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All That's Clerical (ATC) and All That's Published (ATP), under the supervision of Anne Fifield, have been a vital part in the success of King Biscuit Time magazine. For any small business, it is important to maximize resources by finding people who can fulfill several tasks. Anne's expertise has provided the answer for many of our needs. Publishing a monthly magazine creates several challenges. ATC/ATP provides support for marketing, advertising sales, and distribution of our product.

ATP serves as the coordinator of our communication efforts for sales and marketing. Our sales representatives depend on ATP to update and package materials for media kits. They also distribute these kits and maintain a contact log for each sales rep to track their customers. This is important for us because it provides a consistent and efficient process for supporting the sales effort.

ATC administers our distribution database. This is a turnkey service for maintaining our list of subscribers and shipments of complimentary issues. Managing this process is very involved due to our approach to growth. Our magazine gathers hundreds of names each month at festivals on a trial issue basis. ATC manages the input, status, billings and renewals on each customer.

King Biscuit Time is very pleased with the efforts ATC/ATP has made to understand our business and design creative solutions for our business processes. We plan to increase our use of their services and enlist their help with future publishing needs.

Sincerely,

Jim Howe, Jr.
President, King Biscuit Time