



Baum Publications Ltd.

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**From the desk of
Lawrence Buser**

Recommendation for Robert Adeland, Marketing Strategies & Solutions

Baum Publications publishes four trade magazines - *Heavy Equipment Guide*, *Recycling Product News*, *Oil & Gas Product News*, and *Government Buyer* and also provides digital information to professionals via e-newsletters and websites. Quality editorial is the cornerstone of our business.

I am pleased to say that Robert Adeland is at the top of our list for articles. We can always count on him to provide well-written, informative stories that engage our readers, plus excellent photography. He **understands the industries we serve and what is important to the companies he covers and to the readers**. In addition, he provides news and product information that is equally well crafted, timely and useful.

Robert and Marketing Strategies & Solutions have received numerous awards from Publications in Construction and Agriculture (PICA), a subgroup of the Association of Equipment Manufacturers (AEM) from the Construction Writers Association (CWA) for their work in the trades and a number of Marketing Effectiveness Awards from the Summit International Awards. This attests to his industry-wide acceptance as a leader in his field.

I fully recommend him to anyone seeking professional representation to the trade press.

Lawrence Buser
Editorial Director
Baum Publications Ltd.





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To Whom It May Concern:

Robert Adeland and his team at Marketing Strategies & Solutions never fail to deliver the most pertinent of information to those of us charged with the responsibility of keeping the construction equipment industry up to date.

Their representation of both their clients and, by extension, the construction industry at large is **professional, focused, informed, authoritative and, most of all, useful.** This translates into meaningful, relevant content that Equipment Journal is proud to extend to our readers across Canada.

We rely on Marketing Strategies & Solutions more heavily than the marketers for even the largest original equipment manufacturers. Robert and his team know and understand us, and they produce the press releases our audiences want and need to read.

Any day we receive a submission from Marketing Strategies & Solutions is a good day for us and, most importantly, for the industry we serve.

A handwritten signature in black ink, appearing to read "Nathan Medcalf". The signature is fluid and cursive, with the first name being more prominent.

Nathan Medcalf
Editor
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A handwritten signature in black ink, appearing to read "Michael Anderson". The signature is cursive and somewhat stylized, with the first name being the most legible part.

Michael Anderson
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