
**CADCOM
EQUIPMENT
OWNERS
ASSOCIATION**

CEO COORDINATORS OFFICE
6301 Stevenson Avenue, Ste. 609
Alexandria, VA 22304
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**CEO
NEWSLETTER**

June, 2006

LETTER FROM CEO PRESIDENT

Dear CEO Members-

As the new CEO Board President, I would like to formally recognize our President Emeritus, Kay Mills for her commitment and hard work for our association over the past two years. Under Kay's leadership, the Board of Directors has instituted several programs that are continuing to help our businesses grow.

As Kay passed the baton to me, my goal is to stay true to our logo: "CEO...helping each other grow." To this end, the following are areas of focus for our new board over the next two years:

The board is the "voice" of the membership to Onvisource (formally known as CadCom). Each month, the board meets to discuss specific concerns to address during the conference call with OnviSource. We invite Stan Jasinski & Jon McNaught to join our monthly conference calls so we can voice these concerns. They also share with us the most current information regarding release dates on new products and most importantly, how the direction of their organization will affect our businesses.

Our second focus is keeping meeting costs down for the membership. There is always a fine balance of covering our administrative costs of the meeting while keeping meeting costs down. This year, the board has decided to streamline the annual meeting, giving you the most bang for your buck.

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**Letter from the
President**

(Continued from
Page 1)

The meeting will be two days (no training day based on member feedback) packed with valuable information. In lieu of a paid speaker, we will allot more time for roundtable discussions with an open forum format. The first day will be dedicated to Onvisource with an extended Q & A session.

**Our third focus is to
increase our
membership base.**

More members help CEO in two ways: it helps keep dues low by covering our operating costs and the more members, the more ideas to be shared that will help all of us.



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Letter from the President (Continued from Page 2,
Column A)

The board is investigating opportunities for non-dues revenue. We are currently in negotiations with Onvisource as an investor in a new web-based training program that will be available to CEO members only. The board is also reviewing a proposal from Russell & Associates who would design the program for us.

The board is focused on providing resources for the members. Over the last two years, the board has developed the Disaster Plan Website (please see newsletter for details on how to subscribe to this), the Technical Committee which provides what we, the customer, need regarding new products, the Site Certification Program and now, the new web-based training program which will enable us to train our staff more efficiently, leading to improved cash flow for our businesses.

In closing, I'd like to encourage all of you to participate in your upcoming regional and annual meetings. These meetings are a crucial investment in your businesses. You will see testimonies in this newsletter from members about why they attend these meetings.

The board would love to hear from all of you regarding your concerns, questions & ideas. The more we hear from you, the better we can serve you. The board contact information is listed in this newsletter. You can also get any information from our website: www.ceowners.com.

We look forward to a productive and successful year!

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Officers

President – Charlie Crown
VP – Darren McGillvrey
Secretary= Ellen Fagan
Treas. = Gard McLean
Past Pres. – Kay Mills

Regional Directors

NE - Ray Schremp
SE – Fran Temonia
WE – Peter Schaumann
At Large:
Ron Schlossberg
Carla Twete
CEO Rep on ATSI Board:
Judy Vincent

Committees

Annual Meeting Committee

Ellen Fagan
Darren McGillvrey
Ron Schlossberg
Carla Twete
Heidi Stone
Herta Tucker

**Disaster Recovery
Committee**

Frank Temonia, Chair
Brad Burgan
Susan Carbo

Membership Committee

Peter Schaumann
Ron Schlossberg
Heidi Stone



**CEO
NEWSLETTER**

June, 2006

**Are You Prepared for the Upcoming
Hurricane Season?**

As hurricane season approaches, we would like to encourage all members to register on the disaster website that CEO hosts. Registration is simple: Just contact Frank Temonia at 251-625-1212 Phone; 251-625-1216 Fax; frank@altanswer.com or contact the CEO Coordinator's Office at ceoherta@aol.com Let's be as prepared as we can this hurricane season.

**CEO 2006 REGIONAL & ANNUAL
MEETINGS**

**CALLING ALL
MEMBERS>>>>>>**

Make your reservations NOW for your 2006 regional meeting! The regional meetings are designed to provide REGION- specific information, a smaller more intimate atmosphere for members to connect with one another and to share ideas and common issues.

Registrations for these meetings will be coming soon so mark your calendars for the following dates:

Western Region: The South Coast Hotel, Las Vegas-
AUGUST 17th-18th, 2006. Website for Hotel:

www.southcoastcasino.com

Contact: Peter Schaumann:

Email: peter@thecallcenter.org.

