



The **HOLDCOM VOICE**®

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New Orleans Library Media Drive

One year after the devastation of Hurricane Katrina, the media portrayed a city still under repair. There are so many needs and often the overwhelming feeling to assist can often leave people feeling helpless as they're not certain where to direct their efforts. HOLDCOM would like to introduce our newsletter readers to the New Orleans Public Library Rebuilding Campaign. The library has been overwhelmed with the generosity of books from citizens around the country, but is still seeking monetary and media donations – i.e. CDs, DVDs, and Audio Books.

HOLDCOM is sponsoring a Media Drive for new and gently used CDs & DVDs to help with rebuilding the New Orleans Public Library. Remember that CD you bought just for the single? How about the "Hair Band" phase you went through in the 80's? Remember that DVD your Mom gave you which you still haven't opened? We all have CDs and DVDs we no longer listen to or watch, just cluttering up precious media space. Please use this opportunity to clean out your entertainment center and your glove compartment and donate your CDs & DVDs to help rebuild the New Orleans Public Library.

If you don't have any thing to donate but want to help, financial donations can be made to NOPL Foundation: New Orleans Public Library Foundation, 219 Loyola Avenue, New Orleans, LA 70112 and media shipments can be sent to: HOLDCOM at 955 Lincoln Ave. Glen Rock, NJ 07452. Please mark your shipment NOPL.

Or for more information visit www.nutrias.org.

New Store Rising...



Be on the lookout for the launch of the new, improved HOLDCOM online Audio Production Store, coming soon. The new store will vastly eclipse our current store (www.voiceprompts.com) with new departments, new design, and a host of new features and options, offering audio marketing services that will help and enhance the way you do business. Resellers should be sure to ask about the new password protected Resellers Store as well as branded, partner store opportunities for select resellers and affiliates. (Contact Andy Begnoche at andyb@holdcom.com or 800-666-6465, x205) It's a whole new, virtual world, and you can be part of it with HOLDCOM, the leader in Message-On-Hold and Voice Production services, worldwide.

2006 SOCAP ANNUAL CONFERENCE

TORONTO, CANADA

WESTIN HARBOUR CASTLE HOTEL

October 15-18, 2006



Come join us at SOCAP International's 2006 Annual Conference in Toronto. HOLDCOM will be attending the 3-day conference October 15th-18th at the Westin Harbour Castle Hotel in Toronto. The conference will provide a global perspective to customer care and feature timely, relevant presentations on the major issues facing today's customer care professional. As the premier member organization for leaders in consumer affairs and customer care, SOCAP International will offer exceptional networking opportunities for professionals interested in growing their careers and increasing their knowledge of industry best practices. We hope to see you there. For more information go to the SOCAP website at www.socap.org. Or download a copy of the annual brochure: <http://www.socap.org/other/pdf/06annualbrochure.pdf>.



CLIENT OF THE MONTH

Since 1994, HOLDCOM has provided Atlas Model Railroad Company with Message-On-Hold services by enabling them to convey information about their model railroad products in a clear and enthusiastic way. According to Jarrett Haedrich, Marketing Coordinator, Atlas receives about 100-150 customer calls per day - each presenting new challenges. "Calls can range from a simple repair question to a complicated railroad layout wiring explanation," explains Haedrich. "While we try to be attentive to each call, sometimes they require more information than we have at our disposal and the customer needs to be placed on hold until the information is procured. While the customer waits, HOLDCOM and its Message-On-Hold services allow us to excite the customer with

benefits and features of Atlas' Model Railroad products."

Atlas Model Railroad products are great for the novice and experienced hobbyists. Perhaps this holiday season would be a great way to introduce someone to the wide array of detailed products available. Simply visit Atlasrr.com or AtlasO.com today!

Haedrich goes on to state, "It has been a pleasure working with Megan, Steve and the rest of the HOLDCOM team. They are professionals who take pride in producing high quality audio marketing products. They are constantly keeping up with emerging technologies and the latest Telink technology makes uploading new on-hold messages a snap. Thank you for your help HOLDCOM, you make waiting a pleasure!"



Congratulations Atlas!

VOICEOVER SPOTLIGHT!

The HOLDCOM Voice is proud to feature our bilingual voiceover talent Amy, who brings 11 years of experience in flawless Spanish and English. Amy worked as a radio personality since 1995, and then branched out into voiceover work after her children were born.

Within this career transition, Amy found she most enjoyed the versatility her voice could provide. "Monday I could be cartoon character, Tuesday a valley girl, Wednesday a soccer mom, Thursday a hip-hop teenager, Friday a waitress with a Spanish accent. The world of voiceover is unpredictable and fun," explains Amy. She especially enjoys the voices coming to life through animation.

Sample Amy's voice for your next project at www.holdcom.com/samples/voices.php.



Check out HOLDCOM's latest collaboration with partner, Oddcast:

<http://www.realtygain.net>



HAPPY HALLOWEEN!!!

With just a little bit of work and creativity, a Halloween party can be great fun whether it's for kids or adults. Get the party started with lots of color. Decorate by using the black and orange balloons, tablecloths, and napkins. Also, you can use a white tablecloth or sheet to create ghosts throughout your home or place of party. Check out your local library for a Halloween CD and play it in the background. Or make your own Halloween CD. Click on the link to check out some recommended songs: <http://www.holdcom.com/newsletters/music.pdf>.

Looking for more fun? Have a pumpkin carving contest and give out prizes for funniest, scariest, and most original. (Click on the images below to download HOLDCOM pumpkin carving templates):



How about bobbing for apples, pin the leg on the spider, or guess the weight of a pumpkin?

For more Halloween ideas, check out the links below.

<http://familyfun.go.com/parties/holiday/minisite/halloween-main/>

<http://www.familymanagement.com/holidays/halloween/party.ideas.html>

<http://www.kidsdomain.com/holiday/halloween/party.html>

Here are some creative ways to serve Halloween treats for your partygoers:

- Cupcakes with orange icing and a spider ring on top for decoration
- Jell-O mold with worms sticking out of it.
- Bug juice (use a green colored juice)

The Early Bird Gets the Free Gift!



The leaves may have just started to change color, but it's not too soon to start making plans to change your Message-On-Hold program for the holidays. Beat the holiday rush this year and order your holiday program today. And if you're an active client or new client we'll include a custom professional cell phone greeting or web page greeting for FREE.

Not sure if your account is active? Check with your Client Relations representative. They'll be happy to help you HOLIDAYIZE your Message-On-Hold program.

OCTOBER MILESTONES

Anniversaries

Bob Masiello – 6 years at HOLDCOM

Vito Pecoraro – 2 years at HOLDCOM



Photo by Bob Masiello

THE HOLDCOM VOICE is published and distributed monthly by HOLDCOM, as a service to our valued clients. This month's contributors include Megan Andriulli, Andy Begnoche, Neil Fishman, Louanne Frederickson, Rob Lefever, John Falcone, Karen Toerock, Stacey Caropreso, Steve Brown, and Harvey Edelman.

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