

The communication infrastructure community and industry

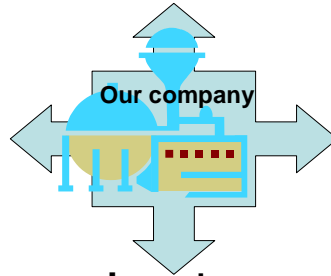
Lobbyist in Albany
Member of 3 trade associations
Annual community open house

Missing: membership in local business organizations, speakers bureau

Employees and partners

College recruiting, HR website, supervisory communication coaching, on-boarding orientation, sales and technical training

Missing: extranet for partners, feedback from partners, employee suggestion system



Customers

Print advertising, press releases to industry press, customer product training, help line, sales presentations

Missing: customer feedback system, customer newsletter or meetings

Investors

stockholders meetings, annual reports

Missing: RSS or email news feeds, podcasts or webcasts of investor conference calls

Communication systems model