

## Founder's Message

Hanging on my office wall is a plaque with five simple words inscribed on it:

**HONESTY, INTEGRITY,  
COMMITMENT, QUALITY, LOYALTY**

If you become my client, you will experience how I and my staff fulfill what I call MarkeTech's "Client Bill of Rights." Here are some examples of how I translate those five words into my promises to you:

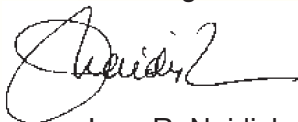
You have the right to have me deal honestly and fairly with you. I'm a straight-shooter. I'll always give you the unvarnished truth.

The simple measure of my integrity is that you get nothing less than my personal trust, my best professional counsel, and my most creative thinking.

You have a right to expect me to meet all my work-performance commitments. When I tell you I'll do something, I will be accountable for delivering it on time, and it will be done with the quality that has made my firm's work-products the standard by which all others are judged.

As to my loyalty, you will have me to stand by you and support you whenever and however I can. I choose to work with only four clients at a time because being loyal requires significant time commitments, and a lot of my personal attention. After all, if I'm going to treat your company as if it were my own -- which I do -- then you have the right to expect me to be there for you 24x7x365 -- which I am.

I read that plaque every morning, then spend the rest of the day channeling my drive to succeed into making sure that companies like yours get a full measure of their client rights.



Joan R. Naidish

## The MarkeTech Method

Reporter: "Mr. President, why are we sending a man to the moon?"

JFK: "Because it's hard."

Many clients seek out MarkeTech for projects that are hard. . . or at which others have failed. The firm's reputation for thriving on challenges is manifested in its sophisticated methodologies and state-of-the-art techniques, as they are detailed in the enclosed *Services Menu* and separate *Products Menu*.

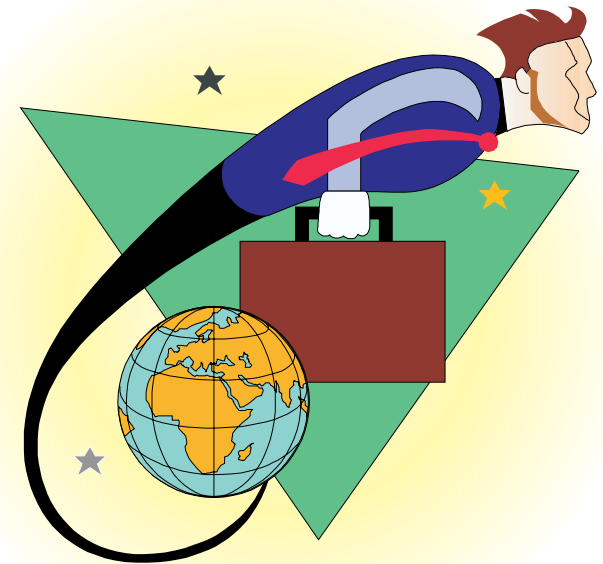
Every client project is treated as unique, and MarkeTech customizes its methods accordingly. The firm's extensive array of proprietary -- and traditional -- strategies and tactics brings a virtually unlimited arsenal of resources to bear on every project.

True to its business development scope, MarkeTech details out each project plan on a company-wide scale, so that the results and benefits achieved flow into every nook and cranny of the client's organization.

In tailoring a custom one-on-one method, MarkeTech always includes hands-on implementation. The firm becomes integral to its client's organization, thereby ensuring project success. Every client has unlimited access to 24x7x365 support.

MarkeTech recognizes the commitments of its time and resources required to bring a "hard" project to successful completion. That's why the firm engages only four hand-picked clients at any given time.

# MARKETech



## World's Most Productive Business Development Consultancy Firm

MarkeTech = Market Development Techniques

"For I dipped into the future, far as  
human eye could see,  
Saw the Vision of the world, and all the  
wonder that would be;  
Saw the heavens fill with commerce. . . ."

Alfred, Lord Tennyson

## MarkeTech's Vision

In the ever-expanding global village, applying our business development innovation, skills, and creativity to illuminate clients so that they shine -- as beacons of success -- across their market vistas.

## MarkeTech's Mission

To translate each client's mission into actionable reality, and then to develop that reality into business success; to forge new trails that lead to meaningful, measurable business results; to be a valued member of every client's team by being accountable and responsible for our performance; to deliver work product excellence and unparalleled service by treating each client's business as if it were our own; to shield our client from adverse public opinion and to help overcome and conquer challenges during times of crisis; to nurture and mentor those clients who seek new skills and capabilities so that, when our work is done, they can run the race independently and confidently. . . as an industry leader the attainment of these goals is the mission of MarkeTech.

"One of MarkeTech's major clients (a Malcolm Baldrige excellence-in-quality award winner) declared that my team's deliverables achieved "Six Sigma" quality."

Joan R. Naidish

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## The MarkeTech Team

*MarkeTech Doesn't Just Talk Your Talk. . .  
It Has Walked Your Walk!*

MarkeTech's team brings to its clients diverse and meaningful skill sets that have been honed razor sharp by years of practical experiences:

- ❑ MarkeTech's reputation is based on its proven innovations, as well as its compelling "thought leadership"
- ❑ Executives at MarkeTech have proven track records in sales, (even to having won "top gun" sales awards), which underly the firm's successes in actually increasing their clients' revenues
- ❑ MarkeTech's EIRs (Entrepreneurs-In-Residence) bring start-up expertise, having launched some half-dozen new ventures (See *Company Background*)
- ❑ Its team's 30 years as editors or publishers make MarkeTech the firm of choice for press marketing and public relations and, with the firm's award-winning in-house advertising agency, brings clients one-stop shopping for both press and media
- ❑ With team members who have had in-house and outsourced backgrounds, MarkeTech is highly compatible with companies that already have their own business development personnel or departments in place
- ❑ 14 technology patents, plus several trademarks make the firm a formidable ally in projects which have an IP focus.

## MarkeTech & Jump Start

MarkeTech's 2006 acquisition of its new subsidiary Jump Start Communications created an important synergy in the marketplace, which enhances both firms' abilities to deliver more significant client success.

Jump Start's 15 years of tactical project implementation and solution capabilities complements MarkeTech's full-service business development activities.

Further, Jump Start provides the vital resources needed to overcome the client disappointment caused by MarkeTech's strict policy of handling only four clients at any given time. Now clients who had been previously turned away finally have -- in Jump Start -- access to the high-quality client work products which have become MarkeTech's hallmark.

For the budget-constrained companies, Jump Start provides affordable solutions, which even include easy-to-use pre-packaged DIY marketing and PR tools, as well as cost-effective client training or mentoring programs.

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