



Northern Directory Publishing

Winter 2011

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New Team Member



Dave Doughty Northern Directory Publishing

Dave Doughty is our newest team member at NDP. Pictured here with his wife, Pam, Dave brings over 20 years of sales experience to Northern Directory Publishing. Although his official job title is Business Development Manager, Dave's main focus is to help you achieve your business goals through marketing, sales, and promotion.

To Cell or Not To Cell, that is the question.

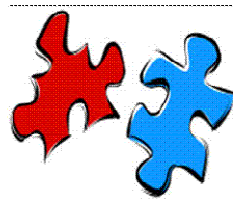
The question of whether to list cell phone numbers in the telephone directories seems to pop up everyday. So what is your experience with cell phone listings? Many businesses list their cell number as their contact number. But what happens when the customer desires to have their cell number listed in the white pages? Please e-mail us at info@ndpub.com and tell us your thoughts and experiences with this question of whether to cell or not to cell.

Opting Out and Giving Back

Seattle became the first city in the U.S. to pass an ordinance to limit the amount of phone directories delivered to one particular address. This seems to be a growing concern among recipients of telephone directories. This also brings on the question of "what do I do with my old phone book?" Many telcos sponsor local recycling efforts for the old phone books. These benefit local schools and other charitable causes. Again, we are asking to share your experiences at info@ndpub.com on what you think about the limiting of phone directories and/or your efforts on the recycling end. In our next issue, we will give back some of those responses.

Annual Meeting Ideas?

Are you kind of perplexed for ideas for an annual meeting giveaway item? Here at NDP, we are full of ideas to make your annual meeting a big deal. From calendars to mini directories to large print directories to practically anything else, we have the experience for your printing needs. So, give us a call and we will fulfill your annual meeting dreams.



Mind Bender

Received this mind bender from the Riddler on the Batman show so it has been around for a while. A man left town on Wednesday and returned on Tuesday but was only gone one day. How did that happen? And no, he wasn't in a time machine. It was pretty easy for the Caped Crusader and Robin.

Email us (info@ndpub.com) the correct answer by February 7th and be entered to win a gift basket full of great stuff!

Upcoming Events

- Look for us displaying our green at the Great Falls St. Patrick's Day Parade! March 17, 2011 at 3 p.m. and also our patriotic colors at the 4th of July Parade sometime in July
- Stop by our booth at the WTA Conference in Napa, California on April 3-6, 2011
- See us at the TOC Conference in Fargo, ND. May 10-12, 2011

Contact Info

Dave Doughty
Business Development Manager
800-761-5234 Ext 214
ddoughty@ndpub.com

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