



The **HOLDCOM VOICE**®

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The next time you're looking for an IT product or service, be sure to click on the partners link at our website. HOLDCOM's partners range from web based avatars to outsourced IVR systems and more! You've come to expect the best from us, now learn what our partners can do for you. Click on the "partners"



link on our home page at www.HOLDCOM.com or try the PARTNER hot button at the top of this newsletter. Either way, check back often because we're always adding new partners. If you think you have a synergistic service and are interested in becoming a HOLDCOM partner, email us at partner@HOLDCOM.com to let us know why.

Outing scheduled for the end of Summer.



PLEASE PUSH OUR BUTTONS!

In the workplace and at home our buttons are constantly being pushed and not always in a good way, but here at HOLDCOM we want you to push our buttons... Our Hot Buttons, that is. What are Hot Buttons? They are the *colored* buttons at the top of each newsletter which provide you with immediate access to our Client Relations and Technical Support Departments, enable you to print out a copy of this newsletter, and much more. Check out our *NEW* Partners Hot Button. See the article on the left for details about HOLDCOM's Partners and how their services might help you.



Client of the Month

View our Video

Committed to Health
From Seed to Supplement

We don't just talk quality
We can show you



HOLDCOM is proud to congratulate Standard Process Inc. as our Client of the Month for March 2007!

For over 75 years, Standard Process has produced high-quality, nutritional whole food supplements. In 2002, they expanded their line to veterinary formulas for cats and dogs, providing the best healthcare for your *entire* family. They achieve outstanding results by growing the majority of their ingredients on company-owned, certified organic farmland. Combining a unique manufacturing process and exemplary quality control standards, Standard Process is able to utilize the best

natural source of vitamins and produce the gold standard in whole food supplements. They are also the exclusive U.S. distributor for Australian herbal company MediHerb®.

Knowledge is the key to helping people understand why nutrition is so important to their health, and Standard Process is committed to educating healthcare professionals and patients. And they have found that Message-On-Hold is a highly effective tool in promoting their exceptional whole food supplements.

"While our customers are on-hold, they are learning more about our company and our products, which benefits both them as well as us," states Katy Elertson, Marketing Coordinator for Standard Process. "And because our callers are being educated, the time they spend on-hold is time well spent."

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Daylight Savings Time Reminder!!!

SPRING FORWARD, FALL BACK: Daylight savings starts three weeks earlier this year on March 11th at 2:00 AM. For many of us this ritual usually consists of changing a handful of clocks at home and pulling out the manual in our cars to figure out how to change the time on the dashboard clock. Since the time change happens earlier this year, HOLDCOM encourages you to review the software, hardware and programs used by you and your company on a daily basis. This time change may have broad implications for you, as there are many embedded devices in businesses that are not field upgradeable. Such devices include automated timers, network routers, switches, firewalls and any other device with an embedded clock. Microsoft and Apple offer information on their websites. For other vendors, type the vendor name into a search engine followed by the phrase "2007 daylight savings time." For more info about daylight savings check out <http://www.energy.ca.gov/daylightsaving.html>

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Standard Process also utilizes their on-hold program to promote unique nutritional seminars as well as special contests. In fact, March is an exciting month for Standard Process as they are awarding a lucky customer a cruise for two to Scandinavia and Russia. The winner will be announced on March 22. Continuing in their long-standing tradition of giving back to the community, we believe that Standard Process is a winner too.

Mrs. Elertson had the following to say about her company's relationship with HOLDCOM: "Their employees are friendly, knowledgeable, and produce superior on-hold messages at affordable prices. They go out of their way to make sure that we are absolutely happy with their services."

Standard Process' three distinct product lines - Standard Process®, MediHerb®, and the Standard Process Veterinary Formulas™ - are available only through healthcare professionals. To learn more about Standard Process and their products, please visit www.standardprocess.com.

HOLDCOM In The Holy Land

By Neil Fishman, President

During a recent trip to Israel, I had an opportunity to visit with TELEJINGLE principals, Aviv Gothilf and Yossi Ohayon. TELEJINGLE is one of Israel's premier Message-On-Hold, Voice Production companies and, like HOLDCOM, has established itself as a leader in telephonic voice production. Our companies have worked together for the past nine years, via phone, email, fax and Internet, but last month marked our first face-to-face meeting. TELEJINGLE initially learned about HOLDCOM via its association with one of the pioneer streaming audio conversion programs for the Internet, Emblaze Audio. As more and more American companies established a presence in Israel, authentic American



Employee Spotlight

March comes in like a lion and out like a lamb and hopping in like a kangaroo (we'll explain later) comes Lisa, a recent addition to the HOLDCOM family. Like many in the voice over business, Lisa began her career in radio, spinning tunes as a disc jockey. The feedback from her voice-recorded commercials playing on air was so positive, she parlayed that success into the wonderful world of voice over work. Freelancing since the late '80's, Lisa started her own business in 2003 and has been going strong ever since.

What captures the listener's attention is Lisa's uncanny ability to bring words to life. Taking material that might be dry and boring and making it engage the listener is what motivates her, as it does for all of us here at HOLDCOM. What greater attribute could a voice talent have than striving to enthrall the listener?

As a passionate world traveler, Lisa has taken three trips down under. On one of her journeys to Australia she became entangled with a kangaroo, literally and figuratively. She can be seen in a starring role being "attacked" by a kangaroo. In fact, it aired on the television show, "Planets Funniest Animals."

While voice over work is fun and pays the bills, it was a nice alternative for Lisa to be cast as a video game character named "Leona" in a martial arts themed video game. Next time you, or your child, are playing "King of Fighters: Maximum Impact" pay close attention. But it's not all fun and games for Lisa. On a more serious note, Lisa was recently cast in her first national promo for CNN. From videos to headline news, Lisa runs the gamut, and captures just the right tone.

voice talent requirements increased, and TELEJINGLE found a solution for their local American clients in our extensive talent pool. HOLDCOM has also utilized TELEJINGLE's access to authentic Hebrew and Arabic speaking professional voice talents for its US clients.



Conducting business in Israel has it's own set of circumstances, but I was amazed at the similarities in the evolution of TELEJINGLE and HOLDCOM, from the common background of its originators, to shared challenges in the sales negotiating process.



I first visited Israel 27 years ago, in 1980, and this time around was astounded by the growth that has taken place in this still young country. Aviv and Yossi rolled out the "red carpet" with their welcoming hospitality and tour of their studio and facility. Many thanks go to them and their wives, Galya and Orit, for arranging a most interesting and enjoyable visit, complete with home cooked Israeli cuisine. Back home, I've found that attaching faces and personalities to their voices and emails brings additional meaning to our business relationship.

Happy St Patrick's Day!



Employee Horoscope

(Feb 19 - Mar 20) Pisces - [Click to find out more](#)

(Mar 21 - Apr 19) Aries - [Click to find out more](#)

March Milestones

Patti Cobb – 6 years as a HOLDCOM employee!

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

www.holdcom.com