

MARKETING
STRATEGIES &
SOLUTIONS



433 William Street
London, Ontario
N6B 3E1

www.marketingstrategiesandsolutions.com

Phone: (519) 432-8327
Fax: (519) 642-3372

**The opinions expressed herein are
strictly those of our clients...**

...and Robert's mother

Robert Adeland

From: Gonder, Douglas [dgonder@nascar.com]
Sent: October 8, 2012 4:28 PM
To: Robert Adeland
Cc: Doug Gonder

First off my apologies as I have had your tax receipt for a few months..

I did leave it in your office door today..

The process of getting all to buy in is slow.. But we are persistent and making some headway..

I am very appreciative for all of the work you did and more importantly the guidance provided so that we are able to achieve the goals set out.

Hope to see you soon!

Kindest regards and I hope all are well.

Douglas Gonder
NASCAR Canadian Tire Series

519 317-2039
419 297-3368 USA

Robert Adeland

From: Marc Lefebvre [marc@rmtequip.com]

Sent: September 6, 2012 8:31 PM

To: Robert Adeland

Cc: 'Mina'

Subject: re: PowerPoint Presentations

Hi Robert,

C'est vraiment nice et pro Robert... Super job in the short period of time i gave you man!
Nothing to say! I laugh for the montreal map... nice attention! hehe!

Thanks a lot! I have no questions! Bravo!

Marc Lefebvre
North American Sales Manager

x

RMT Equipment Inc
Office: 450-622-0682 **Ext: 222** - Fax: 450-963-7331
marc@rmtequip.com www.rmtequip.com

Robert Adeland

From: darryl@northamericatraffic.com
Sent: March 30, 2012 5:13 PM
To: robert@marketingstrategiesandsolutions.com
Subject: Wainfleet-20120330-00023.jpg



Wainfleet-2012033
0-00023.jpg (...)

Hi Robert,

Job well done! Our banners and brochures were dropped off at 5 this evening and they look spectacular!

Thanks for the hard work and the many hoops jumped-through. Peter particularly likes the vanishing horizon which (planned or not!) is at the perfect eye level for someone who's 5'6" - 5'10".

Exciting stuff!
Have a great weekend

Darryl

Robert Adeland

From: "Joe Schatz" <JSchatz@WinkleIndustries.com>
To: "Robert Adeland" <robert@marketingstrategiesandsolutions.com>
Sent: March 16, 2011 12:38 PM
Subject: RE: new magnet photo

OUTSTANDING!!!!

From: Robert Adeland [mailto:robert@marketingstrategiesandsolutions.com]
Sent: Wednesday, March 16, 2011 12:31 PM
To: Joe Schatz
Subject: new magnet photo

Joe,
Thought you would like to see a photo of the new magnet. It is being shipped today in the crate. It will be going by transport and should be there Monday or Tuesday at the latest.
Hope you like it. The color is right on, the lead box is 2.75" high by 8.5" long.
We got the raised lettering and the Winkle in the correct font and in the right places. It should be a lot stronger than its predecessor as the lifting lugs and help lugs are made from MDF and are buried in the piece about 3-4" deep.
Thanks for choosing the right color.
Take care
Robert

Marketing Strategies & Solutions
433 William Street
London, ON N6B 3E1
Tel: (519) 432-8327
Fax: (519) 642-3372
robert@marketingstrategiesandsolutions.com
www.marketingstrategiesandsolutions.com

Marketing Strategies & Solutions is a full service integrated marketing firm specializing in B-2-B communication.
Our commitment to our clients is to create strong messages in a meaningful way and memorable fashion that rises above the clutter.

Robert Adeland

From: "Mark Gazan" <mark.gazan@hudsonvilletrailer.com>
To: "Robert Adeland" <robert@marketingstrategiesandsolutions.com>; "Mike Kloepfer" <MikeK@titantrailers.com>; "Sandy Kloepfer" <Sandyk@titantrailers.com>
Cc: "Jeff Root" <jeff.root@hudsonvilletrailer.com>; "Rick Lees" <RickL@titantrailers.com>; "Rob Jerry" <robj@titantrailers.com>
Sent: January 26, 2011 1:31 PM
Subject: RE: Jim Carey Trucking

Robert,

I saw the HTD article today before your email below and all I could say was – WOW!!! I thought the same thing – two great testimonials in one article plus a great testimonial about H.T. and Titan! The headline definitely caught my eye but turned out to be a great story!!

Thanks for what you do for us and Titan.

