

# Insights

*Thank you for your continued business!*



## Useful Business Resources

Small Business Administration  
www.sba.gov

Business Owner's Toolkit  
www.toolkit.cch.com

Chamber of Commerce  
www.chamberbiz.com

Women Entrepreneurship  
www.women-21.gov

Women Impacting Public Policy  
www.wipp.org

## MSW Celebrates 5th Anniversary with Newsletter Revival!



*By Sandy Waggett*

MSW Interactive Designs LLC will celebrate our 5th

Anniversary this month. It has been a great 5 years and we owe you many thanks. To celebrate, we are reviving and improving our client newsletter that has been dormant for three years.

*Insights* will be focused on sharing information that we think you may find useful. We'll also introduce our clients to one-another and share new services and technologies with you. A print publication of *Insights* will be mailed quarterly.

*MSW Express*, an email version of this newsletter, will be sent in the months when the print ver-

sion is not published.

In celebration, we are also launching a new client rewards and appreciation program to say *thank you* for helping us grow. This will include fun new programs including Baxter Bucks, Daisy Anniversaries, Lemons to Lemonade, and the Web Hound Award!

The Daisy Anniversary will recognize client annual anniversaries with MSW. It is based on one of my mentors and role models, my Grandmother Jaeger. She was a hard worker who managed a family while my Grandfather was away at during WWII. They were married over 50 years until my Grandfather passed away.

Her integrity, character, and loyalty to her family and friends was always inspirational to me.

She loved white daisies. After the passing of my Grandfather, I sent them to her often. In the language of flowers, daisies mean loyalty.

I cannot think of a better symbol to represent our business anniversary and to celebrate each of our client's anniversaries with MSW.

To recognize our clients, those with at least one year of doing business with MSW-ID will begin receiving annual white daisy anniversary recognitions on the month of their start-date. It's another way to thank you for your loyalty and your business.

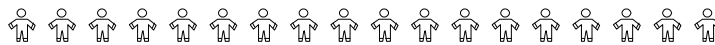
As you read through this edition of *Insights*, you'll learn more about the new rewards programs we will be implementing in the coming months. Our hope is to continue to let you know how much we appreciate you and how much we credit our growth to your referrals.

I'm excited about *Insights* and I'm excited about the next five years. Our goal continues to be to provide the best possible service and experience for you, our customers. We are always working to improve, so your feedback is welcome and appreciated!

Thank you again for the first five years. We look forward to a long business relationship with each of you. ❖

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## MSW Office On the Move

*By Gretchen Sherrill*

Our main office has relocated to the nation's capitol, Washington DC. Located in the Capitol Hill neighborhood, we are now a mere eight blocks from the U.S. Capitol building.

We will continue to provide you with the professional integrity and quality of service that has

been a cornerstone of our mission since inception.

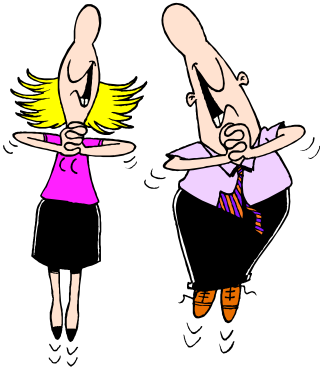
We intend to take advantage of the small business professional development and legislative information available in our nation's capitol to benefit our small business clients.

**Please note our new address:  
720 A Street NE  
Washington DC 20002 ❖**



## Our 5th Anniversary Celebration Focuses on Improvements!

In recognition of MSW Interactive Designs LLC's (MSW-ID) 5<sup>th</sup> anniversary, we are launching new customer programs and improving our company website to better serve you.



### Communications

We are in the process of creating a new Client Center on our website. You can pay your bill online, get the latest web marketing and promotion tips, read our newsletters, and much more. We expect this to be complete in October! Check it out at: [MSWInteractiveDesigns.com](http://MSWInteractiveDesigns.com).

