

Ed Estlow – Copywriting & Direct Response Marketing

100 Shasta Circle West, Chanhassen, MN 55317 ~ (612) 986-2029 ~ (fax) (952) 470-6840 ~ Ed@EdEstlow.com

Thank you for your interest in my copywriting services!

You may have asked for this information packet because you're curious. You're curious about what a copywriter is and does. Or you may need some advertising or marketing copy written and you want to know more about me and how I can help. You may even be checking me out to see if I can do the job.

Whatever your reason is, you want to know more about someone before you fork over your hard earned money to hire them. In this packet I've tried to anticipate and answer most of your questions.

How long have you been writing?

I've been writing in the business world (business-to-business or B2B) for 28 years. I've written reports, white papers and newsletters for large, multi-national corporations like General Electric, state and county governments like Hennepin County (MN), large restaurant chains like Buffets Inc, and small community fellowship organizations like the Minnesota Fly Fishers. See the enclosed list of *Clients and Experience* for a more complete listing of companies and organizations I've done work for.

In addition, I've written recreationally since I was a kid. Writing stories to amuse myself and my friends over the years has been great background experience for the anecdotal nature of my copywriting. Stories are the strongest way we communicate, and weaving them around the information you're providing to your customers makes that information all the more compelling.

Do you have a copywriting background?

In addition to the B2B writing mentioned above, as a small business owner, I've written direct response copy, web copy, and search engine copy. I've also written newsletter editorial copy, copy for the fundraising market, and have conducted Google™ AdWords campaigns for clients. I also continually study with the American Writers and Artists Institute to keep my writing sharp (AWAI is a leading authority in copywriting and training for direct response marketing).

Most important for you, I'm a B2B specialist. I believe in copy that educates its readers and gives them information that they can put to use immediately. This is not something I do to fill my spare time. It's my business. I put all my skill, passion, know-how, research ability, and diverse experience into everything I write.

Do you have experience in my field or industry?

If you are in a technical field, the chances are good that I've worked with professionals in your industry. I've worked as an engineer and project manager in the medical device and aerospace/ defense industries and, as a consultant, I've worked with clients in industries

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ranging from multi-level marketing gourmet food companies to banking to medical clinics. The chances are I've either had direct experience with your industry, product, or cause, or have worked with something very similar.

What kind of assignments to you handle?

While I write all types of copy, these days I specialize in business-to-business copywriting for the medical device and bio-technology industries – white papers, case studies, newsletters, lead generation e-mails and auto-responders, special announcements, press releases, etc.

In addition to B2B copy, I write newsletters, web copy, and short copy sales letters for fundraising and customer services (for instance, jewelry and watch repair).

In my writing, I'm compelled to tell stories to get my point across. In fact, my personal recreational writing is all about story. I call it creative non-fiction, and this ability is essential in creating compelling advertising and marketing copy.

I love researching new subjects and can quickly grasp the meaning of new information, often putting it together in unique ways. In addition, I work directly with all groups and levels of your organization. Nothing gets "lost in translation," because I'm the guy seeking out and getting the information I need, first-hand.

What does it cost to hire you?

For any assignment you have in mind, just let me know what you're thinking about. I'll be happy to provide a no-obligation quote for my services. Please see the enclosed *Schedule of Estimated Fees* for typical project pricing.

How long does it take you to write my copy?

Depending on the assignment, I like to have two to four weeks to produce your copy. This allows time to research, write, edit, review, polish, and revise until I'm satisfied with the end product.

Now I realize you don't always have two to four weeks. In that case, let me know what your due date is and, if I take on the job, I'll have the copy to you on or before that date, guaranteed.

What happens if I want my copy revised or changed?

You tell me what you'd like revised and I'll make the changes. There is no charge for revisions – they're included in the flat fee quoted at the beginning of the job, as long as they are requested within 30 days of copy submission and are within the original scope of the job.

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How do I hire you?

