



# Colco Group Of Companies

January 2009

## Special Points Of Interest

- Select Fluid Power celebrates 10 years in business.
- Pacific Outback Resorts sign a contract with Sear Airplanes.
- Colco Systems is expanding globally.
- Freeway Hydraulics has a change of employees.
- Grizzly Supplies is expanding their overseas market.
- Seymour Rentals adds new equipment to their fleet.



## Company News Briefs

**Colco Systems** is in the process of upgrading an existing factory and expanding internationally. December 15th marks the grand opening of the factory in Panama. New plant openings will be taking place in South Africa and Dubai. Colco Systems will be adding a 3rd plant in Papua New Guinea. Harrisburg, PA has requested their plant to be upgraded. Inquiries continue to come in from all over the world keeping head office busy.

**Freeway Hydraulics** has a new truck for their salesman. Now they have expanded their sales territory which is keeping the plant busy. Their customers take advantage of the quick turn around time on their repairs which is now making them a viable operation.

**Grizzly Supplies** has been selling their seals throughout Canada and the US. They have also sold and purchased specialized seals kits overseas. Both Deryol and Armen are going to the Philippines next year where Armen will research his market and Deryol will be looking after the interests of Colco Systems.

**Kensington Park** has new all-weather footing in the indoor arena. Lana has a new horse to ride. The Park has installed a security system which includes high tech lighting and cameras.

**Pacific Outback Resorts** is looking forward to its 2nd season. The record catch for the first season is a 54lb King Salmon and a 215lb Halibut. They have signed on with Sear Seaplanes which now has the newest and most luxurious seaplane fleet in No. America. They fly guests nonstop to the Resort every Sunday and Thursday.

**Select Fluid Power** goes full steam ahead in their expanding market. They are repairing chip dump cylinders from the sawmills. Their employees look ahead as they go into their 11th year of business.

**Seymour Rentals** remains busy. They have purchased brand new 60' manlifts. The Vancouver waterfront is leasing them out.

### \*\*For Your Information—Fun Facts\*\*

\*\*Congratulations to Ken Lewis who is getting married next year in the Philippines.

\*\*Grizzly hosts chicken dinner in the back of their bay on December 19th.

\*\*While feasting on chicken there will be a drawing to go with Alvino Pais to Pacific Outback Resorts for an all-inclusive fishing package.

**Wishing Everyone  
All The Best For 2009**

### Quotable Quotes

1. Sales are contingent upon the attitude of the salesman not the attitude of the prospect.
2. Opportunity is missed by most because it is dressed in overalls and looks like work.
3. The reward for work well done is the opportunity to do more.



Another annual festive gathering of employees took place at the Cascades. All but a few employees showed up to eat, drink and socialize.

The employees were entertained by Select Fluid Power's salesman Bernie Coatta and his band. The music was phenomenal as people danced the night away. In between the frivolities some people dabbled with their luck at the Casino and watched their fortunes change with a pull of a lever.

All the way into the early hours of the morning everyone laughed and mingled.

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop



Caption describing picture or graphic.

and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So,

when you’re finished writing your newsletter, convert it to a Web site and post it.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newslet-

ters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

*“To catch the reader’s attention, place an interesting sentence or quote from the story here.”*

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This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid



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selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw

shapes and symbols.

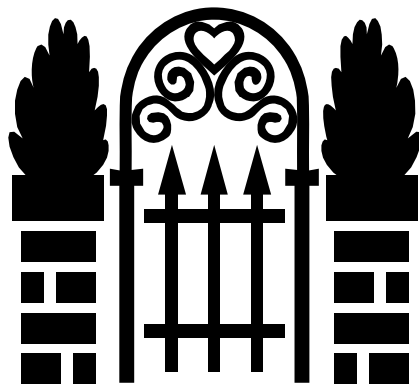
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## HEWLETT-PACKARD

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
E-mail: someone@example.com



*Your business tag line here.*

**We're on the Web!**  
**example.com**

*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*

## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to

list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



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