### New Billing System

We will be implement new billing and debt collection procedures this Fall. MSW strives to make our billing process organized and easy to follow to reduce lost revenue, keep our rates low, and to make the most efficient use of time. We will

send more details to you via US mail in the month of October!

### Customer Appreciation Programs

We are implementing several new customer appreciation programs this Fall! You will soon receive a customer appreciation packet that includes a program enrollment form and an overview of programs. We ask that you complete the enrollment form and send it back to us so we can better tailor and personalize your rewards!

**We want to let you know in as many ways as possible how much we appreciate your business and your referrals! ❖**

## Preview of Client Awards and Appreciation Programs

### The Lemons to Lemonade Award

This award recognizes challenges overcome, self-improvement, or business improvement made by our clients. Clients can self-nominate or be nominated by others. The clients must provide an example of taking risk and making an improvement in their lives. Clients should briefly explain how they took a "lemon" situation and made lemonade and why it was important for them to do so.

Submit anything you are of proud of accomplishing in your business or personal life. Examples might include:

- Losing weight
- Quitting smoking
- Continuing your education
- Making a change to your business
- Achieving a local recognition

We'll highlight nominees each month and the big award will be announced each June 1, the anniversary of the opening of the new MSW-ID office in Washington DC. Packing up and moving a business to a new location required a positive, can-do, lemons to lemonade attitude, so it seems fitting to make the award on that date!



### Baxter Bucks

Named after our office basset hound, Baxter, this client referral program will pay you with Baxter Bucks

to help spread the word about MSW-ID's web design and hosting services and our wedding site advertising opportunities. Baxter Bucks can be used to pay your MSW invoices! Nearly 90 percent of our business is gained through word of mouth advertising and we want to reward you for telling others about us.

### The Web Hound Award

We want to recognize those clients who sniff out the most business. The Baxter Bucks recipients will be tallied and the person with the highest number of referrals will be deemed our Web Hound of the Year and receive a special reward. Watch your mail for detailed information on these programs!

### Most Valuable Client (MVC) of the Month

On the first Monday of each month, MSW-ID will recognize a MVC of the month. Clients are chosen by MSW-ID staff based

on a variety of criteria which may include:

1. At least one client referral
2. Continued growth and promotion of your business, including implementation of new services or new marketing efforts
3. Support of the small business community, including participation in your local business organizations like BBB, Chamber of Commerce, SCORE, or others.
4. On-time MSW-ID bill payment

Monthly winners will receive a certificate of recognition, publicity in MSW-ID communications, and a gift certificate based on the information provided in their customer appreciation enrollment form (watch for it in the mail shortly!).

### Most Valuable Client (MVC) of the Year

From these 12 winners the MSW-ID staff will choose an overall winner. The overall winner will be chosen on Dec 15.

The MVC of the year will receive a certificate of recognition, and gift. MSW-ID will publicize the winner in its communication and send press releases announcing the win to the client's local media. ❖

## MSW Interactive Designs LLC Hires New Director of Business Development



Gretchen Sherrill joins the MSW-ID team as the new Director of Business Development. Gretchen has experience in implementing communications strategies, managing public programs and coordinating membership services. Her education includes an M.A. in English.

In addition to contributing to the long-term growth plans of MSW and assisting with day-to-day operations, Gretchen will be responsible for developing and implementing new customer satisfaction programs and working to generate greater publicity for MSW-ID services and our clients.

We feel lucky and privileged to have Gretchen on the team! She brings a wealth of knowledge and experience to the MSW Team and is a true pleasure to work with.

*"I am thrilled to be a part of an organization that treasures its clients and aims provide service excellence" said Sherrill. "I look forward to working with the community of long standing MSW-ID clients and introducing potential customers to our commitment to quality products, services, and customer care."*

**Special Note: Gretchen is celebrating a her birthday on Sept 9!**

## Welcome New Clients!

MSW-ID welcomes our most recent new clients! These clients joined us in August 2004.