Hiring me is easy. Just give me a call at (612) 986-2029 or e-mail me at Ed@EdEstlow.com and tell me about your project. We can discuss the details and I may be able to offer you some insights that you haven't have thought of.

When you give me the go-ahead, I'll write your copy or conduct your campaign – on or before your deadline date. And remember, I guarantee that you'll like the copy you receive – or I'll rewrite it for free.

So... why not give me a try? I'll write your next sales letter, article, white paper, case study or advertisement. I promise you'll love the results.

Best regards,

A handwritten signature in black ink, appearing to read 'Ed Estlow', with a stylized, cursive script.

Ed Estlow

P.S. If you need some work done right away, call me right now at (612) 986-2029 or e-mail the details to me at Ed@EdEstlow.com. There's no charge for me to discuss your project with you, or for me to give you a proposal or cost estimate, and of course, there's no obligation to buy.

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What They Say About Ed Estlow

“Ed supplied much needed advice, research and expertise”

“I would, without reservation, highly recommend Ed Estlow and his company. We have purchased numerous items from [Ed] and have always been extremely satisfied. In all dealings, Ed has provided consistent, reliable service and expertise. For my last purchase, Ed supplied much needed advice, research and expertise. I implicitly trust Ed Estlow and will continue to use and recommend his services.”

- Teena Risley, Business Development Manager, TEMBUA

“I can trust [Ed] to do the job”

“Ed, thanks for your leadership on this!!!!!!!!!!!!!!!!!!!!!! It's so nice to have someone like you around that I can trust to do the job and take care of things for me and has initiative. You da man!”

- Doug Cyphers, Technology Services Team Lead, Tastefully Simple Inc.

“[Ed is] the easiest vendor to work with”

“You were the easiest vendor to work with... I have enjoyed working with you immensely! Thank you for making it so easy on me!!!”

- Jackie Reed, Fine Jewelry Team, Starboard Cruise Services

“tremendous help in bridging the gap”

“Thank you! I've really enjoyed working with you. You've been a tremendous help in bridging the gap between our teams – you're a good listener.”

- Megan McRae-Hastings, Web Communications Manager, Tastefully Simple Inc.

“Your stuff is good!”

“Your stuff is good! Keep up the great work!”

-Dave Saari, Freelance Proposal Writer

“incredible writer!”

“Excellent Work!! You ARE an incredible writer!”

- Lisa Christopherson, Contracts Manager, Lockheed Martin Co.

“You have a gift”

“Thanks for the inspiration. You have a gift with the keyboard.”

- Brian Delaney, GMAC / RFC

“is it genetics?”

“You write very well - is it genetics?”

- Robert Collins, Founder & CEO, Medical Transactions

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Ed Estlow: Clients & Experience

A Partial List

Affinity Plus Credit Union

State Scholastic Employment Credit Union

Buffets, Inc.

Restaurant Holding Company

Cabochoon Jewelers

Retail Jeweler

Cardiac Pacemakers Inc.

Medical Device Manufacturer

CHS-Cenex

Agri-Business Company

Digineer, Inc.

Information Technology Consulting Company

Federation of Fly Fishers

Fly Fishing Advocacy & Conservation Organization

FluiDyne Engineering Corporation

Aerospace/Defense Services Sub-Contractor

General Dynamics

Aerospace / Defense Contractor

General Electric Co.

Aerospace / Defense Contractor

Hennepin County IT

County Government Information Technology Division

InControl

Heart Defibrillator Company

Komatsu

Japanese Aerospace Facility Contractor

LTV Corporation

Aerospace / Defense Contractor

McDonnell Douglass

Aerospace / Defense Contractor

Medtronic Inc.

Medical Device Manufacturer

(over please)

Minnesota Fly Fishers

Community Fly Fishing Club

Minnesota Gastroenterology, P.A.

Physician's Office

MTU Aero Engines (Motoren- und Turbinen- Union)

German Aircraft Engine Manufacturer

ONERA (Office National d'Etudes et Recherches Aéronautiques)

French National Aerospace Research Center

Possis Medical Inc.

