

RISO Snapshot of Success

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Colin E. Benson, Director of Technology



Friendship–West Baptist Church

"Equipping Changed People to Change the World" is the motto of the Friendship-West Baptist Church. The church is home to more than 10,000 members of its fast-growing congregation. "We aspire to be a transformational presence in the community," says Senior Pastor, Dr. Frederick D. Haynes, III.

This concept of a community church was the culmination of a dream by Friendship-West's organizing pastor, Reverend Robert L. Castle, III, who founded the church in 1976 with just nine worshippers. On January 1, 2006, members celebrated their first service in a new Worship and Conference Center, complete with a 144,000 square foot sanctuary that seats 4,200.

Regular communication with worshippers, ministry members and Friendship-West's extended community is a critical aspect of its operations. To that end,

Colin E. Benson, Director of Technology, is charged with overseeing production of thousands of pages of printed material each month. Benson has set up an in-house print shop—Kingdom Kopy—that leverages the latest in digital printing technologies to help him do the job faster, more productively, and more cost effectively than ever before to benefit the church and the community it serves.

"When we moved to this area, we discovered that there was no copy service close by. We saw an opportunity to create something special. Kingdom Kopy came from this inspiration," he says.

With plans for the new Worship and Conference Center underway, Benson set out to upgrade his equipment and outfit Kingdom Kopy with technology that could transform the church's printing capabilities, for current and projected needs.

Speed, output quality, productivity and flexibility, and cost efficiency were some of the criteria used to evaluate the choices. Benson chose several of RISO's digital printing solutions to form the backbone of the new Kingdom Kopy. "We had an older model RISO GR series Printer-Duplicator, so we understood the benefits," he says.

Kingdom Kopy's new equipment includes five RISO systems:

- An HC5000 ComColor™ printer, which prints 105 ppm in full color with running costs of just \$.03 per page
- An ultra-high speed RZ990 Printer-Duplicator, which features print speeds of 180 ppm in sharp black & white.
- An M912 color 11"x17" Multi-Function Printer (MFP), for printing posters, banners and signage (an important consideration for an event-oriented church, such as Friendship-West)

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- An M632 high performance MFP that includes color scanning capabilities
- An RP3700 Printer-Duplicator. This cost effective technology has proven ideal for printing the church's thousands of offering envelopes. Envelopes that used to be printed by an outside printer for a cost of approximately \$45 per box now run just \$7.80 per box.

Kingdom Kopy's monthly volume is extraordinary. Offering envelopes alone total 5,000 per week. "We produce everything from a full color brochures to 120-page new member books, member bulletins and offering envelopes – literally thousands of pages a month," says Benson. "We've had the HC5000 for just under four months. Since then, we've logged 140,000 clicks on it, and another 70,000 on the RP3700. The work is done fast and we save a lot of money with these technologies." Use of the HC5000 also has enabled Kingdom Kopy to print convert black and white jobs to full color at no cost increase.

Another benefit is the networkability of Kingdom Kopy's equipment. This feature makes it easy for the church's ministries to get their printing needs tended to quickly. They can simply upload their job and fill out special

instructions from their desktop, and check on the status of their order.

Because it sees itself as part of an extended community, Friendship-West also takes in print jobs for several "sister" churches in the area. "We want to enable them to share in the abundance of our operation and pass along the benefits and cost savings our technology affords. We handle letterhead, envelopes, really anything they need. We even deliver the printed jobs to them. The program is going over very well," says Benson.

Kingdom Kopy has also turned into a resource used by groups who rent its Conference Center. "We can print everything from surveys to workshop materials, presentations, speaker notes and evaluation forms," says Duran Waters, who runs Kingdom Kopy's day-to-day operations. "Instead of these groups having to send jobs outside, they can have them done on site cost-effectively. We help them save not only on printing, but also on shipping charges, because everything is done on premise."

Benson describes a much broader vision for Kingdom Kopy as a true resource for the community at large. "Part of our master plan includes creation of the home of an 'African Village' with a restaurant, a supermarket,

health clinic that uses holistic prevention, traditional medicine, and the power of prayer, shops, small businesses, and an African-American Church Museum. We envision that Kingdom Kopy will be part of that 'retail' center in a facility designed to service the community," he says.

Until then, Kingdom Kopy takes in printing for organizations like Alpha Phi Alpha Fraternity, Inc., which is a partner of Friendship-West's mentoring program for youth. The church has also "adopted" a local high school, and prints some of their flyers and brochures. "It's part of our mission to be a changing force in the community," says Benson.

Last year, Friendship-West offered respite for many people from New Orleans who were driven out of their homes by Hurricane Katrina. The church still offers a long-term recovery program for those who stayed in the Dallas area. One of the jobs printed each month on the HC5000 is the Katrina's Survivors newsletter. "The program director used to print about 500 copies a month on her home color printer," Benson comments. "Now, with the HC5000, we can turn around the whole job in 15-20 minutes, including printing, collating, and folding. That's just one example of what having the right technology can do."