

## BOBBY'S BEAT

*First Edge announces FE Agency*

Happy Spring to you. I am thrilled to open this newsletter with exciting news!

To begin the 2nd quarter of 2011, First Edge Solutions has acquired a large majority of the TAKA Group, LLC in Scottsdale, Arizona. The co-founder, Aaron Kilby, and his book of business joined us in April. He has been quickly building his new team at First Edge Solutions. As a result, we have created a new division within First Edge Solutions known as FE Agency. ([www.feagency.com](http://www.feagency.com)).



*President and CEO,  
Robert (Bobby) Kraft*

Aaron comes to us with a great track record working on large national and international projects for companies such as Bank of America, Oakley, Luxottica, United Way, and Starwood Hotels & Resorts just to name a few – winning multiple awards with his design team.

This is a great fit that extends our product and capability offering to better partner with our clients from campaign development through execution and measurement. The world class creative and campaign development capabilities that the FE Agency team, led by Aaron Kilby, will only continue to enhance our value proposition.

We are proud to house the full service ability for campaign development, measurement, implementation, production, software development, and data management. Because of First Edge Solutions' foundation, with Communication Supply Chain expertise at its core, we can handle and execute all of your communications through multichannel streams such as print, email, direct mail, mobile, and social media.

We are thrilled to have Aaron lead our new agency at First Edge Solutions. Thank you for welcoming Aaron and his team! They are already hard at work and looking forward to great things.

Thank you for your continued support of First Edge Solutions.

Sincerely,



Robert M. Kraft  
President & CEO

## WELCOME SPRING

*Exciting times for First Edge Solutions*

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### The Power of Variables

*Using variable data to give customers the power of information*

In the fall of 2010, a client came to First Edge Solutions with a big idea and a lot of data. Aclara Software, a leading provider of analysis software for the utility industry, needed to send a mailing to the customers of a Midwest-based utility about their energy usage and ways to conserve.

First Edge Solutions took on the task of programming and translating Aclara's database, which contained the

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customer's personalized home energy analysis, to create a custom report for each customer. Using a powerful variable data publishing software, First Edge configured and output over 60,000 reports. Because of First Edge's strength in technology, they were able to program, print and fulfill the project on demand.

The project required First Edge to create graphs and analysis from the raw database which included home comparison benchmarks and appliance energy-use breakdowns. Detailed analysis refines the energy use model and provides detailed savings advice and implementation suggestions. The epitome of the project was a pie chart detailing the customer's energy usage. "The client wanted the pie pieces in largest to smallest order, which required us to sort the data linearly before passing it to the pie chart tool," commented Darby Reid, an Interactive Specialist, who spearheaded the programming on the project.

Using the combination of Aclara's robust database and First Edge's output publishing ability the client was provided with a powerful tool to understand and manage their energy consumption.

Barbara Kuzara, the Project Manager for Aclara, commented, "The project as a whole was extremely powerful, being able to create so many variable data reports, accurately and so quickly. It was wonderful to work with First Edge's professional, top-notch staff. We hope to create these types of reports for many of our clients in the future."

## About Aclara Behind the Project



Aclara Technologies of ESCO

Aclara Software™ Applications provide utilities with value-added solutions that unlock the power of AMI systems. Used by hundreds of utilities, the software delivers data from meters and other devices, and provides reports and analytics to both utility employees and to consumers. Utilities use Aclara Software to reduce capital and operating costs, increase customer satisfaction and address efficiency and resource management needs. Aclara's suite of applications includes AMI Management, Meter Data Management, and Consumer Engagement Portal software that support a variety of business functions, including:

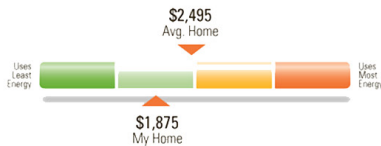
- Demand Response
- Load Profiling and Analysis
- Customer Care
- Revenue Assurance
- Distribution Asset Planning & Analysis
- Efficiency and Conservation Programs

TO LEARN MORE GO TO:  
[WWW.ACLARA.COM](http://WWW.ACLARA.COM)

### 2010 ENERGY REPORT

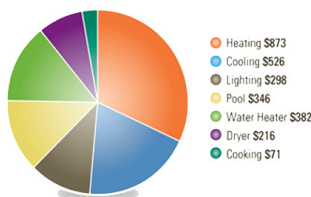
#### HOW DO I COMPARE?

Your home has been compared with similar homes based on type of home, size, location, cooling profile and fuel type for both space and water heating.



