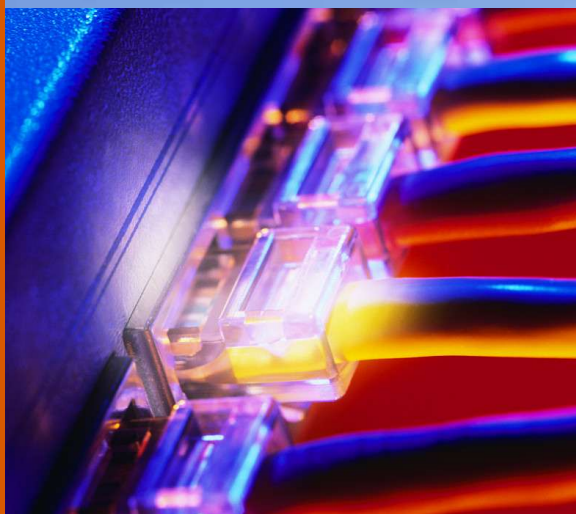


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Spring 2013
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Once Again Partner of the Year!

Sound Communications is pleased to announce that it has won the 2012 Business Partner of the Year Award from Verint Enterprise Intelligence Solutions, marking our third win in a row and our ninth win in the past 11 years. The annual award honors the top Verint-certified partner for delivering exemplary customer solutions during the past year. The award finalists and ultimate winner are chosen from worldwide nominations.



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*To learn more
about what makes
us award-winning,
view our video at*

www.soundcommunications.com

"Business Partner of the Year is an award we will never tire of winning, because it shows we're doing things right," says Garry Stephenson. "Our commitment to service and to helping our customers see the most benefit from their recording investment is what truly sets us apart in our industry. I couldn't be prouder of our team for another winning year."

Established in 1983, Sound Communications is Verint-certified as both a Master Distributor and a Services Partner. We are enabled to design and install not only Audiolog

recording, but Verint's I360 v11 enterprise solutions as well. Let us show you why recording is only the beginning when it comes to optimizing your workforce. Call us or visit our website for more information.

FOLLOW US ON:



Helping Our Community



This past December, SCI was proud to hold their annual food drive. This year all of the donations went locally to the Grove City Food Pantry.

The Grove City Food Pantry serves close to 2,500 families, which includes low-wage families, single parents, struggling seniors, the unemployed and the disabled.

If you would like more information on how you can help, please visit www.grovecityfoodpantry.org



Case Study: Fashion & Vanity Cleaners, Inc.

Fashion and Vanity Cleaners, Inc.

Award-Winning Business Has Rich History, Bright Future

In an industry that saw 2% decreases for five straight years (2006-2011), Fashion & Vanity Cleaners has not only survived but continues to thrive. The 15-employee company was named a 2012 Business of the Year by the Lancaster-Fairfield County (OH) Area Chamber of Commerce.

Sound Communications not only counts Fashion & Vanity Cleaners as a customer, but shares in their history. Here is their inspiring story.

Fashion Cleaners was founded at a single location almost 50 years ago, and still occupies the same physical (though expanded) space. After several years of successful operation, the owner purchased a competitor on the other side of town and officially became Fashion & Vanity Cleaners, Inc.

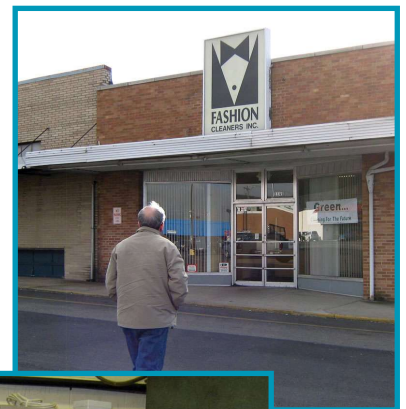
Vanity Cleaners was purchased from Leonard Stephenson, father of Sound Communications' president and founder Garry Stephenson. "I grew up in Vanity Cleaners," says Stephenson. "I was janitor there when I was 10, and also worked there after I left military service."

In 1983, Bob and Nancy Lovell purchased the business from the original owner, Nancy's father.

Fashion & Vanity has continued to grow since then through a combination of clever marketing, strategic wholesaling, prudent acquisitions and innovative licensing agreements. Today, Fashion & Vanity Cleaners is the only full-service dry cleaner in Lancaster.

