

by the numbers

Number of copyright permission inquiries received a year: 800-900

Number of permission licenses/ written agreements completed a year (including all releases and permission licenses): 150-200

Number of approved requests for set decorations a year (including movies and TV shows): About 100

as seen on tv

You may have seen Rand McNally product in the following TV shows over the past year:

"Criminal Minds" — CBS

"The 4400" — The USA Network

"The Closer" — TNT

"Protect and Serve" — CBS

"Supernatural" — The CW

"Without a Trace" — CBS

happenings

SPECIALTY MARKETS: September 25–27, Motivation Show in Chicago

EDITORIAL: October 1–10, Society of American Travel Writers annual convention in Manchester, England

EDUCATION: October 18–20, National Council on Geographic Education Annual Meeting in Oklahoma City

COMMERCIAL TRANSPORTATION: October 20–23, American Trucking Association Management Conference & Exhibition in Orlando

I Spy a Rand McNally Product

By Linda Schubert & Jane Soung

Rand McNally products make appearances in more than just retail and convenience stores around the world. Every year, many of our maps find their way on screen as set decorations or for prop use in major motion pictures, on television shows, in magazines, educational or company reports, company newsletters, and more. Ever wonder how Rand McNally product ends up in these movies, TV shows, and magazines?

Linda Schubert, contract specialist for copyrights and permissions, handles these requests for maps and map sections. Inquiries for a variety of projects arrive via phone, "snail" mail, e-mails, or are transferred from other departments. These requests arrive from graphic designers, photo researchers, ad agencies, corporations, authors, students, set decorators, publishers, and others.



Linda Schubert

The use of our maps vary widely, too. Product may be used as a set dressing or prop for a TV show or movie, in an advertising mailer, to show a new store location in a business' annual report, as a background design in a report, as an illustration to measure distance between two points in a math textbook, or as a locator map for county applications in a construction report.

Linda screens all requests to determine what maps are needed, the purpose, distribution quantity, the end user, and if there is a cost to the end user. She also determines if it is a large revenue opportunity that a sales person should handle or a small revenue opportunity that can be handled with a simple permissions letter. Some requests are PR (public relations) opportunities, in which case Rand McNally waives the small fee.

Many times she will send a standard information letter (SIL) with additional questions to help with the screening. These questions are to be answered on letterhead and provide Rand McNally with more information about the business/ company and their request. Questions might include the map title to be used, how much of the map they want to use, the purpose, if they need to alter the map (and therefore need a file from us, which is priced separately), and for how long they need to use it. →



Three examples of Rand McNally maps in action: (above) incorporated with graphics for the cover art of a guide book; (above right) in a short article in Budget Travel magazine; (right) incorporated into the design of a freshman reading booklet at Washington University in St. Louis.

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Teresa Rogers Richmond
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on the big screen

Did you spot any of our maps in these summer blockbusters?

"Evan Almighty" (June): New York and Virginia state maps

"Knocked Up" (June): Los Angeles and Hollywood maps

"Live Free or Die Hard" (June): D.C., Baltimore, and other state/city maps

Keep an eye out for potential onscreen sightings this fall and winter:

"Reservation Road" (November): Connecticut and Rhode Island area maps

"No Country for Old Men" (November): 1981 Texas map

"Charlie Wilson's War" (December): World wall maps

"The Tourist" (December/January 2008): New York City maps

In most cases, a quote with the permission fee to copy a map and the actual permission letter is sent within one or two days. Requests are turned around quickly since users often need permission right away or they may try another publisher who can accommodate them faster. The permission letter must be signed by the customer, and by doing so, they agree to use the map for a specific purpose, to pay the permission fee, and to include a credit line on the map portion they reproduce.

There are certain repeat customers that license map files to reproduce for calendars and magazine travel stories (for example, see the *Budget Travel* magazine "Finding Your Way" image on the first page). These customers pay to license customized or non-customized files—usually from our *Road Atlas* maps—and also pay royalties each time they reproduce the maps. The majority of permissions and licensing requests are for map portions from the *Road Atlas*.

In the case of movies and television shows, products requested are not always used on screen or in an easily recognizable shot, so part of the fun is the challenge of spotting our map. See "On the Big Screen" (to the left) for upcoming movies that have requested permission for set use and see if you can spot the maps listed. 🗺️

go ahead, ask

Kendra Ensor

Vice President National Products, Skokie

1. Where did you grow up?

In Colorado, outside of Denver.