Phone: (858)777-1000

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**CEO Meeting
at the
ATSI Convention**

Great, glad to see we will have so many there. Our meeting will be in the Rhode Island room on Wednesday 6/21 from 1-5 pm. We are going to have Stan and James there to give us updates as well as open Q&A time.

I do have one request since it is a smaller group (kind of like most regional's) it allows us to do different things. What I thought of was having a part on marketing. What I would like is everyone to bring a piece of your marketing. (Brochures, postcards, etc.) Please bring one that was successful for you. If you can share what worked and what didn't, I think it could be valuable for all of us.

Also, if anyone is using additional services such as Accuscript or web and bringing in additional revenues we would love to hear from you and how you are doing it. (Please let me know.) If no one is, then we need to talk about what could make these revenue generators for us.

Darren McGilvrey



**CEO
NEWSLETTER**

June, 2006

Regional Meetings (Continued from 3, Column B)

North East Region:

**Skaneateles Country Club, Finger Lakes, NY-
OCTOBER 12-13th, 2006.**

Contact: Ray Schremp:

Email: rschremp@callflas.com

Phone: (315)255-9125

South East Region:

Biloxi, Mississippi

Contact: Frank Temonia

Email: frank@altans.com

Phone: (251)625-1212

**Annual Meeting: Embassy Suites Hotel, Dallas
Texas, FEBRUARY 8th-9th, 2007**

Contact: Heidi Stone

Email: ceoheidi@sbcglobal.net

Phone: (630)562-2105

WHY DO YOU COME TO MEETINGS????

We recently polled the Listserv to get feedback from members as to what compels them to come to CEO meetings (both annual and regional). Here are a few of the comments and we hope it inspires you to plan to attend the regional meetings in the fall and the annual meeting next February in Dallas.

“I always come away from the meetings with useful business information and a revived enthusiasm for our industry. The networking is a very important part of the offerings, along with the product updates and industry standards and development.”

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Quote Corner

“Nobody stands taller than those willing to stand corrected.”

Here’s a great tip to pass onto your sales force from Jack Falvey:

“If you’re part of the sale, there is no such thing as a commodity. Your product or service becomes a commodity purchase only if you declare it so. There is no benefit to you in doing so. Because you are part of every sale, your product or service is automatically differentiated and becomes unique (and worth paying a premium for!) Don’t sell yourself short.

When Pat Hughes would make a presentation on contract rates for his third-party health plan administrator service,

he would close by closing the proposal



CEO

NEWSLETTER

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Why Do You Come To Meeting?

(Continued from Page 4, Column B)

“For me, it’s the diversity of topics (technical, marketing, running a business, reports, etc.) I also like having speakers from our vendor pool as long as they are talking in general terms for our industry and not selling.”

“DRAMATIC price specials from OnviSource, proven employee turnover reduction techniques, free beer...”

“I like the mix of topics for the meetings, from billing tech issues, acquisitions “how to” and the networking. Issues that range from insurance & stat analyzing & reporting to daily maintenance, weekly and monthly maintenance are topics that have helped grow revenue. Topics in the past have been great & I always walk away with something.”

“The meetings help me keep up with the new products and updates on our equipment issues from OnviSource and I like the updates in industry trends and projects from our fellow members.”

Do you have any comments or questions regarding the CEO meetings? Contact your board members (listed in this newsletter) or Heidi Stone:
ceoheidi@sbcglobal.net

CEO ListServ-How It Helps Members Grow

In our CEO marketing brochure, we promote the CEO ListServ as being one of the primary reasons to be a CEO member. Reading the ListServ on a daily basis, we’ve seen multitudes of new ideas shared, problems solved, ways to increase cash flow,

customer service ideas, sales ideas and even ideas on what on what information to include in your newsletter to your customers.

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CEO Listserv
(Continued from Column B)

What an instant way to network!!!! Here's just one idea as an example of how invaluable the ListServ is to every member:

Paula Ford wrote in response to article ideas for your customer newsletters:

Have an article with the top 10 favorite customers of the month/quarter/year- say something nice about how the operation loves this or that customer- always get the customer's permission (which they always give); it gets your customers to compete for operator

compliments-stress level goes down.

Glean ideas from techies on the ListServ-example: talk about the merger of Metrocall, Nextel and



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CEO Listserv (Continued from Column A)

Arch-and what it means for your clients (like your pager may suddenly stop working because those wonderful people delete tap modem numbers without prior announcement.

