the nearly 1000 Minuteman Press Franchises worldwide. Keith is the only Minuteman Press Franchise owner in Maryland that has qualified for this prestigious award.

Miller's Minuteman Press was a finalist in the 2007 Maryland Chamber of Commerce Small Business of the Year Award and a winner of the 2009 Carroll County Chamber of Commerce Small Business of the Year Award. 2009 also saw Smart CEO, a regional monthly business publication, recognizing Keith Miller among Smart CEO's Smart 100 Business Leaders. (See Exhibit F)

While customers benefit via our professional service, top quality products and one stop shopping, employees have great opportunities to grow and share in success. We are a supporter of local business and are dedicated and geared to superior service. The Company is innovative in a tough business segment and displays the entrepreneurial spirit required for success.



March 17, 2010

Kathleen Snyder, President  
Maryland Chamber of Commerce  
60 West Street, Suite 100  
Annapolis, MD 21401

Dear Kathy,

I am honored to support the application of Miller's Minuteman Press for a Maryland Small Business of the Year Award.

Over nine years ago Keith Miller arrived in a new country without any business contacts and a limited social network, but with a desire to start a business. A franchise seemed the best route and so when the opportunity to purchase a Minuteman Press franchise in Baltimore became available, he seized it. With no print experience but with a strong work ethic and determination to be successful he has grown the business to include stores located in Westminster, Towson, and Hunt Valley and a Central Production Facility.

In the initial stages his marketing drive consisted of developing leads through his work with networking groups, making cold calls, and building customer relationships. As the referral base and number of stores increased, a creative Marketing Division was established to keep the company moving forward. Additional services were added such as a Graphic Art Department, ad specialties, direct mail services, and an interactive website that allowed customers to request estimates, place orders, and view proofs.

To remain competitive the company provides its employees with continuous training in the latest technologies and use of equipment, and in the future will be adding a Digital Communications Division. Miller's Minuteman Press believes that the customer is "king" and has to be satisfied with the price, quality and service experienced. Miller's has also long been a strong supporter of the Carroll County Chamber, providing services in support of Chamber activities.

We were proud to recognize the accomplishments of Miller's Minuteman Press and the company's role in our community in presenting it with a 2009 Small Business of the Year Award in the 6-50 Employees category, and are proud to endorse the company's candidacy for a Maryland Small Business of the Year Award.

Sincerely,

A handwritten signature in black ink, appearing to read 'Richard Haddad'.

Richard Haddad  
President

2009  
*Top 100*  
QUICK PRINTING

June 5, 2009

Congratulations! Your company has been named to *Quick Printing* magazine's prestigious Top 100 List. This formally recognizes your business as one of the Top 100 quick and small commercial printing operations in North America.

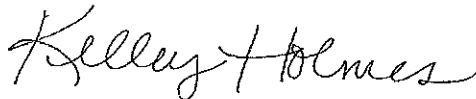
You've worked hard over the years to reach the level that puts your firm in this elite company. We hope you'll use your Top 100 status in your marketing to let your customers and vendors know that they are doing business with one of the best.

In recognition of your elite status, we have designed a special logo for you to use in your local marketing efforts (shown above).

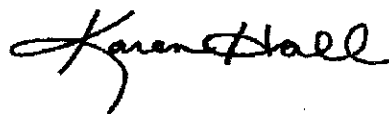
With total sales of more than \$606.89 million, this year's Top 100 includes companies with sales that ranged from \$2.57 million to \$36 million. As a group, the average sales per shop was \$3,194,172 and average sales per employee was \$146,345. Same store sales figures show these industry leading firms grew their annual sales an average of 1.87% on the year. That's quite an accomplishment! Please see the June issue for the complete story.

The entire *Quick Printing* team would like to wish you continued success in your business ventures. We hope to see your company's name on the Top 100 list for many years to come.

Best regards,



Kelley Holmes  
Publisher



Karen Hall  
Managing Editor

## EXHIBIT B



Miller's  
Minuteman  
Press.

design • copy • print • promote • mail

We'll beat  
any local  
competitor's  
pricing!

