



## breaking news

### JoAnne Kelley Promoted to VP Sales

After two straight years of record sales growth that includes expansion into new markets, Wolper Subscription Services has promoted JoAnne Kelley from National Sales Manager to Vice President of Sales.

"JoAnne's leadership has been instrumental in driving our recent growth," says Wolper President and CEO, Susan Wolper. "Her extensive experience, communication expertise, and devotion to her customers has proven to be a real winning formula. She's also a key member of our management team, helping me to set the direction and strategies for the company overall."

JoAnne joined the company in March 2003 with 20+ years experience in various sales and marketing positions. Prior to joining Wolper, JoAnne was National Sales Manager at The Faxon Company, a family-owned serials subscription agency based in Massachusetts.

Please join us in wishing JoAnne well-deserved congratulations. You can reach her at 617.327.3971, or [jkelly@wolper.com](mailto:jkelly@wolper.com).

Customer devoted.  
Technology smart.  
Subscriptions delivered.<sup>®</sup>

### As A Diversity Solution, Too, Wolper is a Cut Above

As a 100 % woman owned and operated enterprise, Wolper Subscription Services is a reflection of an impressive national trend.

According to the U.S. Census Bureau's latest Survey of Business Owners, released in March 2006, the number of women-owned businesses grew 20 percent between 1997 and 2002, twice the national average, to a total of 6.5 million enterprises.

As business owners, women are becoming a driving force in the U.S. economy, creating jobs, demonstrating leadership as good corporate citizens, even influencing management style (for example, implementing family-friendly policies and mentoring practices). They are also helping to shape the overall market, as makers of consumer goods, government agencies, etc., engage their services as part of successful supplier diversity programs that often better reflect a company's customer base, encourage a more open business environment, and help stoke the economic engine that's being driven by women and minority business owners.

Wolper is a Women Business Enterprise (WBE), officially certified (and recently renewed) by the Pennsylvania Department of General Services. See [http://www.dgsweb.state.pa.us/imaginepa/bcabd/vendor\\_search.asp](http://www.dgsweb.state.pa.us/imaginepa/bcabd/vendor_search.asp) for the official listing or contact our office if you would like a copy of the certificate. Wolper also will be receiving WBENC certification [Women's Business Enterprise National Council ([www.wbenc.org](http://www.wbenc.org))].

Unlike many certified "women-owned businesses," which are only required to prove a minimum threshold of 51% female ownership, Wolper is and always has been 100% woman-owned and -operated. "This has been true throughout our 29 year history," says Wolper Subscription Services President and CEO, Susan Wolper.

These certifications can help you meet company or government regulated supplier diversity standards. If you would like documentation or further information, please contact your Wolper account representative.

## “ So often in life we're bombarded by ideas about success

that relate only to tangible rewards: financial compensation, acquisition of wealth and material things, “winning.”

Our focus on success is different. It's about the intangible. It's about people. About satisfying customers. About doing things with a smile. About being positive and creative and finding gratification in doing the job well. It's also about learning and fine-tuning, always looking to find a way to do things just a little bit better.

Very soon, we'll be sharing our mission statement, vision and core values with you. (Look for these in future correspondence and on our [www.wolper.com](http://www.wolper.com) web site.) Expressing these ideals in words is an exacting, time-consuming process – even though we live the values every day. I believe these values will feel familiar and true when you read them on our web site and in our next newsletter. But I think, too, that you'll learn even more about us than you already know simply by experiencing us – about our commitment to customer service, to technology, to open and honest communication, and to an ethic of constant improvement.

Bottom line: our purpose is about much more than the bottom line, and our relationship with you is about far more than the transaction.

This philosophy – and words of wisdom such as Emerson's on Success (see sidebar) – helps define us, shape us, drive us. It aids decisions about what we do and how we do it. It inspires who we are, as individuals and as members of a dedicated work team.

As our company carries on its long, steady pattern of growth, these beliefs will continue to be our core. And, I wish you all great success in your lives and in all of your endeavors. ”



President and CEO

P.S. You can read more of the words we find most inspiring in our upcoming web site redesign. There we'll populate a Thought for the Day feature on the home page with quotes and short readings we've collected through the years. We'd love for you to share your own favorites. Drop a line to me at our Centre Square “snail mail” address in Easton, PA, e-mail me at [swolper@wolper.com](mailto:swolper@wolper.com) - or, submit using the online form once the feature goes live.

