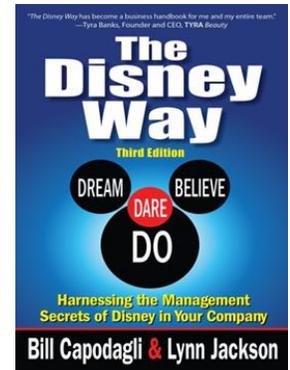

Flanagin’s Bulk Mail Service featured in the classic business book – *The Disney Way*, 3E

Praise for *The Disney Way*

From Bob Whitman, Chairman and CEO, FranklinCovey

“*The Disney Way* is not only a compelling read, it provides leaders at every level with the principles, actionable best practices, and inspiration to go out and create a winning culture in their team, division, or company. You will be glad you took the time to read it yourself, and will want to get a copy for your leaders at every level.”



Excerpts from *The Disney Way 3E*

(McGraw-Hill, hardcover, April, 2016, \$30.00)

An Experience That Transcends Service – Flanagin’s Bulk Mail Service

Valparaiso, Indiana is home to Flanagin’s Bulk Mail Service – a place where locals can get a dose of Disney-style “magic” even if they aren’t buyers! In 1996 when Donna Flanagin established her bulk mail business with her two daughters, Erica and Monica, they quickly became known for providing first-class service with first-rate savings. But Donna wasn’t interested in being known simply for expertise, value or usefulness to her customers. She wanted to create an *experience* for them.

When Donna began to contemplate a model for her new business, Disney immediately came to mind. Donna knew she wanted to create a lasting memory for her customers just as Disney has done for her and her family. One day, while brainstorming with her daughters, the idea of “Flanagin’s Fairies” began to take form. In prior years, Flanagin’s had been a part of the popcorn festival, but they came to realize that there was a significant difference between walking in the parade as a “business” and walking as a “beautiful Fairy.” The Flanagin Fairies, including Fairy Gladmother Donna, are always thinking up new ways to “wow” both their guests and all who meet them in public places. They continue to take inspiration from Disney...