



Dear Partners and Friends:

Happy Holidays to you and yours! During this season, we want to make sure to give thanks and show appreciation for all the blessings in our lives. Therefore, it is only fitting that we express our gratitude to our partners and friends and let you know how much we value your business and our relationships. We pride ourselves on providing only the best products and services and look forward to meeting, and exceeding, all of your statement and other document needs in the coming year.

That said, we are pleased to welcome a new client to the One2One family – RCN! Read *What's New* to learn more about this company and the services that One2One now provides for them. Also, please see this issue's *Featured Product* section to learn how to utilize our flexible, full color printing platform to help increase the open and read rate of your late and delinquency notices.

Additionally, our strategic manufacturing partner - Bowe, Bell + Howell - recently published a white paper focusing on the impact of customer loyalty on business results and how TransPromotional messaging can help to further increase this loyalty. Please be sure to click on the link below to download a free copy of this informative white paper, courtesy of Bowe, Bell + Howell.

We hope you find this newsletter useful and informative. As always, please feel free to contact me directly with any questions or comments. Happy New Year!

Sincerely,

Bruce D. Heverly
Chief Executive Officer, One2One Communications
Email: bruce.heverly@one2onecom.com
Phone: (630) 364-5954



FEATURED PRODUCT: Collection Letters

Along with printing bill statements, One2One also prints collection letters, including late and delinquency notices, for many of our partners. Statistics show that approximately 90% of bills are paid within the first 90 days. For those that go to collections, one of the challenges service providers face is getting the delinquent customer to open and respond to the payment request. Our flexible, full color print platform can help our partners to change up the color and presentment of these notices to continually present a new look and feel. Just changing how the letters are presented can help improve the open and read rate.

Red highlight color and check stock background variably printed in the mailing window are just a few of the tactics some of our customers have used to try to improve their collection attempts. To request more information on One2One's collection letter printing services, please contact Travis Howe, Vice President of Sales, at 630.364.5962 or travis.howe@one2onecom.com.



What's New?

One2One Welcomes RCN!



One2One is delighted welcome RCN as our newest client! One2One will be RCN's single source for letter printing services including collections, equipment return notices and privacy notifications.

RCN is a competitive digital entertainment provider that is committed to bringing its customers the best digital cable TV, high-speed Internet and phone bundles to homes in and around Boston, Chicago, New York City, the Lehigh Valley, Philadelphia and Washington, D.C. over a reliable network of fiber-optic cables.

American Solutions for Business Family Reunion Conference



One2One Communications was pleased to participate in the American Solutions for Business Family Reunion conference this fall in Minneapolis, Minnesota. Over 170 vendors and nearly 400 ASB sales associates and employees from across the country were there. Thanks to all who stopped by our exhibit to learn more about One2One's products and services.

Photo: American Family Reunion conference, September 21 2010. Bob Fiala, Director of Operations, ABS (left); Steve McGinnis, Project & Procurement Manager, One2One (right).

Bowe, Bell + Howell White Paper: Using Message Relevancy to Drive Customer Loyalty

One2One Communications' strategic manufacturing partner Bowe, Bell + Howell (BBH) has recently published the white paper titled, Using Message Relevancy to Drive Customer Loyalty; Considerations for Production Mailers. The white paper focuses on "the impact that loyal customers have on business results" and using TransPromotional messaging to further increase customer loyalty and profits. To download a free copy of this white paper, courtesy of BBH, please [click here](#).

Did You Know?

One2One offers competitive pricing on all types of inserts - from channel lineups and privacy notices to marketing promotions and third party advertisements. We handle multiple versions (unlimited number), black and white, and full color.

Additionally, we can provide pricing for a number of other print materials including direct mail pieces, postcards and letters.

Advantages of printing your inserts and other print materials with One2One include:

- Competitive Pricing
- Turnkey operation
- Reduced shipping charges
- Design services available

Contact your Account Manager for a quote today!



Getting to Know Us

Steve McGinnis

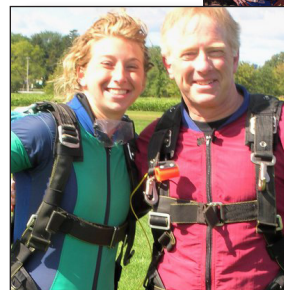
Steve McGinnis, Project and Procurement Manager, has been with One2One since 2007. He brings over twenty-five years of business experience in the telecommunications industry to the One2One project team. He has held a variety of management positions within divisions of two of the largest telecommunications companies in the country: Comcast and Time Warner Cable. Positions he has held include Director of Technical Services; Operations Manager; Manager-Project Administration, Installations and Fleet; and Manager-Project Administration and Quality Control.

Here are some fun facts about Steve:

- 1) Where did you grow up? *Cedar Falls, Iowa*
- 2) What's your favorite pass time or what do you like to do with your free time?
Motoreycles, collector cars, weight lifting, golfing.
- 3) What is your favorite sport (or team, or both)? *NASCAR*
- 4) Favorite food or restaurant? *Seafood, Steak, Mexican food, Chinese food, Fried food!.*
- 5) Favorite movie? *Tomb Stone*
- 6) Favorite music/band/group? *Bob Seger*
- 7) What do you like best about working for One2One?
The TEAM and the ability to make decisions that make a difference.
- 8) What do you think is the most exciting product or service that One2One offers and why?
*The high quality of our statements allowing the customer to get the most out of their billing.
Also, the Clients' ability to add TransPromo Marketing to their statements.*

A few other fun things to note about Steve:

- Has been married for 27 years.
- Has two daughters – one is married the other is now a senior at UW Madison.
- Went skydiving for the first time in September 2010.
- Turned 50 this year and says that “50 is the new 30”!
- Goes dirt biking every September in Moab, Utah with his three brothers.
- Really enjoys a good cigar.
- Feels that “LIFE is GOOD”!



Steve pictured with his daughter Shawn.

The McGinnis' Boys Annual Dirtbike Trip