Best Regards,

Mark

Robert Adeland

From: "Andreas Ernst" <aernst@sennebogenllc.com>
To: "Robert Adeland" <robert@marketingstrategiesandsolutions.com>
Cc: "Karen O'Donnell" <sales@marketingstrategiesandsolutions.com>; "Constantino Lannes" <clannes@sennebogenllc.com>
Sent: March 10, 2010 9:46 AM
Subject: LVI/Mazzocchi article

Robert

Thank you. Great job.

Regards,
Andreas W. Ernst
Regional Sales & Marketing Manager
SENNEBOGEN L.L.C.

Robert Adeland

From: "mike pass" <pass_m@bellsouth.net>
To: "Robert Adeland" <robert@marketingstrategiesandsolutions.com>
Sent: March 13, 2009 11:26 AM
Subject: Re: Vezzani in print

Robert,

What a great piece!! It complements everybody. It's very well done and we would love to use it to further the Vezzani story. I'm sending it to Italy too.

I'll make sure to let you know the next time I plan to visit Zubick.

Thanks a million!!

Mike

----- Original Message -----

From: Robert Adeland
To: Pierluigi Sambolino ; pass_m@bellsouth.net
Cc: Mina Thaler ; Karen O'Donnell
Sent: Thursday, March 12, 2009 6:42 PM
Subject: Vezzani in print

Gentlemen

I hope that all is going well. We have had our first hit with the publications. This particular publication combined the SENNEBOGEN jobsite report with the Vezzani jobsite report and treated it as a report on the Zubick's operation. In spite of that, am sure that you will like it as they have almost used everything from our article and have the Vezzani shear front and centre in the picture on the second page. Please click on the link http://www.baumpub.com/rpn/features_details.php?feature_id=972&fpage=1 and it will take you to the report. If that click doesn't work, go to www.baumpub.com and click on

Recycling Product News and follow it to the feature story. They have also made it the feature story in the print edition of the March issue of the publication and actually feature Ben Zubick on the front cover. I have requested a dozen copies and will deliver a number of them to the Zubicks for their keeping. As well, I will mail you each a few copies for distribution.

I look forward to your feedback. I will keep watching for other publications that carry the story. Thanks again for your support, confidence and help in getting the Vezzani story told. Look forward to seeing you at ISRI.

Take care

Robert Adeland

Marketing Strategies & Solutions
433 William Street
London, Ontario N6B 3E1
t: (519) 432-8327
f: (519) 642-3372
robert@marketingstrategiesandsolutions.com

Mina Thaler

From: "Marcel Langlois" <mlanglois@smsrents.com>
To: "Robert Adeland" <robert@marketingstrategiesandsolutions.com>
Cc: "Scott Marta" <smarta@smsrents.com>; "Mina Thaler" <mina@marketingstrategiesandsolutions.com>
Sent: Wednesday, September 09, 2009 8:46 AM
Subject: RE: SMS Wins Again!

Hi Robert,

It's comforting, dare I say rewarding, for us to know that our close business partners stand out so in their fields of endeavor. The quality, caliber and distinctiveness of your work are clearly appreciated by so many. Congratulations to you, Mina and your staff on receiving this recognition of your tireless efforts.

I noted your request for a letter of reference. We'll do.

Cheers,
Marcel

From: Robert Adeland [mailto:robert@marketingstrategiesandsolutions.com]
Sent: September 8, 2009 4:51 PM
To: Marcel Langlois
Cc: Scott Marta; Mina Thaler
Subject: SMS Wins Again!

Marcel

At Marketing Strategies & Solutions, we believe that taking the time to understand our clients' needs and delivering an effective, cost efficient bilingual solution is time well spent. It seems that others feel the same way.

For our combined efforts to deliver top level marketing materials, we have been rewarded with a Marketing Effectiveness Award from the Summit International Awards for the work that we did on the 2009 bilingual Calendar Program. This is the same organization that recognized our work on the corporate rebranding.

For more information about the Summit International Awards (SIA), please see the attached press release and you can read more about the Summit Awards on their website at www.summitawards.com.

If I may, I would like to request a letter of reference that we can use in our presentation packages as we meet and work to secure new clients. This would be greatly appreciated. As always, thanks for the opportunity.

As soon as the trophy is in, I will make an appointment to present you with this latest addition for your office. I wanted to send this out to you first before it went to the newspapers. If you have any questions, please contact me. I look forward to your feedback.