Annual Reports • Banners • Brochures • Business Cards • Calendars • Envelopes • Flyers  
Folders • Invitations • Invoices • Labels • Letterheads • Menus • Newsletters • NCR Forms  
Notepads • Posters • Postcards • Rubber Stamps • Tickets • More by the Minute!

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\*Contact us today for more information

## EXHIBIT C

### [ Abilities Network ]

SEEING ABILITIES NOT DISABILITIES

March 22, 2010

Working with Miller's Minuteman Press has been more than a pleasure. As a non-profit organization, we look for businesses to work with that can provide us with the best quality of work at the most affordable cost, and Miller's Minuteman Press does just that. We have never been more happy with a printing/mail house company. Their partnership with us, especially as an annual sponsor of our Walkabout Abilities event, shows their commitment to their customers as well as their local community.

*Lauren Dunn*

-Lauren Dunn, Director of Development, Abilities Network

*ldunn@abilitiesnetwork.org*

*410-828-7700*

8503 LaSalle Road, Towson, MD 21286 410.828.7700

**Schiff**  
Wealth  
Advisors  
A Registered Investment Advisor

May 11, 2009

We have been using Miller's Minuteman Press since we started our company and we would not trust our printing to anyone else! The level of service and the quality is leaps and bounds above the rest. We are thrilled with everything that we have printed from letterhead and business cards to full color brochures and invitations. We will continue to recommend Miller's Minuteman Press to everyone that we know.

*Daniela Albert*

Daniela Albert  
Schiff Wealth Advisors, LLC

100 West Road, Suite 410, Baltimore, MD 21204 410.321.7706

## STUDY:

## Miller's Minuteman Press — The Power of a Fresh Perspective

**Company**

Miller's Minuteman Press, Baltimore, Maryland

**Profile**

Acquired a decade ago as a single store, this franchise operation now has five stores and a Central Production Facility supporting them. Miller's Minuteman Press has 35 employees.

**Challenge**

As an all-digital operation, the company was struggling with limitations on substrates that could be used with digital toner-based devices, as well as the lack of economies of scale for longer four-color runs on those digital devices, making profitability a challenge.

**Solution**

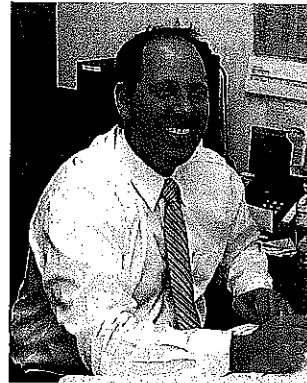
- Two Presstek 34DI® digital offset presses

**Results**

- Established Centralized Production Facility to support growing network of individual stores
- Experienced 25% growth in topline revenues directly attributable to DI presses
- Converting many clients to four-color printing and acquiring new customers as a result of new capabilities enabled by the 34DI presses
- Reduced outsourcing by 35%

**Miller's Minuteman Press:  
Not Your Typical Quick Printer**

In July 1999, after obtaining the necessary immigration visas and work permits, Keith Miller relocated from South Africa to Baltimore, arriving in a new country without any business contacts and a very limited social network. Not knowing American business practices and having a limited network of family and friends to draw on, Miller decided to follow the franchise route in establishing a business.



Keith Miller, Owner of Miller's Minuteman Press, Baltimore, MD.

Miller located a Minuteman Press franchise that was for sale in Baltimore, just south of Pikesville. This business had been operating for many years, but was up for sale because the owner was in semi-retirement. Miller didn't have any print experience or business contacts in the Baltimore area, but saw an opportunity and decided to pursue it, purchasing the Baltimore business in December 1999.

In 10 short years, Miller has substantially

grown the business by acquiring four additional stores - Westminster in 2005, Towson in 2006, Hunt Valley in 2007 and Lutherville in 2010 - along with opening a Central Production Facility in September 2008. His perseverance, inspirational and motivational leadership, networking collaborations and his dedicated team of employees have been key contributors to his success. Today, his company is recognized as number 64 on Quick Printing Magazine's Quick Printing Top 100.