2. How many siblings do you have?

Two younger sisters, Kacey and Kerri. Yep, we all have the same initials.

3. What was your most memorable vacation or road trip as a child?

Every year my extended family used to go to San Diego, where we had a boat. My most vivid memory is being packed in the family Suburban, barreling down some highway at night in Arizona or Utah with Grandma—who had poor eyesight—at the wheel insisting there was ice on the road.

4. What was your major in college and where did you go to school?

I majored in journalism and international relations at the University of Southern California and also have an MBA from Northwestern University.

5. What and where was your first job?

I had jobs pretty early on—babysitting, lawn service, cleaning new construction condos, computer entry, and working in a book store. My first post-college position was as a cub reporter at the Casper (Wyoming) Star-Tribune.

6. What is your preferred source of news?

NPR (National Public Radio), the Chicago Tribune, CNN, BusinessWeek magazine, and of course, I couldn't live without Vanity Fair magazine.

7. What is your favorite funniest movie?

"This is Spinal Tap" closely followed by a more recent movie, "Little Miss Sunshine."

8. What are your three favorite music groups and/or bands?

U2, Aimee Mann, and Wiggleworms (we have a 2-year-old)

9. Do you have any pets?

A border collie named Sallie.

10. Favorite summer beverage?

Raspberry lemonade with a kick!



CANADA

On June 14, Rand McNally Canada hosted a summer kick-off with a barbecue luncheon. Hot dogs and hamburgers were grilled to perfection by king of the grill **Tom Bailey** (accounting) and other great food was served. Chris Rodgers, controller, welcomed Rand Canada's newest employee **Sharon Deonarine** (customer service and finance), and the event concluded with a game of Rand McNally trivia and desserts. Winners of the trivia contest were **Lynn Gorman** (credit and collections) and **Kelly Lawrence** (cartography).

CANADA



Rand McNally Canada employees enjoyed an early summer BBQ luncheon, including hot dogs and hamburgers grilled to perfection by Tom Bailey, pictured above in his cooking apron.

On April 30, after five months of extensive programming and testing, Canada went live with a new accounting software system: OSAS (Open Systems Accounting Software) 7.0. The change was mandated because the technical support for the older version was being discontinued. The new Windows®-based program has been working very well, with increased processing speeds and a number of new features. Direct interfacing with Access and Excel is also available. Many people, in both Canada and the U.S. were involved in the successful testing and implementation of this program upgrade.

geo quiz

Test your musical geography skills with these trivia questions from our Richmond writers.

1. Where were the Monkees taking the last train to?
2. Tony Bennett left his heart in what city?
3. Ray Charles sang about what state being on his mind?
4. What city did Frank Sinatra want to be a part of?
5. According to The Eagles, what hotel can you check out of but never leave?

Geo Quiz answers: 1. Clarksville; 2. San Francisco; 3. Georgia; 4. New York; 5. Hotel California

IRVINE

Rand McNally products aren't the only ones making it onto TV shows in recent months. On Monday, June 18, TLC show "Little People, Big World" aired



Nancy Yoho shows Molly Roloff and father, Matt, the Irvine office on the TLC program "Little People, Big World"

a segment filmed at Rand McNally's Irvine location back in late January. This reality TV show about the Roloff family includes dwarf parents Matt and Amy and their four children, three that are average height and one son who is also a dwarf. The daughter, Molly, is interested in geography and visited the Irvine facility with her father to learn more about mapmaking.

We showed them many different types of maps and walked them through our production process. We taught Molly how to digitize a new subdivision and enter it into the database. The Irvine GIS staff who participated included **Robert Crumly**, **Bryan Freet**, **Gary Jones**, and **Nancy Yoho**.

RICHMOND

Richmond held their annual company picnic Friday, June 8 at Lake Reba Recreational Park. Everyone enjoyed a catered cook out that included hamburgers, hot dogs, and fried chicken. Employees joined in a game of "Musical Geography", a trivia game created by **Jo Sizemore** (educational publications) and **Teresa Rogers** (administrative assistant) in which each person had to guess geographical places referenced in song lyrics or titles.