#### HOW IT ADDS UP

While most customers can point to heating or cooling as the main driver of their home's energy costs, you may be surprised by how many dollars go toward energy use in other areas of your home. Based on your historical use and available home profile data of homes similar to yours, we've analyzed how energy in your home is likely to be consumed across these categories:



▶ You're doing great!



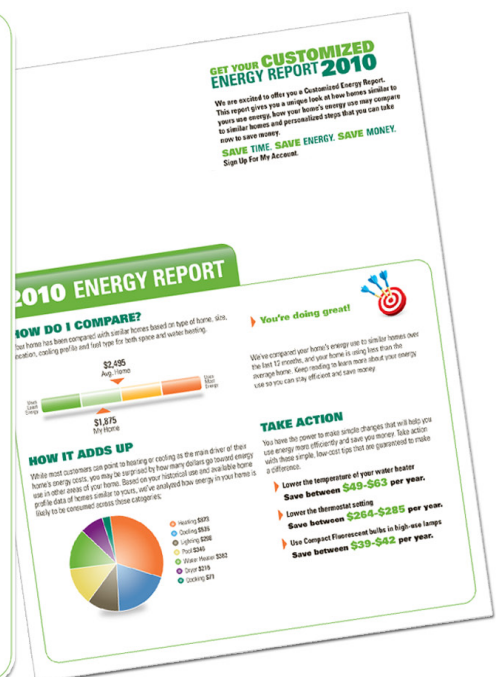
We've compared your home's energy use to similar homes over the last 12 months, and your home is using less than the average home. Keep reading to learn more about your energy use so you can stay efficient and save money.

#### TAKE ACTION

You have the power to make simple changes that will help you use energy more efficiently and save you money. Take action with these simple, low-cost tips that are guaranteed to make a difference.

- ▶ Lower the temperature of your water heater  
Save between **\$49-\$63** per year.
- ▶ Lower the thermostat setting  
Save between **\$264-\$285** per year.
- ▶ Use Compact Fluorescent bulbs in high-use lamps  
Save between **\$39-\$42** per year.

A sample report from the project



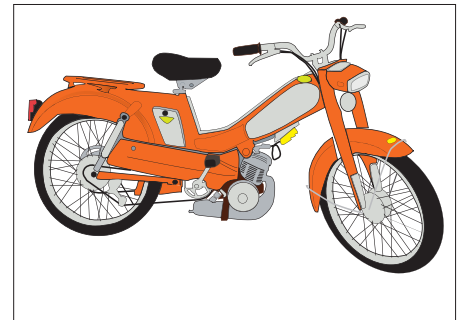
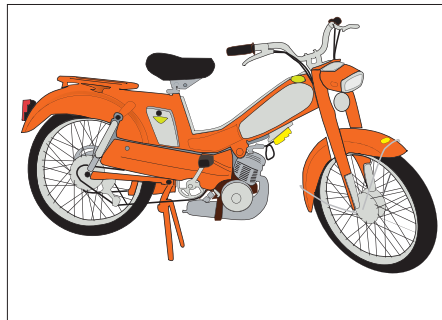
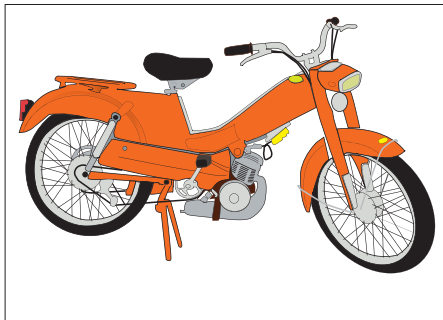
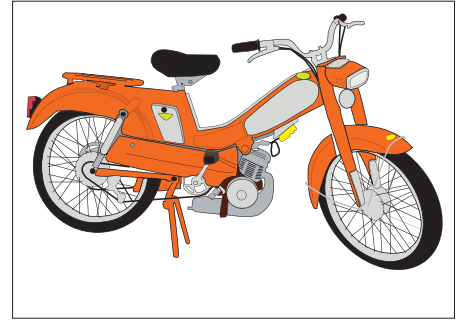
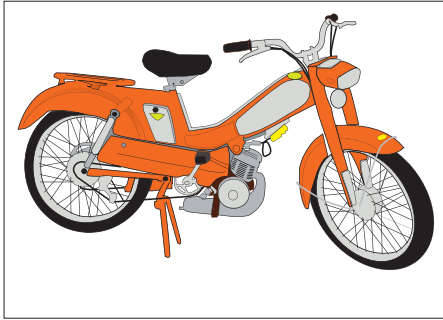


# AGENCY



## FUN AND GAMES

Find the two motorbikes that are exactly alike!



