

## BOBBY'S BEAT

As I am composing my thoughts for this newsletter, I am frustrated, mesmerized, and perplexed by the debt crisis our political leaders are sorting through.

Certainly none of us can predict whatever the eventual solution will bring to our marketplace. We can only build our respective businesses to react as needed. Therein lies the challenge.

For example, we are experiencing that same issue in the marketplace from Healthcare Reform. Already, many of our insurance and healthcare clients on the Content/Document/Print Management side of our business are experiencing significant challenges with their communications as a result of regulation changes.

Recently, one of our great clients from a Fortune 500 Insurance Corporation challenged me, and rightfully so, because our last newsletter was very marketing centric. As he so eloquently put it, "You guys are experts with your nimble, Web 2 Print, and Print Management Solutions for us as with many of your big clients, but you never talk about it...Why?!" That left out a HUGE part of our business as he stated...and accurately so!

I believe Content/Document/Print Management is such a core competency of ours and the real backbone of First Edge Solutions that sometimes we fail to articulate our capacity. However, in a down economy, cost management and cost containment are a big part of the value we add.

I am proud to say First Edge Solutions has been able to partner with clients in the insurance/healthcare sector to stay compliant with the changes as they come, while managing and driving down costs!

The bottom line is that we are experts in handling, from single to highly complex data streams, whether for compliance or marketing purposes. To then print, mail, fulfill, ship, email etc. that information to any channel is just part of our supply chain.

Thank you to our great client for waking me up to smell the Starbucks...I owe you one!

We look forward to having the opportunity to partner with you for your next communication challenge.

Sincerely,



Robert M. Kraft  
President & CEO



President and CEO,  
Robert (Bobby) Kraft

## SUMMER SPECIAL

*Warm Weather and Change*

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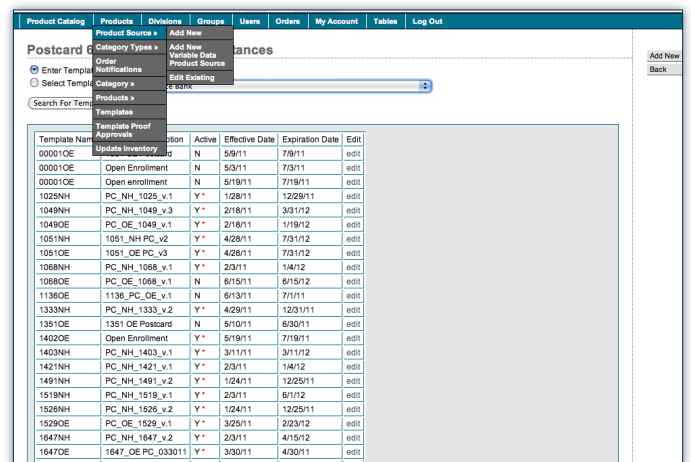
## Out of Change Comes Solutions

*Creative Solutions for Tough Problems*

At First Edge Solutions, we know how difficult managing change can be. From government regulations, to internal business strategies, to social media – the extra hours and headaches of change management can frustrate any organization.

First Edge Solutions has been listening to our clients and coming up with ways to solve specific problems. We would like to outline one example of a solution we provided to a situation, faced by companies across every industry.

*Continued on page 2*



Template Name	Approval	Status	Active	Effective Date	Expiration Date	Edit
00001OE	Update Inventory	N	Y	5/9/11	7/9/11	edit
00001OE	Open Enrollment	N	Y	5/9/11	7/9/11	edit
00001OE	Open enrollment	N	Y	5/19/11	7/19/11	edit
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1402OE	Open Enrollment	Y*	Y	5/19/11	7/19/11	edit
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CORNER



(Not the actual tshirt.)

### WORD JUMBLE

Be one of the first three people to solve the jumble and email the answer to [epomeroy@feagency.com](mailto:epomeroy@feagency.com) and **win a limited edition FE Agency tshirt!**