Medical Device Manufacturer

Pratt & Whitney

Aerospace / Defense Contractor

Republic of China (Taiwan)

Aerospace Testing Branch of the ROC Government

Rolls Royce

Aerospace / Defense Contractor

SafeNet Consulting

Information Technology Consulting Company

St. Paul Companies

Insurance Company

SciMed Life Systems

Medical Device Manufacturer

Shared Resource Management

Information Technology Consulting Company

Starboard Cruise Services

Retail Services Provider to Cruise Ship Lines

Tastefully Simple Inc.

Direct Marketing Gourmet Foods Company

Ventritex

Heart Defibrillator Company

Visiprise

Manufacturing Execution Software Company

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Ed Estlow – How I Write

From his office in the southwest suburbs of Minneapolis, MN, Ed Estlow has mastered the art of weaving compelling stories into his copy. Rich with emotion and real life, his stories move donors and buyers alike to action today and leave lasting impressions for tomorrow... a tremendous benefit for anyone looking to create repeat business.

He has made a specialty of Business-to-Business, or B2B, he says, because it allows him to reach out and effectively assist companies and organizations in accomplishing their goals and objectives. The results of these direct mail and web marketing efforts are measurable and have a clear impact.



Here are some insights on how and why he does what he does...

Why: It's an impulse bordering on obsession. I have a passion for story and using that to promote products that change people's lives. I love writing and communicating in ways that move and inspire people.

How: For copywriting, I bury myself in extensive research until I find a story or a core message that has intense emotional appeal. I weave those powerful emotions into my headers and build an outline. A first draft is created, reviewed and polished. Most work is done on a PC, though I do print out and read hard copies out loud after each draft. Then I hand it off to my "board of advisors," an informal group of copywriters and other professionals I meet with on a regular basis, and we go through it with a red pen. Alternating between hard copy and PC for draft review helps keep me fresh.

Ideas: I continually study the market. By studying what others are mailing and taking note of which direct-mail packages are being mailed over and over again, you can find out what is working and adapt those winning techniques. A direct-mail package that is successful and is mailed

repeatedly is called a "control." Studying controls is the best education you can get about what works and what doesn't in direct mail.

Research: The more, the better. You are not trying to be clever; you're trying to be relevant: Find out what about this particular product would make people want to buy it. You can never do too much research.

Success Secrets: In freelance copywriting, the people who are busiest and most successful are those who are the best at marketing and promoting themselves, and providing excellent client service. Lots of people can write copy, but they don't know how to get clients. Another secret: You don't want assignments; you want clients. Too many freelance writers fail to realize the profits are in repeat orders from the same client, and don't do nearly enough to cultivate good client relationships.

Another tip: Specialize in an industry (e.g., bio-technology) or style (e.g., storytelling, as I have). Specialists are more in demand and get paid better than generalists.

Writer's Block: I don't get it because I use a method I learned from the teachings of Dan Kennedy: every day I visualize words and ideas pouring out of my mind and onto the page. In my mind's eye, I visualize myself as a prolific writer, full of creative energy. In addition, I work on many different projects at one time. If I get stuck on one package, I can turn to another, or to my book project and write until ideas for the first piece start to flow again. If I have to stop the book because I need more research, and don't have an idea for the direct mail yet, I turn to another project, like writing a Website or a PPC ad. And so on.

Other Advice: Reading a book by someone in the field can shave years off your learning curve. Whatever you decide to write, make up your mind to be the best. It's the only edge you have over your competitors. Be a student of your craft and art. Dan Kennedy's *Ultimate Sales Letter* and Bob Bly's *The Copywriter's Handbook* are two I recommend.

Getting to Know Ed Estlow

Beginnings

The youngest of four kids, Ed was born in Boulder, Colorado to a college professor and the consummate “household management professional.” Ed credits his dad with instilling the innate curiosity he possesses, and his mom with creating a great sense of family and home life.

