



THE HOLDCOM VOICE®

January

Answer the Call of Enterprise®

2005

WE DON'T LIKE TO BRAG BUT...

We received so many unsolicited testimonials from our valued clients that we decided to expand the client feedback section this month:

Just wanted to say thanks for your precise input in making this happen for us. Merry Christmas and a Happy New Year.

Freddie Holmes, Jr./Hilton Little Rock Metro Center

Thanks!! You really saved me!

Emily Twomey/Oddcast Media Technologies

Joe, Thanks to you, Carla, Megan and Joe G. for all your guidance and assistance this year in making our new phone features a success. From the AMTA family to all of yours- holiday wishes"

Marilyn Canna, Dave French and Barb Sunshine/American Massage Therapy Association

Thanks so much for all of your help over the past several years. Your thoughtfulness, time and consideration have made my life a lot easier and, more importantly, have helped our hospital. Have a good holiday.

Ron/Monongohela Valley Hospital

Thanks Vito for your e-mail.

I personally thank you for the great job you've done for us and look forward to doing new things in 2005. Again thanks and Have a Wonderful Holiday Season and a Prosperous New Year.

Sincerely, Tom/International Paper

Thank you-

We are extremely pleased with the service. Management, peers and patients have commented as well. Have a Great Holiday Season.

-Laura/Accessible MRI of Baltimore

Just a note to thank you and your staff. I would especially like to thank Stacey and Rob for an excellent job in taking care of my last minute request to revise our message on hold tape so expeditiously.

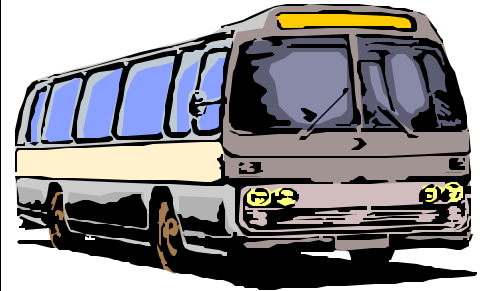
Keep up the good work. It is because of employees like yourselves that Holdcom has achieved the success it enjoys

Sincerely, Chris Wilson/Barnert Hospital

Got it and it sounds great. I just wanted you to know that, as a business owner I always appreciate feedback - after all, that's how we gauge whether we are doing our job right. From the beginning of my work with your company, everyone involved was very professional and addressed each issue promptly.

You've got a great team around you Carla - I really appreciate everyone's hard work there - make sure to let everyone know how happy of a customer we are!

Best Regards, **Robert Cossaboon/Skillforce, Inc.**



CLIENT OF THE MONTH

HOLDCOM is proud to honor NJ TRANSIT as our "Client of the Month" for January 2005! Since 1988, HOLDCOM has provided NJ TRANSIT with high quality Message-On-Hold communication services.

Over the years, NJ TRANSIT has utilized on-hold messaging to promote their new and ever-expanding transportation services to area travelers. In addition, Message-On-Hold has been a valuable marketing tool in announcing the organization's co-promotions. For example, those calling NJ TRANSIT for specific travel information can also learn about special discounts on Broadway shows, area attractions, and special events.

Likewise, getting "air-time" during the on-hold program has proven a very enticing benefit to co-promotional business partners of NJ TRANSIT. Laura Pomeisl of NJ TRANSIT's Marketing and Business Development Division had this to say about HOLDCOM and our Message-On-Hold services: "The on-hold program has greatly enhanced NJ TRANSIT's services and promotions by reaching customers who wouldn't normally be aware of the variety of available discount promotions.

HOLDCOM has been a very enjoyable company to do business with. The staff is most cooperative and Rob has been an invaluable asset as our Script Consultant at HOLDCOM. We look forward to continuing a good working relationship that has proven successful to NJ TRANSIT."

Congratulations once again to NJ Transit!



800-666-6465

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The Winter Season is now in full swing. If your company or organization needs to announce any special Winter promotions, services, and/or business hours in your Message-On-Hold program, be sure to contact your script consultant right away.

Also keep in mind that if you would like to customize your program for the season, HOLDCOM has a variety of pre-written Winter-related paragraphs to include in your next script update.

Topics include:

- Winter driving safety and automobile maintenance
- Snow shoveling safety
- Winter health & exercise tips
- And more

Be sure to ask your script consultant for details!

VOICE TALENT OF THE MONTH – MIKE

During January 2005, HOLDCOM is proud to direct our spotlight on voice over talent Mike, who has been working behind the microphone for almost thirty years! Mike's fascination with the art of voiceover began while visiting the Travelers Insurance Company's 'Triumph of Man' exhibit at the 1964-65 World's Fair, which was narrated by veteran voiceover pro Peter Thomas. Just over a decade later, Mike had the opportunity to do an 'industrial' narration for a local production house, which led to being hired by the firm as their in-house narrator and audio producer.

The most interesting aspect, for Mike, about providing voiceover work is that it is rarely boring. Every new job is for a different client, a different product, and a different application. "This also makes the work challenging, because a voice talent's goal is to convey material transparently," states Mike. "What this means is, a voice talent must be able to express words written by someone else as if the words are their own, and do it so convincingly that their voice is not even noticed. For example, if the narration is instructional in nature, the talent must be able to sound as though he or she knows the material backwards and forwards. If a narrator does not appear convincing, those listening will realize it and, hence, the impact of what is being said is severely diminished. I get great satisfaction out of making words work."

Career highlights for Mike include:

- after having been 'inspired' by Peter Thomas, to later have had the opportunity to work with him on two projects;
- to have worked with New York radio personality Bruce 'Cousin Brucie' Morrow during an induction ceremony for the Radio Hall of Fame;
- to have worked with actor/comedian Frank Gorshin during the national sales meeting for a well-known consumer pharmaceutical company;
- to have been interviewed for a recent article in Backstage magazine on working in the 'new media.'

In addition to being a voice talent, Mike has a background in radio broadcasting, audio production, copy writing, and desktop publishing. Mike also enjoys a good movie, traveling, and making new friends.

January Milestones

Anniversaries:

Jan. 17 - Louanne 5 yrs
Jan. 12 - Rob 7 yrs

Birthdays:

Jan. 2 - Joe G.
Jan. 17 - John
Jan. 22 - Louanne
Jan. 30 - Harvey

Is your organization in need of Instore or Overhead Music or Announcements? Contact a HOLDCOM representative about our Business Music Services today!

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, Steve Brown, and Harvey Edelman. © 2005 by HOLDCOM. All Rights Reserved.