



DIRECT HIT

One2One Communications Newsletter

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Dear Partners and Friends:

Welcome to this edition of One2One Communications' *Direct Hit!* We have a lot of exciting company and industry information that we are pleased to share with you this quarter. One2One would first like to welcome *Cox Media Group* as our newest customer! We are now providing print and electronic statement services for several of CMG's newspapers throughout the country and will roll out our services to the remaining properties in the next few months. Please see the *What's New* section to learn more about CMG and the services that One2One is providing for them.

As some of you may already be aware, we launched the new and improved One2One website earlier this summer. Please read *What's New* for more information and visit us at www.one2onecom.com to see the new site for yourself!

And finally, as you know, we pride ourselves on hiring and maintaining the very best team to serve you and we are delighted to report the promotion of several current team members and several new additions! Please see *Staffing News* for information on new employees and promotions within our company. As always, please feel free to contact me directly with any questions or comments you may have.

Sincerely,

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

What's New?

One2One Welcomes Cox Media Group!



WHEELING, IL., - One2One Communications has announced that we are now providing print and electronic statement services for Cox Media Group. One2One will be processing, printing and mailing subscription invoices and letters for nineteen of the company's newspapers located in Texas, Ohio, Georgia and Florida. The Austin American-Statesman and its community newspapers were the first to launch their new statement in early August.



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“Cox Media Group is a leader in the media industry and we are pleased to have been given the opportunity to provide statement services for them,” said Travis Howe, Executive Vice President for One2One Communications. “By providing a redesigned billing statement, our flexible data platform allowed us to create several ad graphic and promotional spaces that can be static or variably targeted, depending on CMG’s needs. This gives them the opportunity to really reach their customers on a more personalized and individual level, which can improve customer loyalty and retention.”

Cox Media Group is a “fully integrated media solutions company that leverages the best of television, radio, newspaper, digital, direct mail & print assets and services to create marketing solutions” for their customers with a mission to “build a valuable and profitable media enterprise.” The company’s “operations include 15 broadcast television stations and one local cable channel, 85 radio stations, eight daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. Additionally, CMG owns and operates Valpak, one of the leading direct marketing companies in North America.”

Upon full launch of the statement and letter applications in early 2012, One2One will be printing CMG’s residential statements and letters, retail invoices and advertising invoices for the nineteen newspapers.

One2One Communications Launches New Website

One2One Communications is delighted to announce the launch of our new website! The site’s improved navigation makes it easier to find information on our core products and services, utilize resource documents and read company news. Additionally, we have featured variety of dynamic statement examples that highlight our design and technological capabilities.

“In redesigning our website, we were looking to update our content, improve the site navigation, add additional features and strengthen our brand identity,” says Mark Hammerstrom, Vice President of Marketing and Communications for One2One. “As with any company, it’s important to keep our brand cohesive and the website plays a large part in that.”

The site went live in early May and has been receiving positive feedback. If you have not had the chance to visit yet, please do so at www.one2onecom.com. Please email michelle.kujawski@one2onecom.com with any comments or feedback.





One2One at CS Week Show

One2One Communications was pleased to be an exhibitor at this year's CS Week Conference held Monday, May 23 – Wednesday, May 25 in Orlando, Florida. CS Week Conference is "the premier customer service educational opportunity for managers and executives at investor owned utilities, cooperatives, municipalities and government entities." The conference brings utility industry professionals together with product and service providers.

"Having a presence at CS Week Conference gives us the opportunity to showcase our billing and statement expertise in the utilities industry," said Travis Howe, Executive Vice President for One2One. "As one of our primary vertical markets, it's important that we attend to keep up with the latest industry trends."

The conference featured an exhibit hall as well as a variety of speakers, presentations and workshops geared towards improving service and technology and highlighting best practices in the industry. Next year's conference is scheduled for April 30 – May 4 in Dallas, Texas. We hope to see you there!



*Pictured: Center–Bruce Heverly, CEO One2One.
Right–Travis Howe, Executive Vice President One2One.*

One2One Staffing News

One2One Communications congratulates **Christen Read** on her promotion to **Senior Office Administrator**. Christen is a part of the One2One finance group and has been with the company since 2008.

Additionally, we're glad to have **Craig Gagnon** join the IT/IS group as a **Systems Analyst**. Craig was a Senior Application Developer with his previous company and brings over seven years of technical experience in the print and mail industry to One2One.

We would also like to extend a warm welcome to our newest production group team members: **Kathleen Kibar, Operations Manager; Cheryl Owens, Production Supervisor; and Ricardo Carrillo, Quality Control Supervisor; Shana Perez, Print Operator; Kenny Bailey insert Operator; and Maurice Lakes, Team Lead.**



Did You Know?

Did you know that One2One can incorporate QR (Quick Response) codes into your statement and letter mailings? That's right! QR codes can be found just about everywhere these days and billing statements are no exception! Used for everything from promotional and advertising campaigns to directing customers to mobile payment portals, QR codes are the latest way companies are helping their customers to reach online information quickly and conveniently.

To incorporate a QR code into your statement mailing, simply determine where you want to place it - on the bill, mailing envelope, return envelope, insert, or subsequent TransPromo page – provide One2One with the artwork and we'll handle the rest.

Contact Michelle Kujawski, Marketing Manager, today for more information:
michelle.kujawski@one2onecom.com or 630.364.5956.



Getting to Know Us

Kathy Kibar, One2One's Operations Manager. As One2One's Operations Manager, Kathy oversees the day to day production operations in our Wheeling facility. Additionally, she manages all plant labor and support personnel, oversees warehouse operations and inventories, ensures compliance of security certifications for ISO 9001, SAS 70, HIIPA, etc. and manages the relationship with our onsite USPS detached mail unit. Read on for some more fun information about Kathy!

Where did you grow up?

Wisconsin, Indiana, Illinois

What's your favorite pass time or what do you like to do with your free time?

Spend time with my family

What is your favorite sport (or team, or both)?

Golf because my sons are golfers

Favorite food?

Lobster

What do you like best about working for One2One?

Team involvement

Kathy has a Bachelors of Art in English literature and is a life certified secondary English teacher. She was a teacher prior for 10 years prior to entering the business world.