For example, Jan and Dean sang a song about a little old lady from what city? Pasadena, of course. Winners names, as well as the names of losers, were put into a drawing, and the winning winner was **Pat Bicknell** (map roll) and the winning loser was **David Derringer** (accounting). See "Geo Quiz" to the left to test your musical geography skills. →

RICHMOND



Richmond employees enjoyed good food and fun at their annual picnic at Lake Reba.

SKOKIE

Tuesday, June 12 marked Skokie's first annual Bike to Work Day, with 35 employees from nearly every department riding to work on a beautiful, sunny day. **Steve Wiertz** (GIS) had the longest round trip at 55 miles while **Judy Lane** (marketing) cruised home and back in just 1.5 miles. Not only did each participant receive a goody bag and fresh baked pie at lunch time, but each rider also burned calories, saved money on gas, and helped the environment by reducing emissions (see statistics at right). 🌍



Skokie Bike to Work Day participants after lunch (in alphabetical order): Greg Babiak, Laurie Borman, Kerry Chambers, Betty DeLaurentis, Tony DelGallo, Rob Ferry, Justin Griffin, Rob Harris, Kathleen Kirkpatrick, Marc Kugel, Judith Lane, Nina Lusterman, Cindy Manley, Rob Merrill, Joerg Metzner, Joel Minster, Mark O'Neil, Amy Ruggles, Brian Schultz, David Simmons, Jane Soung, Jessica Stowell, Jeff Thomas, Ray Tobiaski, Howard Veregin, Erin Vorhies, Rich Wanzo, Steve Wiertz

bike to work day stats

Participants.	35
Total miles	429
Gallons of gas saved.	23.83
Money saved on gas.	\$85.56
CO ₂ emissions saved	493.35 lbs.
Calories burned	21,957
Fat pounds lost.	6.27 lbs.

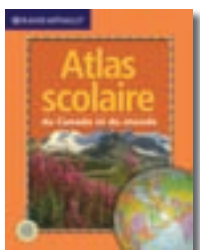
Source: Dave Simmons (GIS)

product buzz

NOTE: The Insider staff would like to shed some light on different roles throughout the production process by including individual quotes about new products featured here. Unfortunately, there is not enough space to include the comments of every key team member, and Rand McNally remains grateful for the contributions of all employees on all products.

CANADA

Rand McNally Canada published a new school resource in late June, the *Atlas scolaire du Canada et du monde*. This is a French translation of the latest edition of the *Classroom Atlas of Canada and the World*, a Canadian adaptation of the *Classroom Atlas*.



Accompanied by the *Guide pédagogique* (teacher's guide), the *Atlas scolaire* will be a valuable resource in French immersion and French first-language classrooms across Canada. *Atlas scolaire* will strengthen Rand McNally Canada's French language resource list, which also includes *À la découverte de notre monde (Primary Atlas)* and a full line of Canada and world wall maps plus one globe. Alberta and British Columbia are already considering the *Atlas scolaire* for provincial authorization.

The process of translating an atlas into French involves many people and steps, not only to convert the language, but also to preserve the pagination and a similar layout so the book specifications match the English version.

Blake Mooney, national sales manager for educational publishing, helped lead the process of translating the *Atlas scolaire* from start to finish.

"Maintaining book specifications causes some translation challenges since quite often more words are required to present the same information in French than in English," says Blake. "Also, some terms used to describe physical

features do not have precise translations in French. For example, the term river can be either fleuve or rivière in French depending on the particular waterway."

The *Atlas scolaire* and teacher's guide translations were completed by freelancer Michel Gontard. Educators from across Canada also reviewed the manuscripts to help ensure the language used is age and level appropriate.

Two other staff members also made significant contributions to this project. **Karen Dyer** (art & design) was responsible for the challenging task of positioning the translated copy within the page layout, applying the legend and map label translations, copy editing, and preparing the files for the printer. "The most challenging part of the *Atlas scolaire* was working in a language I don't speak. Although, I must have learned a few things during the atlas production as I've since caught myself writing country names in French," she says.

