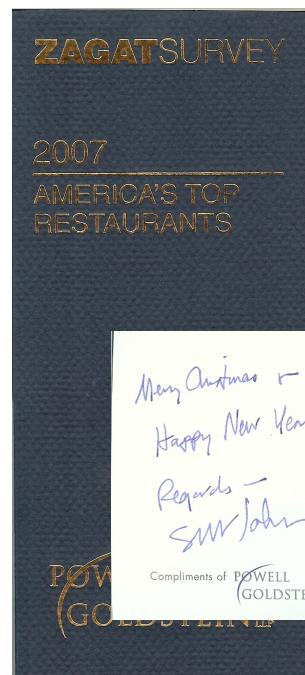


SAMPLE 2006 HOLIDAY CARDS DONE WELL!

Here are some great examples:

- Phil Davis, CIO of Porsche North America, sent us an **oversized, high quality, high gloss 2007 calendar** with amazing images of their cars in breathtaking sites – it's reminiscent more of a work of art than a calendar! It exudes class and discriminating taste. It's clearly a high-priced item that you wouldn't send to all of your 4832 Outlook contacts. This is the kind of piece that makes the recipient feel good when they get it – it screams "I thought you'd like this"!
- Stuart Johnson, of Powell Goldstein, for the past couple of years has sent us the **Zagat Survey of America's Top Restaurants** (see right) – incredibly practical as our team travels a great deal and this is a valuable resource for scheduling great dinner outings with the team, prospective or current clients.
- B.A. Boit, of KPMG Forensic Technology, and Christina Parker, VP of Operations at Bruster's Ice Cream, sent **highly customized, personalized cards with pictures of their respective families**. Although more a norm with the personal cards we receive, I greatly appreciated getting one from a professional colleague. It clearly illustrates their passion for family.
- Sami Jajeh, Principal at The Arketi Group sent a card with a Christmas ornament (see below) – a round metallic circle with a clever "a" cut out, tied to a red ribbon. It included a personalized note about reconnecting us and it was enclosed in a classy metallic brick envelope with a handwritten address and a festive stamp! Not only did it stand out from the rest, but I was motivated to pick up the phone, call and email Sami and schedule a visit between us to get caught up.



David,

Hope this card finds you well - hope we get a chance to stay connected and work together in '07

All the best

Cheers,

Sami



Happy holidays!

- Angela Brav, SVP of Franchise Strategy and Operations Support (FS&OS) at InterContinental Hotels Group sent a **personal thank you note** for our relationship and efforts with her team. It was simple, elegant, and heartfelt.
- Mike and Ron Johnson (Mike is a “she” and runs a graphic design firm; Ron is an author and a former Superior Court Judge Clerk), always hand-make their cards with updated pictures of their three sons and their families. They share intimate stories of triumph and amazing accounts of adventure that makes them uniquely “The Johnsons.” Here is an older version from 2005 (another hallmark of great notices – you’ll want to keep them!):



- Veronica Tompkins, a former Madison Avenue corporate communication executive turned entrepreneur, is a devout Christian. With a hand-made card, a personal note, she also sent **four books by Andy Stanley**, the senior pastor at North Point Church and our “remote” pastor at Buckhead Church. Every time I pick up one of the books to read, I think of Veronica and her inspiring note.

These are all examples of highly personalized, highly effective and very thoughtful notes of appreciation for our relationship and our association during the holiday season. It’s never about the cost of the effort (in case of the Porsche high-end calendar); it’s about practicality, impact and, uniqueness – it’s intended to elevate the brand called YOU above the rest of the noise that simply sends out pre-printed, admin label-applied and metered stamped versions!

Which ones would you prefer to receive? Which ones will you send out in 2007?

*The Nour Group is the leading provider of strategic management consulting, talent development and technology services. Leveraging the **Strategic Relationship Planning™** process, the firm helps its client companies transform their most valuable business relationships, both within as well as external to the organization into execution, performance and results. Clients such as KPMG, InterContinental Hotels Group, Scientific-Atlanta, a Cisco Company, and Cox Enterprises drive strategic focus, revenue growth, and cost performance from typical engagements. For more information on The Nour Group, please visit www.relationshipeconomics.net or call 1-888-339-1333.*