



The HOLDCOM VOICE®

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HOLDCOM VISION PICNIC 2006

Thunder, lightning, and driving rain did not deter the staff of Holdcom from a fun and tasty afternoon at the first Holdcom Vision Picnic, held at Glen Rock Park on Friday, July 21st. Although the rain derailed a planned wiffle ball game between HOLDCOM team members, an afternoon of music, leisure, fun, and food proved a welcome substitute. The event attended by the entire HOLDCOM team served as the occasion to launch the newly revised corporate vision which expands the scope of HOLDCOM's services and offerings to include all aspects of audio marketing services.

Our Vision

To grow a company that improves communication through the power of audio while providing a fulfilling livelihood for people sharing in that goal.

To establish Message-On-Hold and professional Voice Production as essential to marketing and communications.

To be the recognized leader in the Audio Marketing industry.

With the ever-increasing demand for professional voice production services across all business communication platforms, HOLDCOM has met the challenge by providing a complete suite of audio production services. A new online megastore, soon to be unveiled will continue this trend towards offering businesses across the nation and around the world, efficient, professional voice production services.



Client of the Month

HOLDCOM is proud to feature Major League Soccer as our client of the month for August. Since 2000, HOLDCOM has provided a unique on-hold audio service at Major League Soccer's New York Office by featuring highlights from recent games. This is a way of promoting games, and providing callers with up-to-date information about player milestones, and learning about future MLS events. The following are some highlights of recent MLS events...

The final great moment of a somewhat frustrating 2006 FIFA World Cup for the U.S. Men's National Team was DaMarcus Beasley's left footed pass to Clint Dempsey who pounded.



the ball into the lower left corner of the goal past the Ghanian goalkeeper.

With 15 players in the World Cup coming from Major League Soccer (MLS), it should be no surprise that World Cup fever has spilled over into MLS now that the players have returned.

Avery John and Cornell Glen, who represented the Caribbean nation of Trinidad & Tobago play for the New England Revolution and the L.A. Galaxy, respectively. Douglas Sequiera, who plays for Real Salt Lake, represented Costa Rica and the ageless wonder, Claudio Suarez, a defender on the Mexican National Team plays his club soccer for Chivas USA. These four players are prime examples of the diversity and skill level of MLS players.

Landon Dnovan, who returned to MLS after two stints with Bayer Leverkusen of the German Bundesliga, found success in the form of two MLS Cup titles. Along with a growing league and a stronger youth program to support the national team, MLS has shown the ability to showcase great American and international talent.

Other MLS players who enhanced their reputations during the World Cup include Clint Dempsey, Jimmy Conrad and Eddie Johnson. These elite athletes play week in and week out in MLS, showing the world that the U.S. is producing world-class players.

The World Cup is not only a showcase of 32 of the top teams in the world, but also some of the best individual talent in the world. On the game's greatest stage, Major League Soccer has shown the ability to be a strong player in the world of soccer. In fact, many of the top players in the world have expressed hope to one day play in MLS.

As MLS begins its second decade in existence, the sport in this country is at an all-time high. It is an exciting time to be a soccer fan in America.

Be sure to check out your local MLS team. With 12 teams across the United States and a new team coming to Toronto, Canada in 2007, you're closer to the action than ever before. Congratulations again to Major League Soccer.



VOICEOVER SPOTLIGHT!

This month HOLDCOM's featured voiceover artist, Peta, carries Australia into the melting pot of foreign talent. Serendipity discovered Peta's voice when a local radio station, attempting to book a voiceover artist through her casting agency, liked her voice so much they gave her the job. In 1995, while pursuing her career in acting, Bedford and Pearce Management scouted her for her voice, which then led to full acting representation. Peta followed the stargazer's route as she moved to Los Angeles in 2000 to pursue her career, where she was signed by ICM voices to market her voice through the Internet. She discovered HOLDCOM online and answered their call for talent where her 13 years of experience contributes greatly.



However, Peta is not only known for her gifted voice. She is an ex-Motorcross champion of Australia, the manager of a Voiceover Demo Production Company at Raleigh Studios in Los Angeles, and an avid filmmaker. She wrote, produced, directed, and starred in the short film "Ugly Duckling" which appeared at the Cannes Film Festival in 2001. Peta's voice was also the characters "Shazza", "Chockers", and "Madam Mopoke" in the animation computer game "Try the Tasmanian Tiger - Bush Rescue".

The many facets of her career contribute to herself as a voiceover artist; she says "As an actor, I love creating and discovering new and interesting characters with my voice. I really enjoy getting to work with many different kinds of people from all over the world. Having a home studio also allows me the freedom to work for myself which is a bonus."

Back to School Tips

School season is right around the corner and HOLDCOM invites you to refresh your child's mind with the following back to school safety tips:

- Avoid unnecessary pain from a backpack and select one with wide, padded shoulder straps and a padded back. Narrow straps dig into shoulders, causing pain and restricting circulation. And to prevent injury when using a backpack, pack light and always use both shoulder straps. Slinging a backpack over one-shoulder strains muscles.
- Be certain your child is registered and know when the first day of school is and at what time it will start.
- Know what time lunch is, if your child needs a snack, and if he or she will buy lunch at school. If you're going to pack their lunch, make sure it is healthy.
- Fill out all the health or emergency contact forms, now, before school starts.
- Make sure the school nurse knows about any conditions or illnesses your child has.
- Make arrangements if your child needs to take medication at school - especially on the first day.

Be sure to also review the basic bus safety rules with your children:

- Wait for the bus to stop before approaching it from the curb.
- Always remain seated.
- Check to see that no other traffic is coming before crossing the street.
- Make sure to always remain in clear view of the bus driver.

Seasonalize Your Script!

With the summer heat on full blast, it may be hard to believe that autumn is around the corner. Before the season is in full swing, take a moment to review your current Message-On-Hold – simply ask your Script Consultant for a copy of the current version. Do your hours change for the season? Are the years of business up-to-date? Do you mention outdated products or services or untimely promotions? Give the content of your script the fresh new sound it deserves by revising your verbiage and changing the voice and music. Message-On-Hold reflects your business... how do you want to sound?

AUGUST MILESTONES

Anniversaries

Stacey Caropreso
11 years at HOLDCOM

Birthdays

Steve Brown
8/10



Check out the latest collaboration with HOLDCOM partner, Oddcast Technologies:

<http://www.puresunless.com/>



This month's Oddcast Corner features our spotlighted voice over, Peta! If you are interested in learning how Peta can help enhance your website, visit: <http://www.oddcast.com/>.

THE HOLDCOM VOICE is published and distributed monthly by HOLDCOM, as a service to our valued clients.

This month's contributors include Jeremy Fishman, Megan Andriulli, Neil Fishman, Louanne Frederickson, Rob Lefever, John Falcone, Andy Begnoche, Stacey Caropreso, Steve Brown, and Harvey Edelman.

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