**Anthony Duca Photography**  
Naples, Florida  
[www.tonyduca.com](http://www.tonyduca.com)

**All About Honeymoons**  
Denver, CO  
[www.allabouthoneymoons.com](http://www.allabouthoneymoons.com)

**Studio 1331**  
Denver, CO  
[www.studio1331.com](http://www.studio1331.com)

**Applebee's Green Hills Grill**  
Knoxville, TN  
[www.specialtyrest.com](http://www.specialtyrest.com)

**Artistic Images and Design**  
Pueblo, CO  
[www.christinaphotos.com](http://www.christinaphotos.com)

**A Personal Touch Wedding**  
Colorado Springs, CO  
[APersonalTouchWedding@earthlink.net](mailto:APersonalTouchWedding@earthlink.net)

**Affairs Remembered**  
Miami, FL  
[www.affairsrememberedbybnc.com](http://www.affairsrememberedbybnc.com)

**Terri Swaggerty Portraiture**  
Knoxville, TN  
[www.swaggertyportraiture.com](http://www.swaggertyportraiture.com)

**Special Moments Photography**  
Arnold, MO  
[specialphotographymoments.com](http://specialphotographymoments.com)

**Passion Parties by Ita**  
Bellville, IL  
[www.yourpassionconsultant.com](http://www.yourpassionconsultant.com)

**Air Force Academy Quarterback Club**  
Colorado Springs, CO  
[www.goafago.com](http://www.goafago.com)

## Hurricane Frances

*By Sandy Waggett*

We have many, many clients in the South Florida area where Hurricane Frances hit hardest. In addition, my husband's parents live in a retirement park in Fort Pierce, where much destruction occurred.

We finally heard from Mike's parents on Monday evening that they were okay and, for the most part, their home was okay. We are hoping and the praying the same for our clients and their families in the area.

Please don't hesitate to contact us if

there is anything at all we can do for you. MSW Interactive Designs LLC made a donation on Sunday to the Red Cross as a small way of helping those affected.

The Red Cross is a great organization and made nothing less than a heroic effort to aide South Florida residents with shelter and now with getting back on their feet. If you are interested in helping, their website is [www.RedCross.org](http://www.RedCross.org) or you can call them at 800-HELP-NOW.

For those small businesses in South Florida that were affected by the hurricane, the Small Business Ad-

ministration has a great disaster recovery loan program to help you.

Visit their website to learn more at: [http://www.sba.gov/disaster\\_recov/index.html](http://www.sba.gov/disaster_recov/index.html)

You may also contact your local SCORE office They are fantastic and they have a vast array of free services for small business owners.

**Ft Lauderdale SCORE:** (954) 356-7263  
<http://www.score17.org/>

**South Palm Beach :** (561) 981-5180  
<http://www.score-chapter412.org/>

**South Broward :** (954) 966-8415

# MSW Customer Spotlights

## Kathy Reid

**Kathy Reid**, a partner and owner of Heller & Reid Bouquet Preservation located in Richardson, TX (a suburb of Dallas) is one of the largest bouquet preservation companies in the United States.

Kathy began her career in fashion and advertising but quickly found a niche in the wedding industry and the opportunity to make use of her many talents. She operates four websites designed and hosted by MSW Interactive Designs LLC.

### HellerandReid.com

The beauty of nature enjoyed for years, not days. Bouquet and floral preservation.

**MemoriesandMomentos.com** Retail and wholesale site featuring decorator and museum quality shadow box frames, jewelry boxes, and keepsake displays are designed for the protection of three-dimensional collectibles.

### PetalToss.com

Preserved petals in a variety of colors for tossing or decorating.



**WeddingBridalandJewelry.com** Offers brides a fashionable, yet affordable jewelry, designed to enhance today's bridal and bridesmaid gowns.



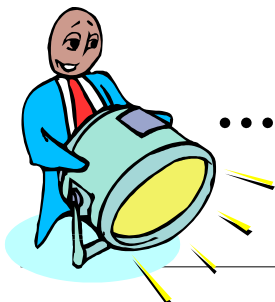
**WeddingFlowersandEvents.com** Customized floral themes to help

make a bride's dreams come true.

