

*“From Where I Sit ...”*



## **CME’s & COGIC’s Set the Pace for Churches Participation in the Konica Minolta Copier Program!**

A few days ago, I received the Konica Minolta Copier Program rebate payment for the first quarter of 2012. It was not a large check but the good news is that the numbers are steadily growing. As I prepared to submit check requests to send rebates to our participating churches, I was reminded of an earlier conversation in which our national representative, Barrett Watson, complemented the innovation and the initiative of our denomination with this endeavor.

What Barrett shared with me emphasized Konica Minolta’s response to the leadership demonstrated by the Christian Methodist Episcopal Church (CME) and the Church of God In Christ (COGIC). The initial success of the programs of these two denominations has led Konica Minolta to establish a specific strategy capitalizing on this hidden market. He said, *“In an effort to better serve the faith community, Konica Minolta has created a new vertical marketing strategy for churches. This effort appears to be a direct result of the CME National Agreement and the COGIC National Agreement. KM has created new roles for several hand selected representatives that will [now] only support the newly created Religious Vertical Market.”*

Due to their structures and their “under the radar screen” community strengths, churches normally have not been perceived as a viable market for retailers ... until now ... particularly denominational ... especially hierarchical denominations. In a day and time when more emphasis is placed on the boom of non-denominational churches, it’s a welcomed acknowledgement when traditional denominations, primarily by their structures, are well suited to participate in and benefit from a commercial endeavor that also awakens the retailer to an important and underserved market.



Church leaders contacting the CME-Konica Minolta Copier Program, through either the toll-free number (800) 660-4828, email ([bwatson@kmb.konicaminolta.us](mailto:bwatson@kmb.konicaminolta.us)), or Barrett’s mobile number (901) 596-4222, begin a process that will prove to be beneficial in addressing their specific and unique copier needs. When these leaders are ready to place an order, a local representative is dispatched to assist with the paperwork and answer any additional questions. This same representative will also return to install the unit and oversee the training. Full attention is given from the initial call through the installation of the unit and the ensuing training.

But best of all, and equally important, the local church receives a rebate on their purchase. A rebate that can be used for any purpose the church may deem appropriate. It hasn’t happened before; but it is happening now. And through this process, I can’t help but feel some sense of pride with the knowledge that we as a denomination are joining in leading the way and setting the pace. And that’s a good thing! Or at least that is the way it looks to me ...

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*(Copies of earlier articles may be found on the Personnel Services Webpage of the CME Website at [www.c-m-e.org](http://www.c-m-e.org))*