



THE HOLDCOM VOICE®

December

Answer the Call of Enterprise®

2004

NEW YEAR'S RESOLUTIONS AND YOU!!

By Rob Lefever/Senior Script Consultant

Once again, it's time to make your New Year's Resolutions. Many of you may be thinking, "Why bother? I make one every year, and even though I start out on the right track, by February I just forget about it."

Remember though, everyone has the potential to become a better person in some way, shape, or form. And we all have something we wish we could change about ourselves. If your past resolutions have proven less than successful, here are some tips that may help you in 2005:

•**Make your resolutions something you truly want to achieve.** Often, people pursue things simply out of envy for the achievements and possessions of others. Comparing aspects of your life to those of others (e.g.: looks, salary, material possessions) can be a dangerous trap. If your resolution involves making yourself more like someone else, you may encounter many personal conflicts when striving for that goal. So when making your resolution, keep in mind: What can I change in my life to truly make me happy? *(continued adjacent column)*

•**Make your resolutions realistic and challenging.** Unrealistic resolutions almost always lead to failure and thus disappointment. Unchallenging resolutions can be attained too easily, not generating a true sense of fulfillment. Both types will result in a lack of motivation to create future resolutions.

•**Set a deadline for making your resolutions become a reality.** Without a deadline, you relinquish your commitment to the resolution and most likely won't follow through. If your plan is vague and unfocused such as: "I'm going to lose weight in 2005", chances are you'll weigh the same (if not more) on December 31, 2005. To help combat this, create a series of short-term goals, as it will be easier to fully accomplish your resolution in realistic increments. Having trouble thinking of a resolution? Try examining the following aspects of your life and see where you would like to make improvements:

- *Personal (character development/personal growth)
- *Health (exercise, appearance, diet, overall well-being)
- *Recreation (relaxation, hobbies, vacations)
- *Family & Friends (enriching existing relationships)
- *Community (serving others through your time & talents)
- *Career (skill development/future ambitions)
- *Financial (earnings, savings, understanding the value of money)
- *Household (building a happy home life)
- *Religious (faith, spiritual growth, strengthening your beliefs)

CLIENT OF THE MONTH

HOLDCOM is proud to recognize Monongahela Valley Hospital of Pennsylvania as our "Client of the Month" for December. Since 1997, HOLDCOM has provided Monongahela Valley Hospital with effective Message-On-Hold communication services.

Each month, the Hospital utilizes on-hold messaging to promote their state-of-the-art healthcare services to their community and the surrounding areas. In addition, the Hospital's Message-On-Hold has proven a valuable means in notifying callers about special events; health & fitness programs; support groups; and classes in such health-related topics as CPR, first aid, and more.

Ron Paglia, Monongahela Valley Hospital's Media Relations Specialist, had this to say about the benefits of Message-On-Hold: "It has provided us with a timely and efficient method to inform the public about the Hospital's services and special programs. And we have always received a very favorable response from our callers about the messages. Many describe them as 'very informative' and 'very professional'."

Congratulations once again to Monongahela Valley Hospital.



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Networking at the WCBS Small Business Breakfast



(Harvey Edelman, HOLDCOM CEO; Joe Connolly, WCBS Radio Personality; Carla Foxx, HOLDCOM Director of Business Development)

December Milestones Birthdays

Megan-December 3rd
Rob – December 15th

VOICE TALENT OF THE MONTH – PAUL PAYTON

So Paul, how did you get into voice-over work?

After many years in radio, I got burned-out as the accountants took over the playlists and my part was reduced to... less talk..." And I *talk* for a living! A radio friend had gotten into voice-over work, and turned me on to a studio in which I made my first demo. From there, it was marketing, networking, and referrals.

And how long have you been doing it?

I've been booking paying jobs since 1988 (not counting a few while in radio), and working full-time since 1990 - no fallbacks, no waiting tables, no outside sales jobs!

Many of our clients are often amazed that voiceovers like you do this on a full-time basis and can make a nice living at it. How did your association with HOLDCOM begin?

HOLDCOM's voice talent, Aleta, introduced me and I've been involved with HOLDCOM now for well over 10 years. As I've learned from meeting people in related companies, HOLDCOM is the one they look up to. It's nice to have grown up with the leader. I wish all my scripts were written as well as HOLDCOM's.

In your opinion, what's the most exciting aspect of working as a voice-over talent?

Every day is a new adventure - plus I get to learn a lot about how the world works by explaining it to the world!

That's a very interesting way of looking at your job. You must have experienced many career highlights over the years.

In my many years of radio, I was a Program Director, Music Director, and an on-air personality, winning my stations seven gold records. But more than awards and honors, knowing that I'm able to bring happiness to people and make a difference in their lives has brought me the most satisfaction.

What are some of your hobbies and interests outside of working as a voice-over?

As a musician, I played in a band that toured New England "way back when." I currently own, write, and produce for a small record label. I'm also a correspondent and e-published writer for Spectropop, the leading educational on-line archive of 1960s music. In addition, I'm a transportation hobbyist with a particular interest in trains and railroading; I've swum with sea lions in the Sea of Cortez; driven to the top of Mauna Kea; and ridden in the locomotive of the last revenue train on the Lamoille Valley Railroad.

LOOK AND LISTEN FOR THE HOLDCOM SNOWMAN err... SNOWPERSON REMINDING HOLDCOM CLIENTS ABOUT HOLIDAY MESSAGE-ON-HOLD SPECIALS.

[Click Here](#) to listen to the recording session! Or go to www.holdcom.com/holiday/specialin.htm



At a recent recording session, the HOLDCOM Snowman records his website pitch about Holiday Message-On-Hold Specials

WHAT HOLDCOM CLIENTS ARE SAYING...

Holdcom did not only help us sound professional, but they helped us increase revenue and our brand image.

[Roger Lugo/JVC](#)

Long time customers appreciate hearing menu items, especially the Blue Cheeseburger.

[Lee Tremble/Iron Horse Restaurant](#)

You are class acts, and I look forward to expanding my site with your services.

[John Edgell/Capital Advocates](#)

THE HOLDCOM VOICE is published and distributed monthly by HOLDCOM, as a service to our valued clients. This month's contributors include Rob Lefever, Megan Andriulli, Stacey Caropreso, Carla Foxx, and Harvey Edelman.

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