



"Helping winning companies tell their stories and build their brands."

Quote to Inspire  
Your Winning  
Ways:

"If you don't like the news, go out and make your own."

- David Batstone

Self Marketing  
Secrets:  
Put Your Best  
Face Forward

Is your do-it-yourself head shot shooting your personal or company brand image in the foot?

Check out Nancy Juetten's article for the November 25 edition of the ***Puget Sound Business Journal***. It offers useful tips to help you put your best face forward. Check out the story link:

[www.bizjournals.com](http://www.bizjournals.com)

## Thank You for a Great 2005, and Here's to Even Better Results in 2006!

Dear RecipientFirstName,

As we wind down for 2005, we express gratitude to the 31 winning clients we served this year. Together, we helped bring about a wide variety of quality media and marketing communications results to help build their brands and reputations. Here are the highlights by the numbers:

**38 how-to articles in the local and trade media**, including a monthly column in *Marketing* to bring the perspectives and expertise of Hydrogen Advertising President Bill Fritsch into the trade media spotlight

**Plenty of prominent, compelling, and accurate print and broadcast news and feature stories** to celebrate our clients' winning ways

**9 prestigious, media-supported client awards**. Among them included places on the 2005 ***Washington CEO*** magazine Best Companies to Work For list, finalist status on the Better Business Bureau of Western Washington Business of the Year contest, two places on the ***Puget Sound Business Journal*** 40 Under 40 list, the front cover of the ***Snohomish County Business Journal*** to honor Cascade Bank's Carol Nelson as Business Executive of the Year, and Nelson's #9 ranking on the ***U.S. Banker*** magazine list of the 25 Most Powerful Women in Banking.

### 6 quality client Web sites

- [www.airvan.net](http://www.airvan.net)
- [www.bellevuefinancial.com](http://www.bellevuefinancial.com)
- [www.graphictechnologies.com](http://www.graphictechnologies.com)
- [www.goffchaffeegeddes.com](http://www.goffchaffeegeddes.com)
- [www.officelease.com](http://www.officelease.com)

/seattle/  
stories/2005/  
11/28/focus5.html

Get in touch if you'd like to be connected with our favorite local photographers.

### Seeking Longer Hop Engagements for 2006

We are seeking just a couple of deeper, ongoing client relationships. We want to work with clients who value the rewards and recognition that a long-term commitment to public relations can bring. If you have experienced the impact of our short hop projects and are ready to engage in a deeper way -- or know someone who is -- let's talk!

**If you'd like to see a comprehensive list of our 2005 winning results to help you make the decision to add public relations to your marketing mix, just ask!**

Send email to

- [www.nsjmktg.com](http://www.nsjmktg.com)

**5 speeches** to bring our clients' expertise to a wider audience

**4 brochures** or folders to enhance new client acquisition results

**3 national LACP Vision awards** for annual report excellence

- Cascade Bank
- EvergreenBancorp, Inc.
- Northwest Business Bank

It has been a great year. We thank you for the opportunity to be of service and for the confidence you express in our abilities through your quality referrals.

We encourage you to engage the services or purchase the products of the fine companies we serve.

ABODA (formerly Northwest Suites & Housing Services) [www.aboda.com](http://www.aboda.com)

Acquisition Services Group [www.acquisitioninc.com](http://www.acquisitioninc.com)

Air Van Lines [www.airvan.net](http://www.airvan.net)

Bellevue Financial [www.bellevuefinancial.com](http://www.bellevuefinancial.com)

Cascade Bank [www.cascadebank.com](http://www.cascadebank.com)

Caffe D'arte [www.caffedarte.com](http://www.caffedarte.com)

Charter Bank [www.charterbankwa.com](http://www.charterbankwa.com)

Coffeehouse Investor [www.coffeehouseinvestor.com](http://www.coffeehouseinvestor.com)

Dr. Julie Miller [www.businesswritingthatcounts.com](http://www.businesswritingthatcounts.com)

EvergreenBank [www.evergreenbank.com](http://www.evergreenbank.com)

Flash Media Services [www.flashmediaservices.com](http://www.flashmediaservices.com)

Fowler Financial Group [www.fowlerfinancial.com](http://www.fowlerfinancial.com)

Goff Chaffee Geddes [www.goffchaffeegeddes.com](http://www.goffchaffeegeddes.com)

Graphic Technologies Inc. [www.graphictechnologies.com](http://www.graphictechnologies.com)

Highline Cancer Center [www.highlinemedical.org](http://www.highlinemedical.org)

Hydrogen Advertising [www.hydrogenadvertising.com](http://www.hydrogenadvertising.com)

Kathy Clayton Coaching [www.kathyclayton.com](http://www.kathyclayton.com)

Joanne Wright Private Jewelers [www.privatejewelers.com](http://www.privatejewelers.com)

Life Chapters [www.lifechapters.com](http://www.lifechapters.com)

Media Skills Training [www.mediaskillstraining.com](http://www.mediaskillstraining.com)

Milliman [www.milliman.com](http://www.milliman.com)

The Valterra Company [www.thevalterracompany.com](http://www.thevalterracompany.com)

Next Step Solutions [www.nextstepsolutions.com](http://www.nextstepsolutions.com)

Northwest Business Bank [www.nwbb.com](http://www.nwbb.com)

Oberto Sausage Company [www.oberto.com](http://www.oberto.com)

OfficeLease [www.officelease.com](http://www.officelease.com)

[Nancy@nsjmtg.com](mailto:Nancy@nsjmtg.com) or call 425-641-5214.

### Agency Takes a Holiday

Our agency will take a holiday December 22 through January 2. Thank you for holding e-mails, calls and new projects until we return to work on January 3.

We wish you all the best for the season and the New Year ahead.

RocketDog Communications [www.rocketdog.org](http://www.rocketdog.org)  
Sarantos Transformational Hair Design and Color [eric@sarantos.com](mailto:eric@sarantos.com)  
Scan Contemporary Furniture [www.scandesign.com](http://www.scandesign.com)  
TalkingRain Beverage Company [www.talkingrain.com](http://www.talkingrain.com)  
Yvonne Hall - Wachovia Securities [yvonne.hall@wachoviasec.com](mailto:yvonne.hall@wachoviasec.com)

With credit to Oprah Winfrey: We are fortunate to surround ourselves only with those who lift us higher. We wish for more of the same in the New Year for all.

You are receiving this newsletter because you have asked to receive it and/or we've worked on projects together and created valuable impact for your investment in our public relations and marketing communications services. If you don't want to receive free offers, tips and marketing news from us in the future, please send e-mail to [nancy@nsjmtg.com](mailto:nancy@nsjmtg.com), and I'll remove your name from the mailing list.

To unsubscribe, [please follow this link](#).

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