



The HOLDCOM VOICE[®]

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iS3 ARE YOU THE WEAKEST LINK?

iS3, based in Boynton Beach, Florida, makes software products that enable users to surf the Web for business or pleasure without being vulnerable to threats; without having their privacy compromised; and without being subject to costly maintenance by computer technicians. Their passion for continuous improvement and exceeding customer expectations is one that we at HOLDCOM share with our Premier Partner of the Month.

iS3 is best known for STOPzilla, their award-winning anti-Spyware that detects, blocks, and removes all forms of spyware in real-time. Awarded the prestigious CNET and Laptop Editors' Choice awards for technological excellence, STOPzilla has protected over 10 million users in more than 60 countries. Their proprietary technology and free, unlimited customer support make this product a no-brainer. For powerful protection against ID theft, iS3 makes ANTIfraud, a 5-in-1 tool that fills in online forms, generates and manages strong passwords, and encrypts and

saves your valuable data in a Digital ID Vault on your computer. It's 128-bit AES encryption has never been successfully hacked.



"STOPzilla is a one-stop answer."

iS3 updates its products regularly with the definitions required to thwart even the newest malicious applications, and products can be set to get these updates automatically. iS3 maintains a staff of researchers dedicated to finding and neutralizing Spyware and Phishing sites. As a result, STOPzilla is supported by one of the world's largest databases of malicious applications.

Studies consistently show that **the customer is the weak link in the security chain**. If you have not installed Spyware protection or if it is not being updated frequently, you (and your company) are at risk. Online fraud - largely enabled by Spyware - is the fastest growing crime worldwide. STOPzilla begins working from the moment you boot up to protect you *before* Spyware breaches your security system.

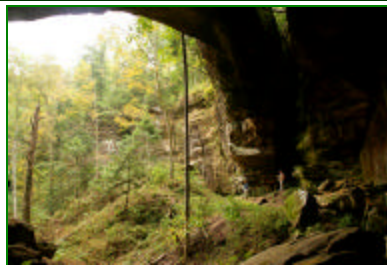
HOLDCOM is proud to feature iS3 as our Featured Partner of the Month. As a satisfied iS3 client, we encourage you to protect all of your computers. If you have not installed Spyware, or would like to see what infections your current anti-Spyware is not removing completely, we suggest you try STOPzilla and compare. Please click the link below to find out how you can surf the Web safely, securely, and with peace of mind.

For more information or to download STOPzilla now, [click here](#).

KENTUCKY STATE PARKS

Client of the Month

HOLDCOM is proud to recognize The Kentucky State Resort Parks as our Client of the Month for April 2007, a recognition well deserved, as they are justifiably known as "the nation's finest state park system." The Kentucky Department of Parks offers 17 state resort parks - more than any other state - and HOLDCOM provides Message-On-Hold services for each location.



According to Karen Miller, Director of Marketing at Kentucky Department of Parks, "Message-On-Hold has been very beneficial for us. It has provided the perfect opportunity to inform callers about all they can experience at our parks. We see this service as one of our most effective marketing tools."

Certain park locations also use the on-hold program to inform potential visitors about their unique natural wonders. For instance, "Carter Caves" boasts 20 twisting underground caverns and a 30-foot underground waterfall. "Natural Bridge" features a natural sandstone arch that spans 78 feet long and 65 feet high. And "Cumberland Falls" is home to a rare moon-bow (a natural phenomenon not found anywhere else in the Western Hemisphere!). So start packing for a great vacation!

Ms. Miller also had the following to say about her organization's relationship with HOLDCOM: "Being a state agency, the image we convey to our callers is very important to us, and HOLDCOM provides us with a great image. The HOLDCOM personnel that we work with has always been great. They have walked me through all the processes needed to provide the best experience for our callers. They remind me when it's time to update the scripting and they provide me with plenty of lead-time to make my changes. I appreciate all the help they provide with the copy."



Featuring full-service lodging and a wide array of amenities, Kentucky's resort parks were developed to bring unexpected comfort and recreational opportunity in the midst of unadulterated nature. Whether you enjoy biking, hiking, canoeing, fishing, swimming, horseback riding, sight-seeing, or golfing, The Kentucky State Resort Parks feature an endless range of outdoor activities, with individual Message-On-Hold programs highlighting the best each park has to offer.