SA A EURL OF MUTBH  
VEENR SEU MCICO SNAS  
ORF YINNGAHIT

### FE AGENCY FE AGENCY IS A HIT!



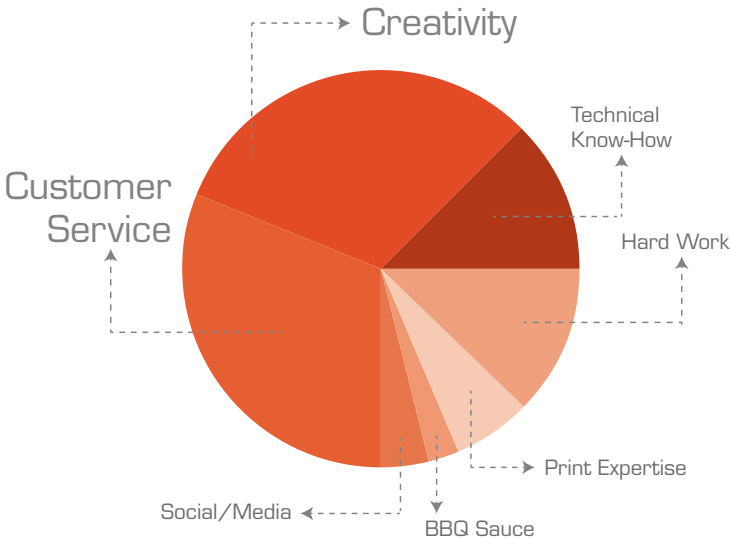
It has already been three months since the launch of FE Agency. We are excited to report that we have been busy doing work for current First Edge Solutions clients, as well as bringing aboard new clientele due to our added agency services.

Our customers are seeing the value of us being able to offer them direct costs of print and online solutions along with our award winning design. In an era of shrinking budgets and fierce competition, we offer an affordable approach to the price of success.

We are very happy to leverage our combined services to bring greater value to our clients. Our goal is to make long-term partnerships and help take your business to the next level. Please, ask us how we can help you and your team!

Check us out at [www.feagency.com](http://www.feagency.com)

### WHAT FE AGENCY IS MADE OF



FIRST EDGE SOLUTIONS PRESENTS

# firstglass

Join us on September 9th for our first ever FirstGlass social-happy hour. We will be giving away complimentary Meet-Meme trading cards to all attendees who register. Please join us for plant tours along with networking games with cool prizes, appetizers, and beer and wine.

Space is limited so don't forget to register, it's going to be a great time!

## OUR SPONSORS



### MILWAUKEE INFO

Friday, Sept 9, 2011

4:00 PM - 6:00 PM (CT)

@ 544 S 1st Street

Milwaukee, WI 53204

REGISTER: 414-297-9950 or

firstglassmke.eventbrite.com

### PHOENIX INFO

Friday, Sept 9, 2011

4:00 PM - 6:00 PM (PT)

@ 17855 N Black Canyon Hwy

Phoenix, AZ 85023

REGISTER: 602-353-8625 or

firstglassphx.eventbrite.com



PRE-PRESS, PRINTING & FULFILLMENT  
MULTI-CHANNEL DIRECT MARKETING  
CUSTOMER RELATIONSHIP MARKETING  
SUPPLY CHAIN MANAGEMENT  
WEB2PRINT STOREFRONTS



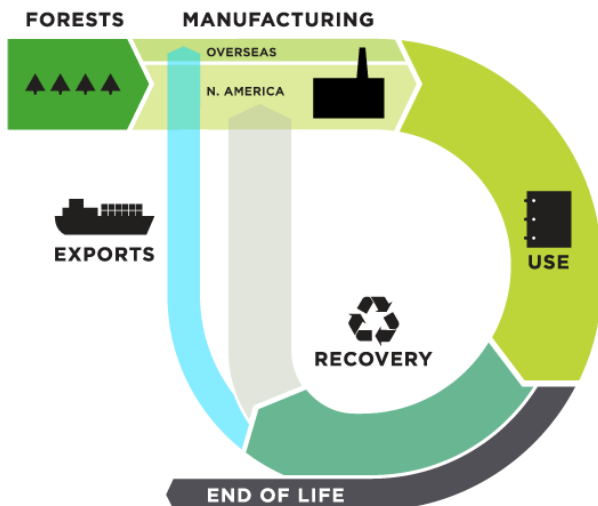
544 South 1st Street  
Milwaukee, WI 53204



eGencee



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ATLANTA • SAN DIEGO  
www.firstedgesolutions.com



## All About The Paper

The environment is important to us at First Edge Solutions, understanding the paper making process, life cycle of paper and conservation efforts is also important.

It is well known that the paper industry is leading the charge for energy conservation and the use of renewable and waste-source energy resources. They are also advocates for sustainable forestry, and family-owned forestry businesses. The paper industry is an integral part of our economic well-being, and takes great effort to ensure our forests will be there for future generations.

When choosing the paper for your next project we would like you to keep in mind what manufacturers are doing to increase their environmental performance of paper, and whenever possible please choose recycled and FSC certified papers. And we hope when you're done enjoying this newsletter it finds its way to the recycling bin.

© 2011 GreenBlue from the Paper Life Cycle, an online resource that provides key environmental information about the sourcing, production, use, and end-of-life of paper.