



# The **HOLDCOM VOICE**<sup>®</sup>

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## SMS: Discover the Language of Generation Y

f U cn rED DIS U R a CzenD SMS txter.

**Translation: If you can read this you are a seasoned SMS texter.**

We typically think of an acronym as a kind of abbreviation. For example, MOH is an acronym for Message on Hold. SMS is an acronym for short message service, and it is part of the brave new world of immediate communication and instant gratification. This is the language of Generation Y and it is not going away. We have to get on board, both personally and professionally.



Let's face it, texting is everywhere, from emails to Blackberry's. Do we have the language of sms to look forward to overtaking the business world in presentations, resumes and beyond? Will this sleeping giant become a defacto standard in the world of communication? Who knows what will happen when the youth of today and the masters of the sms universe become the business leaders of tomorrow. For now, we at The Holdcom Voice like the convenience for personal use but give it two thumbs down in the business world, what do you think? Sound off at [newsletter@holdcom.com](mailto:newsletter@holdcom.com).



### Say WHAT?

Tired of trying to decode your friend's instant messages and emails? Too embarrassed to email them back and ask them what the heck they are trying to say? Well relax. Our crack research team at HOLDCOM has found the following links to help you to decode your text messages, instant messages, and emails. These web sites can do your dirty work for you and make you sound like a seasoned pro or at least like a 12 year old. Happy texting!

**transl8it!** (trans-late-it) is simple to use. Just type in your SMS, text, emoticon, smiley, slang or chat room lingo and let transl8it For more info, visit [www.transl8it.com](http://www.transl8it.com)

**Emoticons** are facial expressions made by a certain series of keystrokes. For more info, visit [www.computeruser.com](http://www.computeruser.com).

**Simlmaril Information Management Consultants** offers an Internet Acronym Server with a search function. For more info, click [Here](#).

**THE CANONICAL ABBREVIATION/ACRONYM LIST** – A grassroots/underground list compiled by James Marshall which features over 1100 listing. Visit [geocities.com/dronak](http://geocities.com/dronak).

**Webopedia** offers a list of online auction abbreviations and a guide to understanding ebay & auction acronyms. For more info, click [Here](#).



## Client Of The Month

May's Client of the Month benefits not only from our message on hold service, but also from our promotional giveaways. Founded in 1947, Sommers Plastic Product Company creates unique and innovative fabrics appealing to a wide range of industries such as apparel, footwear, accessories, luggage and leather goods, home furnishing, wallcovering and upholstery to name a few.

Sommers carries the widest range of in-stock plastic and man-made fabrics in the USA. HOLDCOM has been working with Sommers since 1996 and the two companies have enjoyed a wonderful working relationship. In our never ending quest to best serve our customers, HOLDCOM inspired Sommers to create an innovative material that was named one of "10 Materials That Will Change Your Life" by "Dwell Magazine" and was recently featured in "Architectural Record" as one of the year's "Outstanding New Products."

In September 2005, HOLDCOM mailed a promotional gift item to be used on telephone mouthpieces to eliminate dangerous bacteria on contact - using "Agion" antimicrobial to suppress the growth of bacteria. To make a long story short, Sommers contacted Agion to learn that they were not yet working with upholstery fabric producers and eureka, AgUARDIAN was born, a patent filed, and a multi million dollar contract was signed.

HOLDCOM hopes to help all our clients to this degree. Fred Schecter of Sommers says it best, "We are proud to be given the title, 'Client of the Month', and we share a debt of gratitude to HOLDCOM for more than just their excellent service and abilities in producing awesome "on hold" recordings!"



The HOKIE SPIRIT MEMORIAL FUND has been created to assist the families of the victims of the Virginia Tech tragedy and memorialize all who lost their lives. For information or to make a contribution go to [http://www.vt.edu/tragedy/memorial\\_fund.php](http://www.vt.edu/tragedy/memorial_fund.php)

Our hearts and prayers go out to all the families and the entire Virginia Tech community.

# Employee Spotlight!

When you call or visit HOLDCOM the first person you are likely to come in contact with is Patti Cobb, and what better way to be introduced to the HOLDCOM family? She is that rare person who is always happy, upbeat, and willing to "go the extra mile" to ensure that clients' needs are being fulfilled. As an Administrative Assistant, she is the point person for much of the inbound call traffic and outbound shipping. For over six years Patti has been communicating with many of you, and one of her favorite aspects of the job is dealing with the wide range of HOLDCOM clients.

When she is not holding down the fort here at HOLDCOM, she is holding it down at home, in Ridgewood, with her husband of 28 years, her high school sweetheart, and their two grown sons. Patti also likes to spend time at Lake George where she enjoys boating and skiing.



## SOCAP Recap San Antonio, TX

Where do all the top level companies and vendors meet to discuss the changing needs in customer care? This past April, San Antonio, Texas was the venue for SOCAP's International Symposium. If you are in the Customer Care space and are not familiar with SOCAP (the Society of Consumer Affairs Professionals) then you are missing out.

SOCAP served up some high kicking, down home hospitality Texas style, as leaders in the consumer affairs exchanged ideas and case studies to help advance customer care through education and networking. From vendor exhibits to break out sessions and inspiring key note speakers, companies from around the globe gathered at the Marriott River Center.



HOLDCOM has been a proud member of SOCAP since 2004. If you are not a member of SOCAP, we encourage you to join and get involved with a local chapter, as well as at the international level. If you or your organization is a member, take some time to acquaint yourself with all that SOCAP has to offer. Their website is chock full of valuable information to make you and your team perform better. To check out just some of the benefits go [here](#). To become a member, go to [www.socap.org/Welcome/Join](http://www.socap.org/Welcome/Join).

## Featured Partner: tierranet

Our featured partner of the month, TierraNet offers a wide range of web-related products and services, combined with unparalleled customer support. They offer a virtual one stop for personal or business internet needs. From domain registration and hosting to website design, they can put your business online with service, support, and reliability. If you need help or have a question they are available 24/7.

HOLDCOM has recently partnered with TierraNet to supply professional recordings and custom Message-On-Hold content for their new Virtual PBX service, ClearHello. This VoIP service is perfect for small to midsize businesses that want all the benefits of an expensive phone system at a low monthly rate. ClearHello connects multiple locations, staff and phones with one number and with no hardware or broadband required. To learn more about this great new service and other offerings, click on the link below.

[tierranet@holdcom.com](mailto:tierranet@holdcom.com)

### May Milestones

**Anniversaries:** Megan Andriulli  
6 years

**Birthdays:** Stacey Caropreso – May 16th

### NEW HOLDCOM BLOG!

Be sure to check out our new blog at [www.holdcom.com/blog](http://www.holdcom.com/blog), a forum for information, thoughts, and visions regarding audio marketing and growing your business. Visit often and share your wisdom.

## SAVE THE DATE!



HOLDCOM is a proud supporter of The American Cancer Society's "Relay For Life." This is not just a fundraiser,

but a time to remember those lost to cancer and to celebrate the survivors. Our very own Stacey Caropreso and her team enter their 16<sup>th</sup> year of participation on May 5-6, walking for 18 hours. If you would like more information or to make a donation go [here](#).

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*This month's contributors include Stacey Caropreso, Dona Eichner, Andy Begnoche, Steve Brown, Juan Sanchez and Harvey Edelman.*

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