Culture

Ed’s family moved around the country during his formative years – from Colorado to Kansas, then to Hawaii, back to Kansas, on to upstate New York, and finally to Minnesota – all before the age of 12. While enjoying settling down in Minnesota, Ed picked up wanderlust from all this moving, and now loves to travel and visit other lands and other cultures.

Life Experience

Ed married his college sweetheart, got a degree in Aerospace Engineering and had two great daughters, now grown. Kids of course, will give you life experiences that you never dreamed of when you were a kid yourself!

Ed’s main leisure time activity during his senior year of college was being an auto racing mechanic. Upon graduation from college, he became a test engineer at one of the few high-speed wind tunnel laboratories in the world.

Ed followed his work in the aerospace industry with work on a technologically leading edge medical catheter that removed blood clots with the same principles of fluid mechanics used to drive the wind tunnels where he’d previously worked.

Eventually Ed put his career expertise in project management into several years’

service in the information technology field, gaining not only expertise in the computer consulting industry, but also in the various industries of each of his clients.

Finally, Ed is a self-taught fine jewelry designer and sales professional. Curiously enough, Ed finds that jewelry design takes him right back to his engineering roots!

Business

Ed has coupled the richness of his life experience with a wide range of business experience. With a degree in Aerospace Engineering, Ed started work in one of the few high speed wind tunnel facilities in the world. Here, he had a chance to work on commercial and military programs for clients on three continents.

After ten years in the aerospace & defense industry, Ed jumped to the medical device industry, again working on leading edge – some say bleeding edge – interventional technology used in saving lives.

Following several years managing catheter, pacemaker lead, and synthetic blood vessel R&D and manufacturing projects, Ed turned his business talents to the Information Technology consulting arena. Here, he put his skills to work in several different industries, managing projects for clients that included restaurants, banking, direct marketing, medical clinics, and county government.

During the later years of his career in industry, Ed discovered a dormant interest in business and entrepreneurship and founded companies in the sporting goods manufacturing and luxury goods retail sectors.

These latest entrepreneurial endeavors awoke Ed’s passion for marketing.

Well Rounded

Ed is a well-rounded guy. He’s been called a renaissance man by many of his associates. These days, he spends his spare time trout fishing in the local Wisconsin and Minnesota streams, and studying fine mechanical watches.

Ed and his wife Lisa love to travel, especially to Mexico and the Caribbean. European destinations are also on the short list of places to visit.

A common thread throughout all of Ed’s interests is a love of reading and writing. Being a pretty linear guy, when Ed gets interested in something, the first thing he does is read everything he can find about it. Then he gets physically involved, trying various aspects of the activity. Ultimately he writes about his experiences in the newsletters he edits and in the blogs he maintains.

Endlessly curious, research comes naturally to Ed. He says it fits him like a glove, and is what he’d be doing on his own anyway, to satisfy his many diverse interests in trout fishing, modern and vintage mechanical watches, gemstones, photography, travel to foreign cultures, and the pursuit of the perfect beach.

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Schedule of Estimated Fees

<i>Service Description</i>	<i>Price</i>
Fundraising/Sales Letter	\$1000 - \$3350 +
Direct-mail package, lead generation	\$1700 - \$3650 +
Direct-mail package - mail order	\$1700 - \$6000 +
Fundraising package - house file	\$1350 - \$3350 +
Fundraising package - acquisition	\$1700 - \$3350 +
Telemarketing Script	\$250 - \$1700
Renewal series	\$1000 - \$1700 / letter
Blanket renewal insert	\$1700 - \$2500
Self-mailer	\$1700 - \$3650
Postcard or double postcard	\$600 - \$1800
Brochure	\$500 - \$1000 / page
Newsletter	\$400 - \$1000 / page
Feature story	\$1.00 - \$1.50 / word
Press Release (1-2 pages)	\$350 - \$650
Website - home page	\$1000 - \$2350
Website - other pages	\$500 - \$850 / page
E-mail, short copy	\$850 - \$2000
E-mail, long copy	\$1350 - \$4000
E-zine ad	\$400 - \$600
Landing page	\$600 - \$2000
Micro site	\$2000 - \$4750
Copy critique	\$300 - \$800

Online Copywriting Fee Schedule

Micro site — \$2,000 - \$4,750

A long-copy dedicated Web site designed to sell a product - such as a newsletter, e-book, or conference - directly. The online equivalent of a 6 to 8-page sales letter.