Even a brief tour of Fashion & Vanity's headquarters demonstrates the Lovells' firm commitment to environmental awareness and safety. The company converted to all non-toxic cleaning methods in 2011, a step taken by less than 5% of dry cleaners nationwide. The new process is EPA-approved, organic and biodegradable. Other "green" measures include:

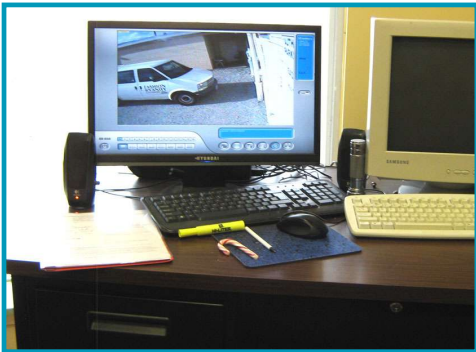
- A paperless system for business operations,
- Computerized washing formulas that eliminate waste,
- High-efficiency presses and boilers, and
- A "reduce, reuse, recycle" attitude that extends to cardboard, soda cans and even clothing hangers.



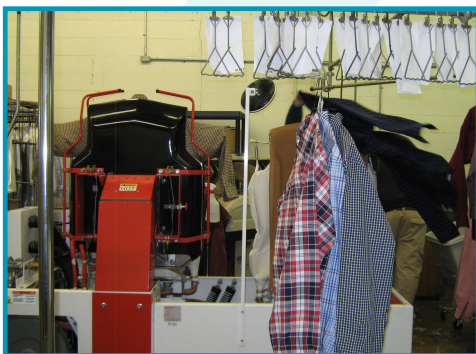
Case Study: Fashion & Vanity Cleaners (continued)

Even a brief tour of Fashion & Vanity's headquarters demonstrates the Lovells' Community involvement is also a part of the culture. Bob Lovell has served as a Director on the Lancaster-Fairfield County Chamber of Commerce; was a founding member of the Fairfield County Opiate Task Force; and this year will chair a street levy committee in Lancaster. Coats-for-Kids, a charity founded and coordinated by Nancy Lovell, is in its eighth year. The group has collected more than 6,000 coats for needy children, and Fashion & Vanity has cleaned them for free (a retail value of nearly \$90,000).

Fashion & Vanity Cleaners has a strong commitment to providing employees with a safe work environment and an atmosphere that builds pride and self-respect. On average, production and retail personnel at Fashion & Vanity have spent more than 11 years with the firm.



Sound Communications is proud to play a role in helping to create this safe working environment. Since 2011, we've worked with Fashion & Vanity to install and maintain a digital surveillance system that covers all entrances and exits to the main facility. The front counter is also protected by a video camera, and that's provided a side benefit Bob Lovell says they didn't expect.



As in most businesses, there are sometimes "he said/she said" situations where the customer's recollection of their order doesn't match the employee's. Lovell says recorded video and audio from

the counter has been a great help in resolving these situations quickly and fairly for everyone involved.

The 2012 Business of the Year award isn't the first recognition for Fashion & Vanity—in 2010, the company was awarded the Business Ethics Award from the Lancaster Rotary Club. Lovell refers to both awards when he says, "Everybody here shares the pride, but it also raises the bar." With that kind of attitude, it's also likely this newest award won't be the last for Fashion & Vanity Cleaners.

Upcoming Webinars

Insight Center Highlights
Friday, May 3, 2013
Learn more about Verint's new incident management application

Managing Agents in IRIS/AIQ
Friday, June 7, 2013
Join us for tips, tricks and best practices

Administering Audiolog with AMC Client
Friday, July 12, 2013
Update tables, respond to alarms, and more...all from your regular workstation

If you are interested in joining any of the free webinars, please contact Jacque at jramsey@soundcommunications.com

Chili Cook Off

Congratulations to Director of Sales Amy Mauro, the first woman to win both the eligible and popular vote in our annual chili cook-off. Watch out next year, Amy...we hear Darin did not take lightly to defeat!





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protect the assets your
business can't do without:
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your employees.

You're Invited

Darin Cooper, our CTO and a recognized industry thought leader, will be presenting "Meeting the Challenges of Next Generation 911" at this year's Ohio NENA/APCO Conference. The event is April 16th at the Kalahari Resort in Sandusky, Ohio, and Darin's presentation is at 11:00am.



From 5:00-7:00pm, Sound Communications will host a cocktail reception in the Banyan Room for attendees. Stop by, mingle with our expert team, and enjoy complimentary appetizers, drinks & door prizes. Watch for your personal invitation!



invites you to a...

Cocktail Reception

Ohio APCO/NENA Conference

Tuesday, April 16, 2013
5-7pm

Kalahari Resort
The Banyan Room