- 1) How to get the newsletter to the decision-maker instead of the clerk writing the check?
 - Suck it up, spend the bucks and mail it separately.
 - Also call the decision maker and ask if she'd like it faxed or emailed to her desk
 - Create a message on the client's account to the attention of the decision maker letting her know it's on your website
 - All of the above-after all, it's the decision maker!

We want to extend our thanks to our member/contributors to this newsletter.

**If you have any
subjects of
interest to**

**contribute, we welcome any and all of
your ideas and suggestions.**

The Wall Street Journal

**By RANDALL SMITH and SHAWN YOUNG
June 9, 2006.**

Securities regulators have launched an investigation into how short sellers may have played a role in the steep decline in the stock price of Internet phone carrier Vonage Holdings Corp. since its initial public offering last month, people familiar with the situation say.

The regulatory unit of the New York Stock Exchange sent a letter to Wall Street securities firms yesterday asking questions about how the dealers may have facilitated short sales, according to someone who had a copy of the letter. The letter asked that the information be provided no later than Wednesday, June 21.

Because some short sellers are effectively betting that a stock will decline, companies sometimes blame them when their share price slides. A spokeswoman for Vonage, based in Holmdel, N.J., declined to comment on any short selling in its stock. In a short sale, a trader or investor sells borrowed stock in hopes of buying it back later at a lower price.

Another regulator, the National Association of Securities Dealers, last week initiated a look at other aspects of the Vonage IPO, according to people familiar with the deal. The stock has fallen as much as 32% since the IPO, stirring controversy partly because 13.5% of the \$531 million stock sale was earmarked for Vonage telephone customers.

Some of the NYSE regulatory questions in the letter appear aimed at determining whether dealers or their customers may have violated rules curbing the practice of "naked short selling," or selling shares without having them available or knowing how they can be provided to the buyer when the transaction settles after a few days.

The rules against naked shorting were tightened in mid-2004 by the Securities and Exchange Commission, and took effect in January 2005. They put new requirements on exchanges to police trading. As an SEC official noted at the time, naked shorting could drive down a stock price in an

"abusive or manipulative way."

Founded in 2001, Vonage is among the first Internet calling start-ups, offering consumers cut-rate calls using their regular phones linked to a high-speed Internet connection. But Vonage's steep losses, heavy spending and well-funded cable and phone-company competitors have made many analysts and investors skeptical about its prospects.

Many of the NYSE questions were focused on the first day of trading in Vonage on May 24. That day the stock fell 13% from its IPO price of \$17 a share to a 4 p.m. price of \$14.85 on the NYSE on volume of 33.8 million shares. The stock price hit a 4 p.m. low of \$11.63 June 1 and at 4 p.m. yesterday was down 20 cents on the day to \$11.79.

On the first day of trading, more than five million shares were sold short, according to someone familiar with the IPO. The bulk of such short-sale orders were placed early in the day, just as the stock began trading.

Other NYSE questions asked for information about failures to deliver stock after the offering. The questions specifically sought information about trades by prime-brokerage customers. Prime brokerage is a booming business in which Wall Street dealers provide services including stock lending to hedge funds, some of which use borrowed stock for short sales.

In recent days, Vonage has appeared on an NYSE list of companies that have significant numbers of trades that haven't settled on time, a list mandated by the new short-selling rules. Such failures to settle can be associated with naked short selling. Once a stock appears on the list, traders have 13 days to settle their trades.

Dealers are allowed to execute short sales on behalf of customers that don't actually hold the borrowed shares if the dealers have "reasonable grounds" to believe the stock can be borrowed by the time the stock is due to be delivered, according to a Big Board Web site.

However, under the new SEC rules, dealers executing short sales based on a customer's assurance that a stock had been "located" elsewhere must document the customer's source, and whether the same customer's prior assurances resulted in delivery failures.

Some Vonage customers say the stock's plunge was aggravated by missteps by the Internet phone company and the offering's underwriters. Some customers have threatened to refuse to pay for shares they pledged to buy at the \$17 IPO price. Many questioned why the price was set so high, particularly as the market weakened in the weeks leading up to the offering.

But Vonage and the underwriters -- led by Citigroup Inc., Deutsche Bank AG and UBS AG -- have responded that the deal was more than five times oversubscribed.

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<http://online.wsj.com/article/SB114981099992975619.html>

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