Long-copy landing page — \$2,000 - \$3,500

Abbreviated version of the micro site. The online equivalent of a 2 to 4-page letter. Used for b-to-b offers and products that require less description (e.g., software).

Short-copy landing page — \$650

A simple landing page for a product or offer. Often used for white papers, software demos, and other inquiry fulfillment. The online equivalent of a trade ad: headline, a few paragraphs of descriptive product copy, and order portion.

Transaction page — \$500

Similar to a short-copy landing page but with even less descriptive product copy; a page designed primarily as an online reply form where the visitor can either order the product or (if lead generation) request a free white paper or other information.

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Long -copy e -mail — \$1,350 to \$4,000

An e-mail designed to sell a product directly by driving the recipient to a landing page. The online equivalent of a 3 to 4-page sales letter.

Teaser e-mail — \$850 to \$2,000

A short e-mail designed to drive the readers to a micro site or long-copy landing page where they can order the product. The online equivalent of a ½ to 2-page sales letter.

Lead -generation e -mail — \$650 to \$1,000

Similar to the teaser e-mail but the purpose is to drive the readers to a landing page or transaction page where they can request a free white paper or other information.

Online e-mail conversion series — \$500 - \$1,000 per e-mail

A series of follow-up e-mail messages, sent via auto responder, designed to convert an inquiry into a sale.

Online ad — \$350

A 100-word classified ad to run in an e-zine and drive readers to a micro site or landing page.

"Mail order" package #1 — \$4,500 - \$6,000

Everything you need to sell a newsletter or other product online; includes a micro site or long-copy landing page with two different leads to test, three teaser e-mails, and three online ads.

Web site package #2 — \$3,000 - \$4,500

A small business or single product line Web site consisting of a home page and 5 to 10 additional pages.

Ongoing site copy maintenance — 3% of gross sales

For a royalty of 3% of gross sales, we remain on call to make minor tweaks and updates, and provide new test versions, at no additional fee. Copywriting of major new tests and .versions is quoted separately.

Google™ AdWords Fee Schedule

Google™ AdWords campaign management – initial 5 week campaign — \$2,880 per campaign

Set up a single AdWords campaign consisting of multiple AdGroups, keyword analysis, and ad writing (roughly one week), and 4 weeks of daily tuning, tailoring, testing, and weekly report submissions. Assumes use of existing landing pages.

Google™ AdWords – Ongoing weekly campaign maintenance — \$325 per campaign per week

Ongoing daily Ad tuning, tailoring, testing, and weekly report submissions.

Google™ AdWords – Campaign set-up and training — \$750 for the first campaign, \$500 each additional

Set up a single AdWords campaign consisting of multiple AdGroups, keyword analysis, and ad writing. Training on how to use the Google™ AdWords Interface, how to conduct an on-going campaign, ideas for ad tuning and split testing.

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Terms

Most sales and fundraising letters will also incur a \$.01 to \$.05 per piece or 1% to 20% of gross commission on sales generated through my copy. Exact commission (if any), pricing and terms will be finalized with signed contract and may impact price thresholds listed above.

Signed agreement (provided by Ed Estlow) required for all jobs. Copywriting fees are payable 50% in advance, balance upon delivery. Copy critique fees are payable in full, in advance. All revisions must be assigned within 30 days of receipt of copy. Two rewrites are made free of charge unless the revision is based on a change in the assignment made after copy is submitted. Listed fees are guidelines only. Call today for a prompt price quotation on your specific assignment.

Legal note: Although Ed makes every effort to make your copy comply with the law, he is not an attorney. Therefore, it is your responsibility to submit all copy for legal review. You are also responsible for final proofreading of all the copy.

