

THE **Omnicon**

R E P O R T

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HOW ARE WE DOING?

Ed Koch, one of New York City's most popular mayors, was nationally-known for the question he would ask New Yorkers and others upon meeting them: "How are we doing?"



Scott Abrams

The question wasn't simply rhetorical: Mayor Koch wanted and expected an answer because his administration was working hard to solve a number of the city's problems like crime, traffic congestion and mass transit, and he wanted to gauge the effectiveness of these efforts.

Your Input Counts

We at The Omnicon Group also are interested in what our customers think of our performance. To get a realistic fix on this, we have devel-

oped a new "Quality Survey" which each customer will be asked to complete from time to time. The results of this survey will help us establish critical metrics which will be used to benchmark our company against some of the best companies in the world.

We are acutely aware that we must always remain a cost-effective solution for our customers at the same time as we continue to raise our standard of performance. How can we do any less? We work with some of the world's most quality conscious companies, firms that put a high premium on their own levels of quality. The management teams of these companies are fully justified in expecting similar quality standards from the companies with whom they partner. In reality, we are formalizing a policy we have followed from the founding of our company in 1986: a sincere commitment to give our customers more than they expect of us, and the rejection of the idea of being satisfied with average performance. We call it "raising the bar," a term we borrowed from the sports world which means continuously setting higher targets or objectives once a goal is met.

A Team Effort

To do this, however, requires a team effort. And by this I mean not only the team here at Omnicon, but also the team which consists of the partnership between Omnicon and its customers. One of the most essential elements of any program designed to improve performance is a vehicle for candid, honest evaluation. This is what we will be looking to our customers to provide via our new "Quality Survey."

Scott

Please help us offer you the best possible support by completing this assessment of our work as quickly and objectively as possible. It is another way we have of finding the answer to that probing question, "How are we doing?"

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A YEAR OF JOY AND GRIEF

"It was the best of times, it was the worst of times..." Charles Dickens used these words in "A Tale of Two Cities" to describe the events taking place in Europe at the end of the eighteenth century.

Shock and Anger

In a microcosmic sense, this description summarizes the year 2001 for The Omnicon Group. Clearly, along with virtually everyone in our nation, management and employees of the company were first shocked and angry, then mourned the lives that were lost on September 11. The events of that date tempered much of the excitement and pride the company experienced during one of its most successful years ever.

In January, The Omnicon Group accepted an award for being named to the prestigious Delloitte & Touche "Fast 50" list of the fastest growing technical companies in its region. The selection of firms for this list is based on percentage of growth in annual revenues. Other companies on this list over the last several years include Computer Associates, Symbol Technologies, Arrow Electronics and the Pall Corporation.

IEEE Recognition

Then in April, Omnicon was cited by the 350,000 member IEEE for its continuing contributions "to the support and encouragement of qualified students to enter engineering, thus helping to ensure the profession's high standards of excellence and performance." Several months earlier, Omnicon founder and President Scott Abrams traveled to Philadelphia for an award ceremony naming him "Reliability Engineer of the Year" by the IEEE's Reliability Society. The award is the society's highest international citation.

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The outstanding management team which helped The Omnicon Group win numerous awards in 2001 includes (left to right, standing): Brian Kain, Karen Frank, Stephen Kossowsky and Alfred DuPlessis; (seated) Lori Butler and Mark Saglibene.

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2001: A YEAR OF JOY AND GRIEF

(Continued from front)

May brought with it the announcement that The Omnicon Group won the prestigious Small Business Achievement Award from the Hauppauge Industrial Association, an influential regional business group. Omnicon shared honors at the presentation ceremony with Computer Associates, which won the award for the most outstanding company in the large-business category. Along with



The Omnicon Group's President Scott B. Abrams (right) accepts the HIA's Business Achievement Award from Suffolk County Executive Robert Gaffney.

its award, Omnicon was presented with citations from the U.S. Congress and Suffolk County.

New Office Space

In June, Omnicon moved to new and dramatically expanded offices in the Hauppauge Industrial Park, one of the largest in the world. The new facility combines private offices, open workspaces, an Engineering Lab and an integrated manufacturing and warehouse area.

September's news revealed that The Omnicon Group was named to the "Fast 50" list for the second consecutive year, thanks to its continuing impressive growth record.

An "Extraordinary Month"

October was an extraordinary month for the company. First, Omnicon was recognized by the Society of Automotive Engineers (SAE) for its work in helping to develop ARP5580, Recommended Failure Modes Effects Analysis Practices. Shortly following that announcement, Scott was asked to be the keynote speaker at a

Scholarship Dinner for the College of Engineering and Applied Sciences at the State University of New York at Stony Brook, his alma mater.

'Best of Years'

Undoubtedly, this was one of the most exciting and rewarding years in Omnicon's corporate lifetime. It was a year in which the company was recognized for its many efforts in support of its industry, engineering education and, most importantly, its customers.

From that perspective it was, indeed, "the best of years."

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