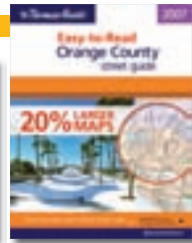
Steve Fillinger (cartography) assisted with the copy editing and proofreading and comments: "My favorite part of working on the atlas was working with all the thematic maps. It was a great change of pace from working on city road maps, which is what I normally do. I also enjoyed knowing that I had a hand in creating a product for elementary school children that aims to get them interested in geography. This atlas is similar to other products that I studied in elementary school that got me interested in geography." ➔

LOCAL TRAVEL

Easy-to-Read

Thomas Guides:

Last year marketing tested an Orange County Thomas Guide that featured several changes described by **Linda Pappalardo** (marketing): “We decided to test a portrait (8.5" width v. 11" width) version Orange County Thomas Guide by splitting one page of the landscape book, rotating it 90 degrees, and making it a two-page spread. The scale went from 1"=2,400 feet to 1"=1,900 feet, or a little more than 20 percent larger.”



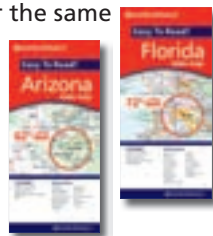
These test guides were sold at many accounts, including Wal-Mart and Costco, and for the same price, even though the number of map pages doubled. In most cases, they were sold side-by-side with the original landscape version Orange County Thomas Guide. The test has been

so successful that six additional Easy-to-Read Thomas Guide titles were released this summer: San Bernardino County, Riverside County, Los Angeles County, Ventura County, Santa Barbara/San Luis Obispo, and Santa Barbara/San Luis Obispo/Ventura.



Easy-to-Read State Folded Maps: In addition to the Easy-to-Read Thomas Guides, local travel also released two new Easy-to-Read state folded map titles this summer: Florida and Arizona. Both maps are available for the same price as our regular state folded maps.

As **Rob Ferry** (GIS project management) explains, “We wanted to make our new state maps truly easier to read than the old versions and not lose any of the valuable information. So rather than simply enlarging the current maps—and keeping the cluttered sections of the maps just as cluttered, only bigger—we increased the scale of the maps more than we increased the size of the type. This allowed us to have more “white space” around text, making it easier to read.”



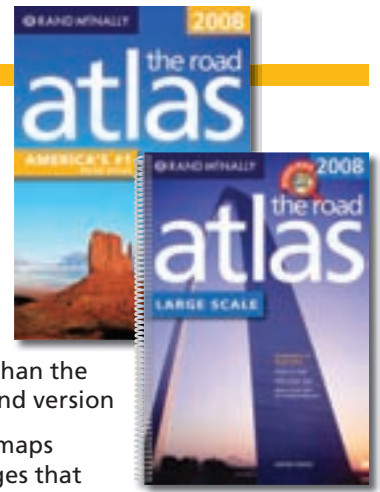
The Florida map scale is 72 percent larger than the regular map with a type size that is 50 percent larger. The Arizona map scale is 62 percent larger and features type size that is 40 percent larger than the original.

NATIONAL TRAVEL

2008 Road Atlas Line: The 2008 line will hit stores by Labor Day and includes some great new features:

- The space at the top of each map page has been redesigned to include that state’s tourism and road conditions/construction information and links to randmcnally.com have been called out more prominently

- Expanded Best of the Road™ coverage with more in-depth articles and a red ribbon on map pages to indicate the routes
- New coil-bound 2008 *Large Scale Road Atlas* makes it easier to use than the traditional patent-bound version
- “The 2008 *Road Atlas* maps had some layout changes that involved making Arkansas a two-page layout and Connecticut a one-page layout,” says **Ed Brown** (GIS database production). “I had to adjust the layout files by reprojecting the two states (making CT smaller and AR larger), adding some newly created city insets, as well as adding some city insets used previously in our state folded maps. The process involved many hours of repositioning the map type and rounds of quality assurance.”



Harley-Davidson® Ride Atlas of North America®

(2nd Edition): In May, this second edition atlas hit Harley-Davidson dealerships, bookstores, automotive stores, military outlets, and randmcnally.com, ready to roll with several improved biker-friendly features:

- 25 new detailed rides across North America
- Rides through 10 of the most popular U.S. National Parks
- A ride log to record journeys
- Enhanced map treatment of scenic routes for easier viewing
- Sturdier cover and upgraded paper for a more durable atlas



Choosing new paper and materials involves multiple factors. Supply chain’s **Lou Camp** explains some of the steps along the way:

“Using feedback from Harley Dealers and riders, the project team came up with several design and material concepts to explore. Then we met with multiple suppliers to review concepts, material and construction options, and get cost estimates. We selected Leo Paper because they could produce the book using the materials and design elements we wanted as well as meet the schedule and cost target.