NOTE: This fee schedule current as of July 2009 and valid for 90 days from date of receipt. Be sure to call for current fee schedule when ordering copy or consulting service.

Proposed Core Metrics

County General Services
Ed Estlow

Introduction

A software development organization may implement a measurements program for many different reasons. In the final analysis however, there are three key reasons to measure software projects:

- 1) to understand and model software engineering processes and products,
- 2) to aid in the management of software projects,
- 3) to guide improvements in software engineering processes.

Any one of these or a combination can be addressed by a measurement program. It is important for an organization to decide on specific goals for the measurement program and then tailor the program to those goals. The underlying purpose should be to achieve results from the use and application of the measures. Collecting data is not an end in itself.

Measurement to Increase Understanding

Increased understanding of the development process will lead to better management of projects and improvement in the process itself. Questions that might be answered include:

- 1) How much is the organization spending on development?
- 2) Where are the resources allocated throughout the lifecycle?
- 3) How much effort is expended on testing?
- 4) What types of errors and changes are typical to the organization's projects?
- 5) What is the tradeoff between schedule and functionality?
- 6) What is the tradeoff between staffing and schedule?

A baseline understanding resulting from a good measurement program will help answer these and other questions about the organization's software development process.

Measurement for Managing Software Development

Another reason for a measurement program is to provide management information. Understanding what is happening during development will enhance management decision making. Data gathered will help with planning and estimating, tracking against plan, and validation of the organizational model as a basis for improving future estimates.

For planning and estimating, the data gathered from prior projects represents a historical database that can be used to generate and enhance development models. These models are used to develop estimates for new projects.

The ability to track the actual project against estimates is an important management tool. Visibility into the progress of the project allows management to make informed decisions and mid-course corrections to the project. Measurement of project data provides that visibility.

Tracking actual vs. planned activity levels enables ongoing evaluation, adjustment, and validation of the organization's development models.

Measurement for Guiding Improvement

Constant improvement of products and processes enables an organization to grow and evolve. Improved products naturally follow from improved processes. Process improvement begins with a basic understanding of the process involved. A measurement program paves the way for this to occur. Once the process is adequately understood, calculated changes can then be made and the results measured to determine whether those changes resulted in improvements to the process.

This type of activity can be framed in a process improvement model such as the Capability Maturity Model for Software from the Software Engineering Institute at Carnegie Mellon University. This model provides a widely accepted framework with five levels of process maturity and provides a sequence of steps and prioritized actions for the gradual improvement of software processes within an organization.

The Software Engineering Laboratory at NASA's Goddard Space Flight Center has also developed a process improvement model tailored specifically to their own organization. This model is based on Understanding, Assessment, and Packaging. That is, understanding the process in question, assessing the information generated from changes and determining whether improvement has occurred, and if it has, packaging the resulting information in the form of new guidelines, policies, procedures, standards, etc.

Core Measures

With the above in mind, the following fundamental set of measures was designed to form the basis of a new measurement program. Grouped into broad five categories, these measures can be tailored to the organization and can be changed or added to over time as the need is identified.

- Cost
 - Dates for the reporting period
 - Total effort for the reporting period
 - Hours by activity (51 activities in 13 categories - SPSG)
- Errors
 - Date error reported
 - Date error corrected
 - Source of the error
 - Class of error
 - Effort to isolate the error
 - Effort to implement change
- Process Characteristics (lesser importance)
 - Development language(s)
 - Important process characteristics (if any)
 - Study goals
- Project Dynamics

- Changes to requirements
- Changes to code
- Growth of code
- Predicted project characteristics
 - Milestone dates
 - Total components size
 - Total effort
- Project Characteristics
 - Development dates
 - Total effort
 - Project size
 - Component information
 - Software classification

Conclusion

Collection, analysis, and understanding of these data will help an organization to understand, manage, and improve the software process. Of course, there is more to implementing and operating a measurement program and understanding and analyzing the information such a program will generate than is discussed here. A detailed discussion of these topics is outside the scope of this effort at this time.

