

Snapshot of Success

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Terry Strickland, Pastor and Acting Administrator



Fairview Baptist Church

Located in the fast-growing community of Greer, South Carolina, Fairview Baptist Church (www.fairviewgreer.net) has a rich history that dates back to the late 1800s. The church was formally organized in 1885 with just 16 members and a log cabin as its first place of worship. Today, it is a thriving, active congregation with more than 1,800 members, a new \$12 million campus, and 144,000 square foot worship center that includes a 1,350 seat sanctuary, education facility, and 500-seat social hall.

As Fairview Baptist Church's Leadership Development Pastor and acting Administrator, Rev. Terry Strickland has a goal of seeing each member serve in a ministry that matches his or her spiritual gifts, personality preference, and ministry passion. Good communication is a key aspect of that mission.

"We have been focused on enhancing all our communications tools, from our Web site to printed materials. The quality is very important; it reflects on our church, and it's expected in everything you do," he says.

Fairview produces its printed materials in-house and has long relied on RISO's cost-effective and reliable digital duplication technology to handle many of its jobs. Last year, church officials heard about the new RISO HC5000 Full Color ComColor™ ink jet printer. This revolutionary technology meshed with the church's plans to incorporate color into its ministry materials particularly its newsletters, which are its primary communication mechanism.

"People are used to color, and we found that the HC5000 could not only produce high quality

color documents but also do it very cost-effectively. With the HC5000, we can print our newsletters with lots of color to get people's attention. We've found that these color pieces stand out from the other mail our members receive," notes Strickland.

In addition to Rev. Strickland, Fairview's other pastors produce newsletters aimed at specific age groups within their ministries. "The HC5000 is much less expensive than using desktop color printers and because it's networked, anyone can use it to print documents straight from their computer," he adds.

The church is also using the HC5000 to print its Sunday worship bulletins, and has begun using clip art that applies to the weekly sermon to illustrate the theme and set the tone for

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worship. "This technology is easy to understand and simple to use. That's important, because not everyone uses the machine all the time. Its user interface makes it easy for people to catch onto it quickly," says Strickland.

He adds, "The HC5000 is a solid investment. The cost per copy for full color is outstanding, and so is the quality of the output. RISO equipment is wonderful it really lasts and we found that the old unit had very good resale value that helped us with our purchase of the HC5000. Not only that the RISO team is great to work with, from sales

to installation and service. When we moved into our new building, they really went the extra mile to make sure we were happy with the way the HC5000 performed in its new environment."

With commendations from some of the industry's leading testing laboratories and analyst firms, RISO's HC5000 represents a breakthrough in full color digital printing, delivering an unparalleled combination of speed, affordability and output quality in one easy-to-use machine. The HC5000 offers the world's fastest print speed 105

ppm at sizes up to 11"x17" with running costs as low as \$.03 per page in full color. Engineered to run monthly volumes as high as 250,000 per month, the HC5000 provides a quick return on investment, whether in a facilities management site, central reproduction department or as a departmental or networked office printer. Through this combination of benefits, the HC5000 fulfills the need for fast and affordable color printing for everyday communications and enables users to leverage the proven impact of color in more documents than ever before.
