



100%

EMPLOYEE MANUAL

September 2010

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Published on the occasion of Unter dem Motto
September 3–5, 2010
Organized by Motto Berlin & Chert Gallery
Skalitzerstraße 68
10997 Berlin

Hours:
Friday 3–7 pm
Saturday 12–8 pm + Evening Program
Sunday 12–7 pm

100% Biz, LLC would like to thank Mathieu Malouf, Harsh Patel, John Roberts,
Maxwell Simmer.

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Introduction

Dear 100% Employee,

Welcome to the 100% family!

Founded in 2009 by artists Bill Hayden and Asher Penn, 100% is an independent publishing house based in New York City specializing in artist books and multiples ranging from photographs, poetry, music, to drawings. In the past year, 100% has published 6 titles, and sells their books locally and internationally.

In the following pages you will find a basic guide that explains what is expected of you as a 100% employee at Unter dem Motto.

We hope you have fun!

Sincerely,



Asher Penn, Administrative Director



Bill Hayden, Artistic Director

Attendance

- » Employees are expected to arrive at the booth 15 minutes before the beginning of the fair to check in with the booth manager and receive cashbox.
- » At the end of the day employees may leave the fair after the booth manager has met with them to collect the cash-box.

Appearance

- » Employees should be clean-shaven for the duration of the fair.
- » Close cropped hair is encouraged.
- » If an employee shaves their head, they are encouraged to do so the day before the fair.
- » We ask employees to refrain from wearing hats of any type while at work.
- » During the hours of the fair, employees are asked to wear the provided 100% Staff T-shirt as the outer layer of clothing.

Conduct

As representatives of the company we expect that employees will conduct themselves with dignity. We assume you will respect your fellow employees and all other human beings in the work environment within good reason.

- » It is important that both staff members remain at the booth for the duration of the fair
- » Staff are encouraged to take breaks for the following reasons

- Lunch
- Snack
- Coffee
- Bathroom
- Checking out the fair
- Cigarette
- Phone call

We ask that during these times one staff member remains at the booth.

- » We ask that staff refrain from talking on their phones at the booth. All phone calls over 30 seconds long should take place away from the booth.
- » While sitting at the booth, Staff are encouraged to

- Read books
- Do crosswords / sudoku
- Play boardgames
- Talk to each other
- Talk with customers

The Booth

It is important that the staff maintain the booth, giving it a clean, orderly appearance and ensure that our products are prominently displayed during operating hours.

» The following items should be displayed on the table at the booth:

1 display copy of our available titles:

The Nightmare Doesn't Care by Lindsay Beebe (Fig. 1 on Page 6)

Nathan Whipple by Nathan Whipple (Fig. 2 on Page 6)

Coconuts by Bill Hayden (Fig. 3 on Page 6)

Cancelled by Brendan Fowler (Fig. 4 on Page 6)

Asher Mixtape Hell 2 by Asher Penn (Fig. 5 on Page 6)

Business cards

Mailing list paper with a pen

» The following items should be displayed on the wall behind the booth:

“Staff” T-Shirt (Fig. 6 on Page 6) on a coat hanger, “Staff” side facing out

“Logo” T-Shirt (Fig. 7 on Page 6) on a coat hanger

“Coming Soon” T-Shirt (Fig. 8 on Page 6) on a coat hanger

Price List

*Note: It is preferred that all things that hang on the wall are attached by pushpins. In the event that there are no pushpins, or the wall is concrete, tape will suffice. If there is no wall, place one of each shirt, wrapped, on the table, and keep the display copies behind or under the table. If customers ask to see what they look like show them the display shirt.

» The following items should be kept under or behind the booth at all times:

Stock

Bags

Receipt book

Backpacks, food, personal effects, etc.

Sales

» All sales must be cash

» 100% does not accept credit cards at book fairs.

» Credit card purchases must be made at our online store.

» In the event of a sale, please provide the customer with a new copy of the title requested. Do not sell a display copy of a book unless it is the last copy available.

Receipts

» All cash sales should be accompanied with a receipt. See Fig. 9 on Page 6 for a sample receipt.

» When writing a receipt, please write “100%” in big letters at the top of the page, the date, the word “Cash”, a description of the sold item with quantity (see below), the price of the sold item and the total cost at the bottom of the page

» Below is a list of our stock as it should be recorded on a receipt.

Cancelled – 20€

Nightmare – 15€

Whipple – 15€

Mixtape – 35€

Coconuts – 25€

Coming Soon T – S, M, L or XL – 15€

Staff T – S, M, L or XL – 15€

Logo T – S, M, L or XL – 15€

» Please offer all customers a bag with their purchase and place a business card in the bag.

STAFF



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COMING SOON

Lindsay Fuchs - The Slightest Of Distortions: Care
 The Diner - The Diner
 KAVIA GUTHRIE - TUPES
 Edt Hughes - Coonah
 ASHER PENN. - ASHER MIXTAPE HELL 2
 \$\$\$ BRENDAN FOWLER ???
 \$\$\$ JUTTA TOGETHER ???
 \$\$\$ RYAN TREGARTIN ???

2



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3



7

4



5



9

548303

CUSTOMER'S ORDER NO. *6070*

NAME _____ DATE _____

ADDRESS _____

CITY, STATE, ZIP _____

SOLD BY CASH C.O.D. CHARGE ON ACCT. MISC. FEE/TOL. PAID OUT

QUAN.	DESCRIPTION	PRICE	AMOUNT
1	NIGHTMARE	15	15
2	WHIPPLE	15	15
3	MIXTAPE	35	70
4	STAFF	15	15
5			
6			
7			
8			
9			
10			
11			
12			

RECEIVED BY *J. B. F. R. L.*

KEEP THIS SLIP FOR REFERENCE