



August 15, 2005

Mr. Frank Cucco  
Impact Networking, LLC  
953 Northpoint Blvd  
Waukegan, IL 60085

Dear Frank,

All of us at *OfficeDEALER* magazine join in a hearty **CONGRATULATIONS** to you and your company on being selected as one of our 2005 Elite Dealers!

This prestigious award represents our annual tribute to the top office equipment, office products, and office furniture dealers in the U.S. After reviewing hundreds of entries, poring over all the massive amounts of information and qualifications submitted and seeking input from the major office product vendors and other industry leaders, we narrowed this elite group down to the top 100 dealers in the country. You and your staff are to be commended and should be proud to be included in such an elite group of dealers.

In recognition of your company's achievements, we present you with this enclosed Elite Dealer plaque. This plaque sums up what the Elite Dealer program is all about: superior sales and marketing, dedication to customer service, community involvement, and the ability to provide customers with unique and innovative solutions. We know you'll want to find a prominent spot in your dealership to proudly display this award.

In addition to this plaque, we've also enclosed several other items:

- Five extra copies of the July/August issue of *OfficeDEALER*. You'll find the review of this year's Elite Dealers starting on page 22 of this issue. As you read through this big issue, you'll notice that some of the major office product manufacturers have also joined in saluting you and your accomplishments as an Elite Dealer.
- A page of camera-ready art that includes the Elite Dealer award logo. If you would like a digital version (color) of these logos e-mailed to you, please send an e-mail to Bessie Comer at: [bcomer@os-od.com](mailto:bcomer@os-od.com). We encourage you to copy and display these logos in your business facility, on printed materials and in your advertisements ... or anywhere you want to impress your customers and prospects. You'll find this to be a great sales and marketing tool.
- A suggested press release. We have included this press release outline to help you gain additional exposure for your company in your community. When you send your revised press release out to local newspapers or business publications, you'll also want to enclose a

photo of yourself or your dealership. Don't hesitate to boast about this big achievement ... it's a way to let your community know that your business is "a cut above the rest."

- Several FREE subscription cards. If you don't currently receive *OfficeDEALER* magazine, please be sure to fill out one of these postage paid cards and return it to us. Also, please pass along these extra cards to other key sales and marketing managers in your dealership so that they too can receive a FREE subscription to *OfficeDEALER* magazine.
- An order form for additional Elite Dealer award items to help you promote this momentous achievement. You'll want to let everyone know about this prestigious award that you've just earned ... customers, prospects, business associates and employees. You can order additional copies of this special issue, duplicate award plaques and custom reprints. Be sure to "Spread the good news" and capitalize on this big marketing opportunity.

**Once again, we salute you on being named one of the "best of the best" with this 2005 Elite Dealer award!**

Sincerely,



Richard Kunkel  
Publisher

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