One cautionary note: in any measurement program there will be risks that need to be managed. A major one is the fear that the measurement program will be used to evaluate specific staff. This is a temptation in some organizations and it is imperative that a measurement program track projects, not specific people.

Finally, an important thing to keep in mind as a measurement program is contemplated and designed is that what is measured will get optimized. Thus, it is imperative that the program being implemented is properly balanced. For instance, if errors are all that is measured, errors will be reduced, very possibly at the expense of schedule. If lines of code are measured, coding styles may evolve to produce more lines of code at decreased efficiency.

References

- 1) *Software Measurement Guidebook, Revision 1*. Document number SEL-94-102. NASA Software Engineering Laboratory, Goddard Space Flight Center, Greenbelt, MD, 1994.
- 2) Steve McConnell, *Software Project Survival Guide*. Redmond, WA: Microsoft Press, 1998.
- 3) Steve McConnell, *Rapid Development*. Redmond, WA: Microsoft Press, 1996.
- 4) *Practical Software Measurement: A Foundation for Objective Project Management, Version 3.1*. Office of the Under Secretary of Defense for Acquisition and Technology, Joint Logistics Commanders, Joint Group on Systems Engineering, April 1998

FOR IMMEDIATE RELEASE:

Chanhassen Area Businesses Network for Profits

Chanhassen, MN – October 28, 2009 – Local businesses in the Chanhassen area are banding together to weather the economic downturn by networking and passing profitable referrals to each other. In fact, last month alone referrals between members added up to more than \$22,000 in revenue. “Small business is the backbone of our economy,” said Amy Foley, President of The Circle of Excellence chapter of Business Networking International. “Networking is a great way for us to form relationships and help each other to overcome the current economic situation.”

As with other BNI chapters, the Circle of Excellence has one member per profession - one jeweler, real estate agent or accountant per chapter. At each meeting, members give 60-second presentations not only to educate each other on what their businesses offer but also to tell them something fresh and interesting that others are not likely to know about them. Says Foley, “Referrals are based on trust. You won’t give a referral unless you trust that the person you’re referring will do a good job. BNI helps with building that trust.”

The Circle of Excellence hopes to increase the number of referrals and closed business by 40% next year. How? By adding more members to their chapter. “Last year, our members spent more than \$285,000 for goods and services that aren’t represented by people in our chapter,” said Ed Estlow, Education Coordinator and Visitor Host for the Chapter. “In essence, this is revenue lost by local businesses.”

The group meets every Thursday morning at the Chanhassen Recreation Center from 7:30am to 9am. They begin with 15 minutes of informal networking followed by a brief segment on improving networking skills. Member business cards change hands and referral slips, forms that document a sales lead, get passed. There’s also a longer ten minute presentation by a different member each week.

For additional information on BNI or visiting the Circle of Excellence chapter, contact Amy Foley or visit CircleofExcellence.weebly.com. Walk-in visitors are encouraged.

About Business Networking International: BNI is the most successful organization of its type in the world; there are currently thousands of chapters in operation with tens of thousands of members. Members of BNI have passed millions of referrals and this translates into billions of dollars in business being done. The philosophy of BNI is “Givers Gain – If I give business to the members of my chapter, in return they will want to give business to me.”

CONTACT:

Amy Foley, President
Circle of Excellence Chapter
Business Networking International
(612) 701-0822
Amy.Foley@sprintmail.com
CircleofExcellence.weebly.com

- END -

A Story of Tom Morgan, the World's Greatest Living Fly Rod Designer, and the Fight Against Multiple Sclerosis

Friends and Fellow Fly Fishers,

My name is Ed Estlow and I have been involved in fly fishing for 19 years. I've been president of the Minnesota Fly Fishers and also its newsletter editor. I'm writing to you today because you also are a part of the Minnesota Fly Fishers and the larger fly fishing community.

I want to relay a story about Tom Morgan, who used to own the R.L. Winston Rod Company, and who incidentally has MS. I'm also writing to you to ask for your support in the fight against MS, but more on that in a minute.