For the answer, call 602-353.8526 - ask for Liz

## FE AGENCY

*Super creative comes to First Edge*

FE Agency comes to First Edge Solutions to provide top-notch creative services. With this exciting new offering comes an exciting guy, Aaron Kilby, Senior Vice President of FE Agency, an all-around super creative.

**Liz Pomeroy: Who are you, and where do you come from?**

**Aaron Kilby:** I was born and raised in Lancaster, PA - Amish country! As I am sure you guessed, there was not much opportunity in marketing and design there. It has been over 10 years now since I made the trek out to AZ and have worked for agencies both large and small, also owning a national full service agency called The Taka Group for the past 3 years.

**LP: What's so special about FE Agency?**

**AK:** Being a division of First Edge Solutions is what makes us special! We are now able to offer our clients the best in design and print solutions, while saving them money in the process. Having the list of services that we do will help make your company or product a huge success!

**LP: What are you most excited about for FE Agency's future?**

**AK:** The FE Agency's future is endless, as we are able to handle all aspects of creative, marketing and print for all industries. You want it, you got it! Consider us your one stop shop... did I just say that?



Aaron Kilby

**LP: Who are your creative influences?**

**AK:** I don't have one per say, but love to keep up with current design trends and social media! Just picking up a design or fashion magazine and seeing what is new, sparks creativity within!

**LP: Where are you located and how can we get a hold of you?**

**AK:** We are located in the Phoenix, Arizona facility, where we currently hold down the fort! You can also follow us on Twitter at @fe\_agency, akilby@feagency.com or 602-430-4105.





## INTRODUCING OUR MASCOT

Meet Edgy McFES

FIRST EDGE SOLUTIONS  
PRESENTS

# WHAT IS social media?

as part of the Lunch 'n Learn series

### MILWAUKEE INFO

Speaker: Sue Spaight  
Director of Strategy, Jigsaw LLC  
Friday, May 20, 2011  
11:30 AM - 1:00 PM (CT)  
@ 544 S 1st Street  
Milwaukee, WI 53204  
REGISTER: 414-297-9950 or  
mkesocialmedia.eventbrite.com

### PHOENIX INFO

Speaker: Matt O'Brian  
Founder, Mint Social  
Friday, May 20, 2011  
11:30 AM - 1:00 PM (PT)  
@ 17855 N Black Canyon Hwy  
Phoenix, AZ 85023  
REGISTER: 602-353-8625 or  
phsocialmedia.eventbrite.com

CHECK OUT OUR  mobile site.

FES  
Indicia



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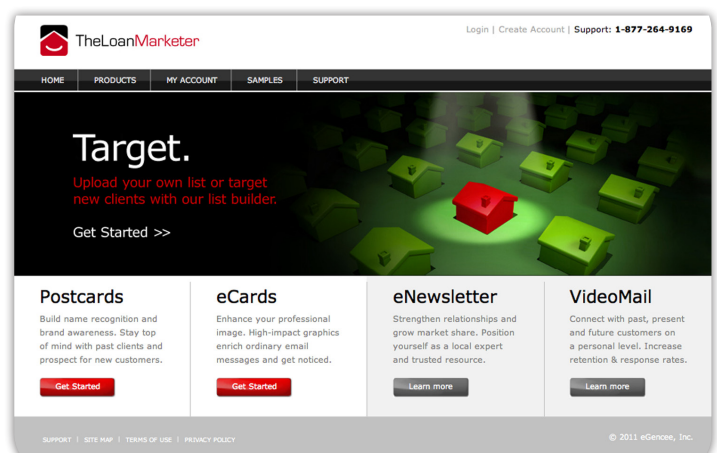
## A NEW FIRST EDGE SERVICE

Meet eGencee!!

We'd like to introduce you to our newest service, eGencee. eGencee is an online marketing agency or "e-agency" offering our clients a complete on-demand marketing solution. The cornerstone of this system is agency quality marketing materials, each template based for effortless personalization. Initially, the service will offer:

- Web-2-print postcards
- eCards (email postcards)
- eNewsletters (email newsletters)
- VideoMail (email with imbedded video clips)

The Mortgage Industry will be the first market served, however, the platform has been designed to accommodate dozens of other industries as well. The goal of eGencee is to become the personal e-marketing department for each of our customers. Through the economies of scale, eGencee provides high end personal marketing at unbeatable prices. Call us today to schedule a complete overview.



A snapshot of the eGencee site, [theloanmarketer.egencee.com](http://theloanmarketer.egencee.com)