### Success

To laugh often and much;  
To win the respect  
of intelligent people  
and affection of children;  
To earn the appreciation  
of honest critics  
and endure the betrayal  
of false friends;  
To appreciate beauty,  
to find the best in others;  
To leave the world a bit better,  
whether by a healthy child,  
a garden patch or a  
redeemed social condition;  
To know even one life  
has breathed easier  
because you have lived.  
This is to have succeeded.

Ralph Waldo Emerson

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# "Ariba Ready" and Beyond



During the past year, Wolper Subscription Services has implemented dozens of web-based enhancements designed to optimize delivery of our subscription management services through Ariba® Buyer™, a software system that allows businesses to manage corporate purchasing functions with suppliers and online marketplaces seamlessly and directly from employee desktops.

As a member of the Ariba Supplier Network, and certified Ariba® Ready™, Wolper has integrated its entire array of subscription management services and database of 270,000+ serial titles into this multi-vendor online purchasing system by Ariba, Inc., the world's leading provider of spend management solutions.

Wolper is currently renewing its Ariba Ready certification for 2006-2007.

As further demonstration of our support for Ariba and its customers, Wolper attended its first ever AribaLIVE, the premier spend management conference, at the Mandalay Bay Resort & Casino in Las Vegas, May 9-11. Wolper hosted a booth in the Ariba Supplier Pavilion to demonstrate our integrated services and functionality and to discuss with prospective customers the overall positive impact that consolidated online subscription management and Wolper's superior service can contribute to a company's overall spend management initiatives.

"We had a very successful conference at AribaLIVE," says Wolper VP of Sales, JoAnne Kelley. "There was lots of interest. Clearly, Ariba's partners are looking into information management solutions through Ariba. They're also looking at minority suppliers. So, this was a great avenue for us.

"We'd also like to thank customers for coming by our booth to see the connection between WOLPERweb and Ariba."

Wolper's back-end systems also support punchouts from **PeopleSoft**, another cXML technology-based corporate e-procurement system. We recently completed testing on our first PeopleSoft integration and things went very smoothly, according to **William Cays**, Wolper's IT Director.

PeopleSoft (Nasdaq: PSFT) is the world's second largest provider of enterprise application software with 12,000 customers in more than 25 industries and 150 countries. PeopleSoft was acquired by Oracle in January 2005.

If your company is using PeopleSoft, we can integrate subscription management right into your custom online solution. Just give us a call at **610.559.9550**.

Our Aim:  
To  
Exceed  
“Customer  
Satisfaction”

In the very near future, we will be releasing our first formal Customer Satisfaction Survey. Look for an announcement in your “in” box (if we have your e-mail address) or in a homepage post on our general website @ [www.wolper.com](http://www.wolper.com).

We are genuinely interested in how you'd rate the appeal and functionality of our websites, the timeliness and accuracy of order fulfillment and claims processing, the courtesy and service our CSRs provide, and more. We'd also like to know your thoughts about the future – industry trends, possible service needs, etc. So, please take a few minutes to participate in our survey. As a small thank you for your time and ideas, we will select 10 random winners from all of our respondents to receive a complimentary one-year subscription of your choice from a select list of consumer magazine titles.

Also, in a quest for further feedback and industry dialogue, we are forming an advisory board – a network of information professionals and procurement managers from across the corporate, government, academic, medical and public library sectors. The board will provide specialized expertise and insights to Wolper as we pursue new avenues and service upgrades, in keeping with our ethic of constant improvement.

“Clients like to feel they've participated in the development of a product or service and to lend real support to their vendor partners,” says Vice President of Sales, JoAnne Kelley.

If you would like to be considered for inclusion on the board, please send a note or an e-mail with “Advisory Board” in the subject line to [info@wolper.com](mailto:info@wolper.com); address postal mail to Advisory Board, Wolper Subscription Services, 6 Centre Square, Ste. 202, Easton, PA 18042.

Thanks in advance for your ratings and suggestions!

## Our Lines Are Open

You encounter it everyday: the endless varieties of automated customer service. The litany of pre-recorded menu options that dead-ends without naming a category that suits your need; web-only, "pull down"-driven e-mail forms; the fictional "personal" assistant to guide you through the voicemail maze.

Wolper Subscription Services prides itself on good old-fashioned, off-line customer service: human beings, live voices; dedicated, knowledgeable, resourceful staffers, answering the phones every business day of the year.

"We strive to make exceptional customer service the rule here," says Wolper Subscription Services CEO and President, Susan Wolper. "We want our customers to be delighted. We don't just settle for fulfilling your requests, but we actually try to anticipate your needs and meet them before you've even asked."