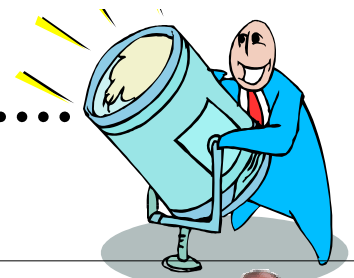
Kathy will be launching a new website shortly, targeting memorials. The website address will be: **MemoriesandMemorials.com**. We send an announcement as soon as the new website goes live!

Kathy is a member of Wedding Entrepreneurs of Distinction, The Association of Wedding Professionals, The Floral Freeze Dry Association, The Association for Wedding Professionals International, The Wedding Guild and the Association of Bridal Consultants. She has published articles and authors a monthly newsletter just for brides. Kathy has received a number of awards, including The Award of Excellence from the Bridal Extravaganza, Inc., the largest bridal show in the United States.

**Kathy Reid** has been a valued and repeat customer of MSW Interactive Designs LLC for the past 3 years, since 2001!



## Mike MacGuire



Mike MacGuire is a real estate professional in Colorado Springs, CO. Mike has 14 years experience and is consistently rated the Top Producing Broker of 250 brokers at RE/MAX Properties and continues to maintain the highest customer satisfaction rating possible. Mike operates four websites designed and hosted by MSW Interactive Designs LLC.

### BuyWithMike.com

This site provides an overview of Mike's experience, specialties and real estate services.

### AllPeregrineHomes.com

A listing of upscale properties available in the Colorado Springs area.

### MilitaryCashBack.com

This site features a program to thank military families, the #1 cash bonus program available for military homebuyers and homesellers.

### PeakHomesOnline.com

A comprehensive guide which profiles all homes available for sale homes in the Pikes Peak region.

Mike's professional recognitions include being ranked in the top one percent of brokers nationwide and top one percent of agents by the Pikes Peak Association of Realtors. He has received the Top Referring Agent award and Top Closing Agent awards from Cendant Mortgage.

Mike is consistently named to the Biggest of the Best list by Real Trends Magazine, the compilation of the top associates from the nation's largest residential brokerage firms.

**Mike** has been a loyal and repeat customer of MSW Interactive Designs LLC for the past 3 years, since 2001!





Thank you for your continued business!

MSW Interactive Designs LLC  
720 A Street NE  
Washington DC 20002

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Email: [info@MSWInteractiveDesigns.com](mailto:info@MSWInteractiveDesigns.com)

*We put the web to work for you!*

[www.MSWINTERACTIVEDESIGNS.COM](http://www.MSWINTERACTIVEDESIGNS.COM)

## Classified Marketplace



As a service to our clients, *Insights* will include a free marketplace to sell business related equipment, inventory, or the entire business! Contact us by email with your listings for the next edition at:

[info@mswinteractive-designs.com](mailto:info@mswinteractive-designs.com), or by phone toll free at 877-211-5492.

### Technology Recycling Services

Computer equipment and cell phones

contain materials that are harmful to landfills. The EPA Consumer Education Initiative urges you to participate in recycling programs, many of which are tax deductible. For a full list of these programs visit the EPA website at <http://www.eiae.org/whatsnew/news.cfm?ID=100>

Tax deductible recycling efforts are a good business decision and a great decision for our future.

### Used Cell Phones

Both Charitable Recycling and Collective Good accept cell phones as charitable

donations for recycling. For further information visit their websites at <http://www.charitablerecycling.com/CR/home.asp> and <http://www.collectivegood.com/>

Verizon Wireless sponsors The Hope Line phone recycling program. Hope Line collects wireless phones that are no longer being used. The used phones are either refurbished and recycled or sold in order to assist victims in emergency domestic violence situations. To learn more visit <http://www.verizonwireless.com/b2c/aboutUs/communityservice/hopeLineRecycling.jsp> ◇