



KULTIVATOR

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Dear Friends and Colleagues,

This year, Kulture Marketing is honored to make a contribution on our clients' behalf to Essex County CASA (Court Appointed Special Advocates for Children).

As always, thank you for your continued business and friendship and we wish you the very best for the holidays and 2007!

Sincerely,



GIVING BACK - A YEAR IN REVIEW

Kulture Marketing is proud to have made contributions of both time and money throughout 2006 to these amazing organizations:

- CASA
- Caldwell Food Bank
- The Children's Institute
- Community Food Bank of N.J.
- Help the Children Hear
- Somerset Home for Temporarily Displaced Children
- The Rotary Club of the Caldwells
- The Smile Train
- The United Way of North Essex
- The YMCA

E-MAIL ETIQUETTE

Although most people understand the importance of following certain rules when writing a business letter, they often forget these rules when writing an e-mail message. Here are a few great tips.

Mind Your Manners: Think of the basic rules you learned growing up, like saying "please" and "thank you". Address people you don't know as Mr., Ms., or Dr. Only address someone by their first name if they imply it is okay to do so.

Watch Your Tone: *Merriam-Webster's* defines *tone* as an "accent or inflection expressive of a mood or emotion." It is very difficult to express tone in writing. You want to come across as respectful, friendly, and approachable. You do not want to sound curt or demanding.

Be Concise: Get to the point of your e-mail as quickly as possible, but do not leave out important details that will help your recipient answer your query.

Be Professional: This means, stay away from abbreviations and do not use icons (those little smiley faces). Do not use a cute or suggestive e-mail address for business communications.

Use Correct Spelling and Proper Grammar: Use a dictionary or a spell-checker — whichever works better for you. Although you can write in a conversational tone (contractions are okay), pay attention to the basic rules of grammar.

Ask Before You Send an Attachment: Because of computer viruses, many people will not open attachments unless they know the sender. Even that can be a mistake because many viruses come disguised in e-mail messages from someone you know. Before sending an attachment, ask the recipient if you may do so.

Wait to Fill in the "TO" E-mail Address: Career Planning Site visitor Larry Bachelor says, "I never fill in the 'TO' e-mail address until I am completely through proofing my e-mail and I am sure that it is exactly the way that I want it. This will keep you from accidentally sending an e-mail prematurely. In the past, I have accidentally clicked on the 'send' icon, when I really meant to click on the 'attachment' icon." ■

Excerpts taken from "Your Guide to Career Planning" written by Dawn Rosenberg McKay

WELCOME ABOARD!

- Atlantic Regional Life and Health Underwriters
- Butler Memorial Hospital
- Café Serene
- Dudley Lewis, Inc.
- First Presbyterian Church at Caldwell

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FOR A COMPLIMENTARY SUBSCRIPTION, OR TO ADD A FRIEND TO OUR MAILING LIST,
PLEASE E-MAIL KULTURE MARKETING AT: EMAILUS@KULTUREMARKETING.COM.

THE TANGO

To fulfill a wish that I have had for a very long time, I recently began taking private ballroom dancing lessons, and I am having a great time! I want to share with you that in learning to do the tango, I am not only learning the *steps* of this Latin-American dance, I am learning some basic skills that are important both in business and in other aspects of my life. The steps of any dance (and how these steps are taught) can be carried over to any customer service-related business. Let me give you a few examples.

When you dance with a partner, wait to follow their lead:

Your customer is your partner. While working with a client, it is crucial to learn all about their business, their target audience, and their product line or services before you head out “onto the dance floor.” Then, follow the client’s lead and be mindful of their comfort level (and budget) when introducing new projects, and so forth. (You want to be careful not to step on anyone’s toes!)

Learn each step, break it down, and practice, practice, practice!

Keeping the lines of communication open between you and your client is essential for running a successful business. Check in with clients to make sure that they are happy with the work and the services you are providing them. You can learn something new every day from your clients, and they, in turn, can learn from you!

Let the love of the dance show through, not only in your style and expression, but in your technique and follow-through:

If you love what you do, it will show. The trust between you and your clients will grow as well as your business! ■

ESSEX COUNTY CASA - LEARN MORE ABOUT THEM

Would you find it shocking if I told you that Newark and its surrounding towns had 1% of the nation’s abused and neglected children—and 25% of New Jersey’s?

Most people do.

The sad fact is that there are 3,000 children in Essex County who have been removed from their homes for abuse and neglect.

Most of them will be shuttled from foster home to foster home until the Family Court decides on a permanent plan for them.

These children need one-on-one attention, something that the overburdened child welfare system cannot provide. There are simply too many children to go around for each caseworker.

That’s why CASA is so important.

For more than 20 years, CASA has recruited, trained and supervised volunteer Advocates—people just like you—to keep these children from getting lost or forgotten in the foster care system—and to see that safe, loving, permanent homes are found for them quickly.

To learn more about CASA, visit them online at www.casaessex.org or call them at 973-693-6791 ■

Once again, “The Washington Post” has published the winning submissions to its yearly neologism contest, in which readers are asked to supply alternate meanings for common words. Some of the winners are:

1. **Coffee** (n.), the person upon whom one coughs.
2. **Flabbergasted** (adj.), appalled over how much weight you have gained.
3. **Abdicate** (v.), to give up all hope of ever having a flat stomach.
4. **Esplanade** (v.), to attempt an explanation while drunk.
6. **Negligent** (adj.), describes a condition in which you absentmindedly answer the door in your nightgown.
7. **Gargoyle** (n.), olive-flavored mouthwash.
8. **Flatulence** (n.), emergency vehicle that picks you up after you are run over by a steamroller.
9. **Balderdash** (n.), a rapidly receding hairline.
10. **Frisbeetarianism** (n.), (back by popular demand): The belief that, when you die, your Soul flies up onto the roof and gets stuck there. ■

Kulture Marketing hosted its annual “Artist Bohemian Night” on Thursday, November 2, 2006. It is tradition that each guest bring at least one new toy to be donated to children in the area through the United Way. Over 150 gifts were collected this year with donations from the Rotary Club of the Caldwells, clients, friends and family. Shown clockwise: Roger Costa, Executive Director of the United Way of North Essex, Leslie List, CEO of Kulture Marketing, Gene Young, Director of Services, and Sharon Troxler, Project Coordinator.

