
Wood & Associates
Direct Marketing Services Ltd
2-237 Finchdene Square
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W . . . WOW 25 Years
WOOD'S WORDS OF WISDOM

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Holiday Issue 2007

From the President.....

As another year draws to a close, we would like to thank all of our customers for their support and partnership over the past year. Some of our customers have experienced dramatic growth recently and we are pleased not only to witness it happening, but also to actually be a part of it as we adapt to changes and meet increased volumes.

We have also added several new clients to our roster this year and I thank each of them for having the confidence and trust in Wood & Associates to handle their projects and for giving us the opportunity to get to know them.

There have been a few changes in our Client Services Dept over the past several months and we appreciate the way our new Account Managers have been welcomed by our clients. I am pleased to announce one further change that took place on November 19th. Julia D'Andrea has been promoted to the position of Manager of Client Services from her previous role of Client Services Coordinator. Julia has demonstrated excellent leadership skills since joining us close to two years ago and we know she will continue to excel in this new role.

A warm welcome also goes out to Erlinda Malbog who joined our team in October. Erlinda works in our Accounting Department and assists with reception.

Once again, thank you for a terrific year and we look forward to continuing our relationship into 2008 and beyond. Don't hesitate to give us a call to discuss your existing projects or to see how we can assist with any new upcoming plans you may have.

Seasons Greetings,



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What's New at Canada Post.....

January 14, 2008 Rate Increases

In addition to all of the rate increases we announced in our previous newsletter, Canada Post has advised of an additional rate increase in their International Incentive LetterPost rates. This is a permit Wood & Associates has to assist our clients in reducing their postage when 100 or more pieces of mail are delivered into the US or other International destinations. There are two levels of services available – one is Premium, which is by air, and the second is Standard, which is ground level service.

When US & International records are identified from mailing databases, this economic service is automatically used for all of our clients. For more information on this product, please give your Account Managers a call.

Please keep January 14th top of mind for all of your upcoming mailings for January and submit your data and materials to us early so we can help you avoid the increased postage rates as much as possible.

If you would like additional rate charts, just give us a call and we will gladly send a set to you electronically.

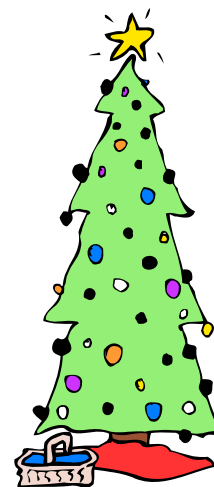
Help Us Help You.....

Now that a new year is approaching, it is time to reflect on the past one and what we would like to hear from you are any ideas, thoughts, etc. that you would like to see Wood & Associates do differently in the future. This can include any new services you would like to see or simply how we can be handling things better for you.

By knowing your thoughts and wishes we can take steps to improve our service levels and consider new areas of development that we may not already be thinking of. Please send an email to your Account Manager, or Julia D'Andrea, our Client Services Manager or pick up the phone and give us a call to discuss what's on your mind.

Our Holiday Hours.....

Monday, December 24 th	- Close at 1:00pm
Tuesday, December 25 th	- Closed
Wednesday, December 26 th	- Closed
Monday, December 31 st	- Close at 1:00pm
Tuesday, January 1 st	- Closed





Yet another year is coming to a close as we take this time to express our gratitude and extend appreciation for your partnership over the past twelve months. May you have a Healthy & Happy Holiday Season and a Prosperous New Year.

Following our tradition, in lieu of greeting cards, we have made donations to the following organizations on your behalf...

Nelle Wood

World Society for Protection of Animals

W. M. Zee

North York Harvest Food Bank

AG

Canadian Breast Cancer Foundation

J. P. Andrew

ADRA Canada

Jim Hill

Children's Aid Society of Canada

North York Women's Shelter

J. Edward

Karen Panfili

John

Paul



Linda Ruddy

Happy Holidays From the Staff of
Wood & Associates Direct Marketing Services Ltd.

The W&A Way.....

- ✓ 28 years in business
- ✓ QC checkpoints built in to all of our clients' jobs
- ✓ Security levels and Audit Controls
- ✓ Cross-Training to ensure the job goes on
- ✓ Developing real partnerships with all of our clients as part of our company mandate
- ✓ High levels of integrity & honesty

All of these add up to the development of trust in everything we do.

Wood & Associates' Corporate Philosophy: "Client Driven – Results Oriented"

Wood & Associates Direct Marketing Services Ltd. has a very positive reputation within our industry. That reputation is based on our company integrity, high quality of service and commitment to on time delivery of services. Our philosophy, while maintaining those key elements, is to form partnerships with our clients whereby we thoroughly understand their needs and work with them towards the success of their direct marketing programs. By meeting our clients' expectations and bringing solutions to the table, we develop both a level of trust and comfort with our clients that their best interests are always in the forefront of everything we do.

Our Client Services Team: Call (416) 293-2511

Julia D'Andrea, Client Services Manager Ext 113
Joseph Edwards, Account Manager Ext 126
Gord McDougall, Account Manager Ext 110

Al Blackman, Account Manager Ext 107
Shari White, Account Manager Ext 111
Ginger Hamilton, Admin Assist Ext 125

Wood & Associates is proud to be members of the following:



National Association of Major Mail Users
Canadian Society of Association Executives
Association of Fundraising Professionals
Scarborough Chamber of Commerce
Toronto Board of Trade
Canadian Professional Sales Association