Tom's story was published last fall in Forbes Life magazine. You can find his story here, on his website: <http://www.troutrods.com/pdfs/FORBESWEB.pdf>

If, as I do, you feel inspired by what you read about this courageous man and the wonderful work he does for our sport in spite of his devastating illness, please go to my MS Walk website and pledge \$5, \$10, \$25 – whatever you can – to the cause of eradicating this disease. You'll find my MS Walk website here:

http://main.nationalmssociety.org/site/TR/Walk/MNMWalkEvents?team_id=170244&pg=team&fr_id=9611

Why am I involved in the fight against MS? Well that's a good question. Several years ago my sister-in-law, Ellen Sanborn, was diagnosed with MS. While her case is not as severe at this point as Tom Morgan's is, it could become so at any time. I've watched Ellen in her own fight with MS and so I know personally what such a fight can be like. Most days are good, some not so good, and it's random which will be which. Ellen is strong, but it's hard to fight this fight alone.

Please... join me in the fight against MS. I urge you to sponsor [Team Estlow](#) with a donation. The Twin Cities walk is this coming Sunday so there's not much time. Please follow this link,

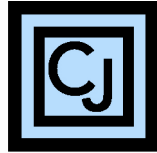
http://main.nationalmssociety.org/site/TR/Walk/MNMWalkEvents?team_id=170244&pg=team&fr_id=9611

and donate what you can.

Thank you so much.

Best regards,
-Ed Estlow
MN Fly Fishers
&
MS Walker

P.S. If you can, please plan to walk with us. It's a great time to be outside and share a Sunday morning with hundreds of like-minded folks, bent on doing good.



CABOCHON JEWELERS

Does your watch need help?



If it does, I'm writing to **YOU!**

Cabochon Jewelers has just opened an office and showroom in the Lincoln Parc Executive Office Suites in Eden Prairie, MN. The ink is still wet on the lease and the furniture isn't here yet, but I wanted to get the word out right away that we have the capability to repair or tune up your favorite quartz watch, or simply replace the old worn-out battery.

These days a watch is much more than just a time piece. It's a fashion accessory, your personal statement. Perhaps it's a memento of a wedding, graduation or confirmation, or possibly a fond remembrance of a loved one. As such, you want to take the best possible care of it. We at Cabochon Jewelers will help you do just that, from simple battery and strap/bracelet replacement to complete cleaning, tune-ups and overhauls.

Batteries & Tune-Ups

Batteries can give out as often as once a year – even quicker on an older watch that may be getting a little gummy or dirty (yes, watches today can – and do – have their lubricants gum up over time or have dirt and dust work their way inside). If your watch is older, you may want to invest in a quick but comprehensive tune-up, which includes ultrasonic cleaning of the case and metal bracelet, restoration to factory water resistance specifications, and a new battery. If your watch is newer, but has quit running, the problem is most likely a dead battery. We can replace it and have you on your way in a few minutes.

If Your Watch Was Caught in the *Impact* Zone

We also handle repairs that are a little more serious. If your watch has been in a HEAD-ON COLLISION with the corner of your desk, a doorknob, or (what happens to me all the time) the corner of your granite kitchen counter top, we can replace crystals, crowns & stems, hands, and bracelets and straps. We can even replace the whole movement (the working innards), just in case your watch has totally given up the ghost and you still like the look of it. In fact we can even replace an old mechanical movement with a new quartz movement, if that's your pleasure.

Call or Stop By Today!

Stop by our store in the Lincoln Parc Executive Office Suites at 12100 Singletree Lane, Suite 189 in Eden Prairie and get that watch back in tip-top shape!

Best regards,
Ed “the Watch Guy” Estlow
(952) 746-1345

P.S. For your piece of mind, I'm a Certified Horologist (fancy word for a guy who studies watches and clocks) and a certifiable watch geek!

P.P.S. **20% off all watch service and repair** through July 31, 2007 with this letter!