For "24/7/365" access, Wolper also offers unlimited self-serve access to online reporting and tracking.

We still take fax transmissions, too!

In short, you can connect with us anyway you like. The lines are open. Drop us a line or give us a call...today.

**Phone: 610.559.9550**

**Fax: 610.559.9898**

**E-mail: [info@wolper.com](mailto:info@wolper.com)**

**[sales@wolper.com](mailto:sales@wolper.com)**

**[customerservice@wolper.com](mailto:customerservice@wolper.com)**

## CUSTOMER SERVICE

How accurately does your company analyze the costs vs. the benefits of handling all your subscription-related customer service needs in-house?

Let's say, for argument's sake, that a typical claim takes a total of 2 hours to resolve. (Probably a conservative estimate.)

Based on the average annual salary for special librarians (\$61,522\*), you'll spend nearly \$60 per claim resolving all these issues on your own behalf.

$$\begin{array}{r} 2,080 \sqrt{\$61,522.00^*} \\ \text{total} \\ \text{annual} \\ \text{salaried} \\ \text{hours} \end{array} \begin{array}{r} \$29.58 \text{ [an hour]} \\ \hline \\ \text{total} \\ \text{annual} \\ \text{salary for} \\ \text{special} \\ \text{librarians} \end{array} \begin{array}{r} \$29.58 \\ \hline \text{x 2} \\ \hline \$59.16 \end{array}$$

If your library is handling multiple claims during the course of a year, that really adds up!

But with Wolper as your subscription agency, you won't waste a thing – neither time nor money. Not only do our services minimize the number of claims, but we handle all inquiries as part of your subscription services. And since subscription management is all our customer service representatives do, their mantra is customer service that exceeds expectations, AND, since they're talking to publishers each and every day, they are the most creative and efficient problem-solvers in the business.

So, this is just one way you can bank on us to save time and money. Talk to your account representative for additional cost-benefit analysis.

\*Based on the national average for special librarians, as reported in the SLA's 2003 annual pay survey

have  
you  
heard?

## Wolper Partnership to Allow Simpler E-Journal Access

Wolper Subscription Services has partnered with **Ingenta plc**, a global leader in the management and distribution of published scientific, professional and academic research via the Internet, to simplify the online access of e-journals for the 17,000 libraries that currently use [www.ingenta.com](http://www.ingenta.com).

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Thanks to this collaboration, the partners' mutual library customers have seamless and pre-configured access via Ingenta to the journals they've purchased through Wolper. With other web services, libraries have to manually communicate each of the titles they subscribe to in order to activate their online access. But, through this partnership, libraries authorize Wolper to transmit their subscription lists directly to Ingenta and gain immediate authentication and access to the online journals.

## What Our Customers Are Saying ...

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Every once in a while it's nice to pull out our customer correspondence files and remember the kind of kudos they've extended to us. We value these as a kind of "on-the-fly" performance review. If by chance you are a corporation or research institution or library shopping for a subscription management partner, we'd like to share a sampling of what they have to say about us:

- > One customer admired our CSRs and their handling of the company's transition to Wolper's services. The praise noted quick responses to calls and e-mails and quick resolution: "the majority of questions/issues were handled within 24-48 hours." On top of all that, the customer experienced no breaks in service. (That's our aim!)
- > One self-described "happy customer" sent "enthusiastic" thanks to all and cited, in particular, the ease and convenience of the web site and the excellent customer service.
- > Another customer expressed appreciation for the new web site: "Everything is so easy!"
- > Another customer characterized our customer service as "exceeding expectations – on a consistent basis!"
- > A new customer (who paid even before invoiced!) had high praise for our proposal presentation, particularly how "professional and informative" it was.
- > And, another brand new customer did us the honor of referring to our business relationship as a partnership. We like when that happens because we choose our words carefully and that's a word, and a definition, we live by.

# The New WOLPERweb®... Makes Multiple Actions Easy



WOLPERweb®, version 2.0, has got a new look and much easier navigation with an intuitive menu of drop-downs on the left-hand navigation bar. But by far the most important update to our functional web site – the one that you as a registered user access to place orders, renewals, claims, etc. – is a new “shopping cart” feature.

Using the same technology you know from online retail sites, WOLPERweb's shopping cart allows you to accumulate and save multiple orders. Previously, you could only perform one transaction at a time. So, if you get interrupted at your desk once you've begun subscription management activities, you can save and go back as you have time – later in the day or even later in the week and then submit your collective order to Wolper for processing. The cart also allows you to go back and review your order.