“Since the final concept included several construction elements we had not worked with before—including embedded magnets in the cover to keep it closed and a synthetic, water-resistant cover material—we worked closely with Leo Paper’s design engineers and testing facilities to ensure the final product would meet all of our criteria. They provided multiple prototypes and actual printed samples of the cover, called “wet proofs,” which allowed for color adjustments by design and sign off by the team for the final book design.”

department spotlight

Skokie Green Team

By Rob Ferry and Dave Simmons

In November 2006, Skokie GIS took the first step toward creating a “greener” work environment by piggybacking on the cardboard recycling already being done in the mailroom.

We learned that recyclers will take mixed paper if we presort it, so Skokie GIS started sorting their trash. As a result, we have redirected 15 large dumpsters of paper, cardboard, and newspaper from landfills to recycling. To expand upon our program, GIS now collects aluminum, steel, and plastic, which Dave takes home for recycling. Most used GIS printer cartridges are also sent back to the manufacturer or recycled through other programs.

Other departments in the Skokie facility, including human resources, design, marketing, and the internet group have also joined this grassroots effort to see that their paper is recycled. Together, the Skokie employees are making a noticeable impact as our waste cans are now empty more often than not.

As the initial drivers behind the GIS recycling program, we are always thinking of ways to promote good environmental practice and give Mother Nature a helping hand. Our ideas have ranged from the practical (reusing paper in the printers) to the outrageous (growing tomatoes on the roof for use in the cafeteria). Some have been implemented, some have not. The point is that all ideas are worth consideration, no matter how ridiculous they might seem.

One concept that did become reality was “Bike to Work Day.” Dave is a regular bike commuter and wanted to challenge coworkers to join in on the eco-friendly and fun way to get to work during the Chicagoland Bicycle Federation’s “Bike to Work Week Commuter Challenge”, June 9–15. While initially the challenge was only a departmental activity, news spread quickly and many others around the building also took interest. Read more about the event in the Skokie section of “Rand Digest.”



Thanks to Dave Simmons (left) and Rob Ferry (right), many Skokie departments now recycle paper, cardboard, and newspaper.

While bike commuting isn’t for everyone, there are many simple things that each employee can do to promote positive change in the workplace for the environment:

1. Disable your screen saver: modern monitors don’t require them.
2. Turn out the lights in rooms that aren’t in continual use (meeting rooms, lunch rooms, additional offices, etc.) or try to use alternate sources of light (natural sunlight for the lucky ones with windows).
3. Save paper and think before you print.
4. In Skokie, bring your own coffee mug for that morning dose of caffeine rather than using and tossing a foam cup from the cafeteria.

If you have other ideas about how Rand McNally can build on this green movement, or if you have tips of your own, please e-mail either one of us—we’d love to learn more. Start by taking a look at your daily tasks and thinking of how they might be done in a more efficient and less wasteful manner. Each change can have a profound effect and just as importantly, save the company some money at the same time. ☘

Please e-mail Dave at dsimmons@randmcnally.com or Rob at rferry@randmcnally.com with ideas for creating a greener office.

news

Late spring was filled with celebrations honoring the service and retirement of some of Rand McNally’s long-time employees.

After 30 years at Rand McNally, **Estelle Hoffman** (accounting) retired on June 1st. Estelle started in accounting as a clerk and worked her way up to become an accounts payable assistant. She was also very involved in the planning and execution of many company events, including dinner parties, children’s holiday parties, and more.



Rand McNally Canada toasted their longest-serving employee on May 12th. **Peter Gunter**’s 30th anniversary marked three decades of service that began as a production coordinator when the company was called Rolph McNally. In January 1980, Peter was promoted to production manager, a role he continues to fill today.



Rand McNally’s two longest serving employees also celebrated milestone anniversaries in June:

Skokie employees marked **Bob Argersinger**’s (GIS quality assurance) 40th anniversary with cake and coffee on Monday morning, June 11th.



A submarine sandwich lunch and ice cream social in honor of **Dan Stivers**’ (distribution) 40th anniversary was held on Friday, June 22nd. Richmond employees built their own sundaes and enjoyed entertaining facts from 1967 (the year Dan first started at Rand McNally), such as:



1967 2007

- Average price of gas was \$0.33 per gallon
- “Groovin’” by The Young Rascals was the number 1 hit
- ¼ of the employees at the Richmond plant were not born yet