Take care

Robert

Marketing Strategies & Solutions
433 William Street
London, Ontario N6B 3E1

:(519) 432-8327

9/9/2009

Robert Adeland

From: <Larry_Shuck@bramco.com>
To: "Robert Adeland" <robert@marketingstrategiesandsolutions.com>
Sent: January 9, 2009 9:40 AM
Subject: Re: SENNEBOGEN jobsite reports.

Robert,

It's been my pleasure - you run a good ship !!!!!!!!

Please work through Gary Hirsch as you make progress.

Regards,

Larry G. Shuck
Senior Vice President
Bramco, Inc.
Office : 502-493-4203
Cell : 502-551-0625

"Robert Adeland" <robert@marketingstrategiesandsolutions.com>

"Robert Adeland"
<robert@marketingstrategiesandsolutions.com>

01/08/2009 06:50 PM

To<Larry_Shuck@bramco.com>
<Johnny_Cadden@bramco.com>,
<Kelly_Cates@bramco.com>,
<Phil_DeGreif@bramco.com>,
<Tim_Kreider@bramco.com>,
cc<Josh_Farmer@bramco.com>, "Adam Sanders"
<adam_sanders@bramco.com>,
<Gary_Hirsch@bramco.com>,
<aernst@sennebogenllc.com>, "Mina Thaler"
<mina@marketingstrategiesandsolutions.com>
SubjectRe: SENNEBOGEN jobsite reports.

Mr. Shuck

Thank you for all your assistance. Much appreciated. We will begin contacting the members of the Brandeis sales team next week. As per your request, nothing will be sent out until everyone (Bramco, SENNEBOGEN **AND** your customers) have had the opportunity to review the application articles and are satisfied with the enc product. For Bramco, should we work it back through the salesman on the account or should it go to Mr. Hirsch Please advise.

Larry, it has been a pleasure working with you and I hope that our paths will cross again. Enjoy your retirement.

Take care
Robert Adeland

Marketing Strategies & Solutions

09/01/200

Mina Thaler

From: "Beth Felger" <bfelger@winkleindustries.com>
To: "Mina Thaler" <mina@marketingstrategiesandsolutions.com>
Sent: Wednesday, February 21, 2007 5:27 PM
Subject: RE: Newsletter

Mina,

Thanks. You guys are the best!!

Have a great day :)

Beth Felger

V.P. of Operations
Winkle Industries
2080 West Main Street
Alliance, OH 44601
Ph: 330-823-9730
Fx: 330-823-9788
www.winkleindustries.com

Note: The information contained in this message may be privileged and confidential and protected from disclosure. If the reader of this message is not the intended recipient, or an employee or agent responsible for delivering this message to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by replying to the message and deleting it from your computer. Thank you.

-----Original Message-----

From: Mina Thaler [mailto:mina@marketingstrategiesandsolutions.com]
Sent: Wednesday, February 21, 2007 3:16 PM
To: Beth Felger
Subject: Re: Newsletter

Hi Beth

Thanks.

The newsletters (81 copies) have just left via FedEx to your attention.

Take care.

Mina

PS And happy anniversary!

----- Original Message -----

From: Beth Felger
To: Mina Thaler
Sent: Tuesday, February 20, 2007 1:30 PM
Subject: RE: Newsletter

Mina,

Thanks for all you help. I really appreciate it.

Have a great day!!

4444 Sherbrooke Street West
Westmount, Quebec
H3Z 1E2

March 7, 2001

To Whom It May Concern:

I have known Robert Adeland all his life. As a matter of fact, I knew him from before the time he was born. I should. I am his mother.

Not that I am biased, but I am here to tell you that Robert was a very bright boy. My baby (some baby – 6'2" and 265 pounds, but he will always be my baby), is now a very bright man. He takes after me. Not that his father isn't a genius, but I feel that I have had a positive influence in his life. In the face of adversity, Robert is a stand-up person. He will always choose the high road in life. His record to date, not only in his professional life but his personal life, reflects this attitude.

Robert is the kind of son that many parents hope for. Furthermore, according to his mother-in-law, her daughter could not have chosen a better person. He is kind, considerate and dedicated to his family, friends and his profession.

In business, he understands the need to communicate and to keep people informed. His leadership and counseling skills are excellent. He has proven quite proficient in this area and whenever the need has arisen in a family situation requiring someone to take charge, he has jumped in and provided the necessary guidance.

I know that you will always enjoy dealing with Robert. He is a good boy and a great guy.

Sincerely,

A handwritten signature in black ink, appearing to read 'H.J. Adeland', written in a cursive style.

Hannah J. Adeland
Mother of the President