Another improvement in the works: For some time, you've been able to get a change report from Wolper, detailing all updates from the publishers – title changes, adjustments to frequency or ISSN assignments, etc. – as they apply to your unique publication list. Librarians find this especially helpful for check-in use. Our IT team is hard at work on making this report available to you in an always-ready format, available directly from your “welcome” page.

WOLPERweb is also a great tool for submitting subscription claims; our customer service representatives can answer any questions you have about this.

Customers have told us that we have the most powerful website in the industry. But we're not resting on our laurels. We just keep making it better, better, better!

## other news, insights, reminders

- > In an effort to fulfill our mission to you to provide the highest quality subscription management services, our **Account Services Manager**, Veronica Malitzki, will be initiating a program of regular contact with you. We're not simply trying to gauge your satisfaction with current services; our business conversation can be as wide-ranging as you like. Initially, Veronica will be sure to ask such questions as whether we have the most current contact information for your account or whether you are tracking any new accounting information in-house - to ensure that you are currently getting the most out of your reports. But please feel free to think “big picture” and share anything new that's going on in your business, as we may be able to match one of our latest added-value innovations to your needs as they are evolving. Expect a phone call in the very near future.

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As a reminder, our **New Accounts** department is devoted to “holding your hand” as long as necessary through the set-up process, ensuring that your list is transitioned smoothly, that your subscription service is continuous, and that you're getting all the administrative reports you need.

We're always happy to hear from any and all of you, new and existing accounts – at **610.559.9550** or [accountservices@wolper.com](mailto:accountservices@wolper.com).

- > When your periodicals are received within your organization, how do you check them in and route them efficiently and effectively throughout the company? Wolper can offer you even greater turnkey service by providing **check-in and consolidation services**, which will allow you to have your magazines delivered to us for check-in (and any necessary claiming). We then mail them in bulk to you, complete with routing slips on any shared copies. Contact us for more information if you're interested.

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# other news, insights, reminders

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> Our Publisher Relations department continues to work with more and more publishers to **process and pay orders electronically**, which translates into even faster service for you.

> Just a couple of tips to **help us help you** – also, in keeping with our commitment to effective, efficient communication and quality customer service:

- Please keep us informed of any changes when somebody in your organization moves or changes responsibilities, so we can update our contact lists to ensure uninterrupted service and communication.
- In order to avoid missing any important communications from Wolper, check with your IT department to see that we are on your e-mail “approved” list. That way we’ll both be assured that any messages we send you avoid winding up in the anti-spam receptacle.
- To help avoid any breaks in service, please try to return renewals in a timely fashion.

> Finally, we’d like to take a moment to say **thank you** to all our customers, new and “old” (some of whom have been around for nearly 30 years!) We appreciate your business. Welcome, new customers. We look forward to working with you. We know that you and your business stand to benefit substantially from the exceptional services we provide. Thanks for giving us the chance to show you. Also, a special thank you to the new government accounts that have come on board in the last year.

## WOLPER QUIZ

### How Many New Magazines Are Launched Each Year?

There is someone who actually counts. At least for the consumer market segment. He’s Samir Husni, Ph.D., chairman of the Journalism Department at the University of Mississippi and “the country’s leading magazine expert,” according to Forbes ASAP magazine.

Give us your best guess as to how many new titles arrived on the scene in 2005. Remember, you’re just considering consumer titles for the purpose of this quiz: Cosmopolitan, TV Guide, Sports Illustrated, etc.

Interestingly, about 90% of today’s new launches are independent and focused on niche subjects; only about 10 in 100 survive. Among the many fewer put out by big publishing houses, 90% survive.

Our source for the winning answer will be Samir Husni’s annual Guide to New Magazines, now in its 21st year.

E-mail your response (with “WolperNews Quiz” in the subject line) to [didiy@wolper.com](mailto:didiy@wolper.com). All correct entries submitted by August 15th will be thrown into a hat and one lucky reader will win a complimentary one-year subscription of your choice from a select list of consumer magazine titles.

*Wolper employees are not eligible to participate.*

## healthy|tips

When you’re feeling swamped by “To Do” lists, deadlines, budget pressures, business travel, etc., remember to give yourself a break now and again or, even better, give yourself a treat! Something as ordinary as an afternoon stroll can provide an amazing blast of clear-headedness or simple stress relief. On the other hand, when you really need rejuvenating, be a bit more extravagant. Treat yourself to a massage or a dinner out. You’ll feel better and significantly more productive when you get back to your desk!