VOICEOVER SPOTLIGHT!

This month our Voice Talent Spotlight shines brightly on Maureen, or "Moe" as she prefers. For over thirty years, Moe has been letting her voice "work" for her, whether it be on the radio, in the theatre, or as a voice-over talent. She began honing her skills at the radio station of Skidmore College in New York, and has remained in the New England area since. Armed with a B.S. in Theater, Moe's first paying job was at WPRO in Providence, Rhode Island – an experience that quickly led to steady gigs as a voice-over. Then, three years ago, she officially made voice-over work her full-time occupation. This proved to be a great career move, as she now works from her own home studio, voicing scripts for a wide range of clients.



HOLDCOM voice talents Liz(left) with Moe(right) at a recent voice – over conference in Las Vegas

Moe loves the diversity of her job, knowing that no day will be like the one before. She finds that her work is never boring because there is always a different story to tell and something new to be

learned along the way. "I really find it fascinating how much I learn about different industries, marketing trends, and training techniques from the scripts I read," states Moe.

Moe first found about HOLDCOM when she began working as a freelance voice-over a few years ago. After doing some research and learning about our industry-leading status, she quickly contacted our Production Department. When Neil Fishman, HOLDCOM President, invited her to join our voice talent roster, she actually did a "happy dance" in her studio.

In her personal life, Moe enjoys working with the New Hampshire Radio Theater - a group of broadcasters who produce old-fashioned radio theater shows in front of a live audience. And she's also working on an upcoming independent film: "One Cruel Day", in which she has a leading on-camera role.

Over the years, Moe has enjoyed many career highlights. "I get a kick out of the fact that my voice can be heard on five different continents," she says. "If you're ever in Singapore, Sydney, Dublin, or Amman, listen closely - it may be ME on that commercial or Message-On-Hold program! But honestly, it's the consistent 'little' highlights that make my job worthwhile. My favorite thing is when a client contacts me after listening to my recording and says: 'You nailed it! That's exactly the way I wanted it done!'"

SOCAP International Symposium

If your organization is involved with consumer affairs, we encourage you to join us at the Society of Consumer Affairs Professional's Symposium April 15-18, at the Marriott Rivercenter Hotel in San Antonio, Texas. The Symposium will examine The Role of Customer Care in Business Strategy and will include focused sessions that address how customer care/consumer affairs functions are integrated in major business operations within organizations.

Unlike previous SOCAP conferences, the 2007 Symposium will offer more interactive sessions with hands-on applications of concepts. Sessions will feature case studies and "how-to" strategies for understanding the critical

connections between customer care and business strategy. In addition, the symposium speakers will include leading experts from all areas of the business organization - human resources, finance, technology, marketing, and more!

As always, you can count on SOCAP International to offer the highest quality in customer care education and networking opportunities. Don't miss the 2007 Symposium!

Click here to download the Symposium brochure <http://socap.org/other/pdf/2007SympBrochure.pdf>

Birthdays-

Donna Pompeo - April 6
Brian Lenning - April 9

HOLDCOM Welcomes a New Member Into Our Family!

HOLDCOM Script Consultant, Megan Andriulli, and her husband Joe recently welcomed their first child into the world. Isabella Theresa was born on March 3, 2007 at 10:24 p.m. - 7 pounds, 8 ounces, and 20 inches. Mother and child (and Dad too!) are doing great, though a bit sleep-deprived.

Are YOU Having a MAC ATTACK?

MAC's (a.k.a. moves, adds, & changes) are common in every business. We experience them as vendors helping our customers adjust to growing or shrinking demands, and we experience them in our own businesses. There are so many things to think about if your business is in the process of moving or consolidating, adding a new location, or just making improvements to your existing facility. One of the most important things to do is let your clients know what's happening. At HOLDCOM, we are here to help. Your Message - On - Hold program is the best way to let your clients know that you are in transition. Contact your Client Relations representative and let them know you're having a MAC Attack. We have tailored programs designed to save you money.

Share **BIG...**
Download **FAST**

That's Pando's motto. What's Pando? It's free personal [P2P](#) (peer to peer) software that makes sending, receiving, and publishing large files a breeze. Need to [email](#) large attachments, [IM](#) a folder, or [post](#) your downloadable videos to the [Web](#)? **Meet Pando.**



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