**"We like the extremely high quality the 34DI press delivers, its ease of use, reliability, and its small physical and environmental footprint."**

**Raising the Bar**

Miller has structured his business as a hub-and-spoke operation, with the Central Production Facility supporting the network of five stores. He also offers marketing services, graphic design, a full bindery, mailing and has a promotional products division. "We are the only printer in Maryland to have two of the latest generation of Presstek DI digital offset presses," he proudly claims.

*Continued on reverse*

*Certificate of Appreciation & Recognition*

Presented to

*In acknowledgement of your support  
and continued relationship with*

**Miller's Minuteman Press**

*Through partnerships with Trees for the Future  
and Greener Footprints, your business relationship helps*

**TURN PAPER INTO TREES**



design • copy • print • promote • mail

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# Ahead of the competition



Miller says he spends his free time "with the beautiful girls in my life" — his wife Mandy and his daughters Kayla, Gabrielle and Samantha.

It was love that brought Keith Miller to Baltimore. Miller moved from South Africa to Baltimore in 1999 after meeting his now wife while visiting friends and family in the city.

"We got married about 14 months later," Miller said of the whirlwind romance.

He had found love, but he was also in a completely foreign city with no job, no business contacts and no certainty as to what he would do next.

franchise is able to walk the line between a "mom and pop" shop and a larger, less personal company.

"Many large commercial printers have gone out of business while the small quick printers find keeping pace with the changing technology and expertise too burdensome," explained Miller, who stays on top of technology trends and makes sure his stores are stocked with state-of-the-art printing equipment. "This differentiation has set the business apart from other franchises and allows us to compete with both quick and commercial printers."

One way Miller's Minuteman has set itself apart? Going green. His franchise offers recyclable paper options, soy-based ink and uses environmentally friendly presses among other green services. In addition, Miller formed partnerships with Greener Footprints and Trees for the Future, and for every print job, Minuteman donates a tree to one of the organizations.

Miller does realize there are many threats to his industry — mainly the Web. To combat this, Miller is adding a Digital Communications division to his company in order to offer customers the option of delivering their print message via email blasts on other online methods.

It's clear that Miller, who came to this country for love, loves what he does and is up for any challenge. "I believe a true leader is one who accomplishes fulfillment and respect in various aspects of life on a multi-dimensional scale," he said. "To be respected by my family, my friends, my colleagues and my staff is without a doubt my proudest leadership achievement, and I will continue to maintain this respect, so I can be prouder of what I have achieved and how I achieved it."

"Not knowing American business practices and having very few family and friends to draw experience from ensured that I was in for a challenging time," said Miller, who owned his own stereo, cell phone and security business in South Africa. "I wanted to keep working for myself, but I was a little concerned about doing it completely on my own."

Miller decided to go the franchise route when he learned there was a Minuteman Press franchise for sale in Baltimore.

"I had no print experience and no business network in the Baltimore area, but I saw an opportunity," Miller said. In December 1999, I purchased the Baltimore business, and with a strong work ethic, the determination to implement stringent business principles and the resolve to expand my limited connections, I believed that it would lead to a successful venture."

It did. Today, Miller owns Minutemen stores in Baltimore, Hunt Valley, Towson and Westminster and employs about 35 people. Last year, he opened a new, central production facility to streamline operations and is looking to open more locations in Maryland.

Miller said the secret to his success is his

## Miller's Minuteman Press

### INDUSTRY: Printing

**FOUNDED:** Purchased the franchise in 1999

**IN A NUTSHELL:** A full-service design, print and production company that provides printing solutions to help clients market their companies and build their brands

**SIZE:** About 35 employees at four locations

**WEB SITE:** [www.millersminutemanpress.com](http://www.millersminutemanpress.com)



**Keith Miller**  
OWNER AND PRESIDENT  
MILLER'S MINUTEMAN PRESS

"As long as you're going to be thinking, think big."

Donald Trump