

For the 3rd year in a row...

Gray Consulting ranked #1 Event Planning Company in Philadelphia

- Philadelphia Business Journal, 2004, 2005, 2006

Gray Consulting News

Meetings. Planning. Logistics.

December, 2006

Contact our Sales Department @ 215.413.2034
www.gcimi.com

A Word from Kathy & Scott

Wow! Another year has flown by. Isn't that what we all say as we're moving at the speed of light? Yet we must take a moment to reflect on the past year, plan for the future, and enjoy the spirit of the holiday season. Though not wanting to dwell on the reflections of the past, it's invaluable for us as business managers to contemplate what it is we've done to bring us to this point of being a thriving 12 year-old company and, what we've done, or not done, to thwart our efforts.

Most importantly, we must be open to receiving the praise and recommendations for change, surround ourselves with amazing colleagues, demonstrate unquestionable professionalism and ethics, and communicate openly with all.



This is the spirit of Gray Consulting as a company.

You'll read further in this newsletter about our Customer Bill of Rights, new associates who've joined us, and a few tips on meetings. But, none of this would be possible without you. Your partnership and interest in seeing us succeed alongside you; your kind post-meeting notes; your willingness to share what we can improve; your respect for our abilities and the unwavering commitment to collaborate as a business partner. For this we are very grateful and though you've heard it from us before, "Thank you!"

From all of us at Gray Consulting, we send you our best wishes for a very happy holiday season and continued success, good health, and much happiness in the New Year!



Stop the Planning!

Meeting Planning takes time.

Lots of time.

Research shows that planning an average Advisory Board can require up to **117 hours**. Imagine what you could do with almost 3 full weeks of extra time. The Return On Investment is tangible in both hard dollars and soft.

The various components of the planning process can be overwhelming. At GCI, we manage all of the following components: venue sourcing, contract negotia-

tions, air and ground transportation, invitations and registration, attendee management, food and beverage planning, audio/visual coordination, print production, on-site management, coordinating off-site events — and much more.

Your advantage with Gray Consulting — **more time, save money, less stress and a job done right.**

We help you streamline the planning process and consolidate your efforts.

- **Incentives/Awards Trips**
- **Sales Meetings**
- **Executive Meetings**
- **Product Launches**
- **Speaker Training**
- **Advisory Board Meetings**
- **Investigator Meetings**
- **Special Events**
- **Symposia**
- **Trade Shows**
- **Dinner Meetings**
- **Investor Relations**
- **WebCasts**

What a Year!

2006 has been a year of tremendous growth at Gray Consulting.

We've added...

12

New GCI Associates

10

New Customers

7

New Master Services Agreements

We appreciate the opportunities we've had to work with you in 2006, and look forward to our continued partnership in 2007!

The GCI Customer Bill of Rights

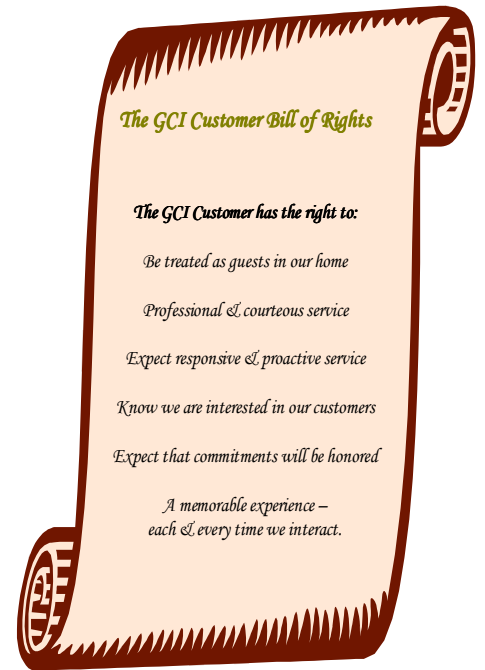
"We treat customers as if they are guests in our home." These are the words of our COO, Scott Gray, as reiterated in the "Gray-ology" course he teaches to all GCI associates.

And it's true. Whether on the phone, via email, or in person, our goal is that every interaction with a customer—or with a customer's customer—is a memorable one.

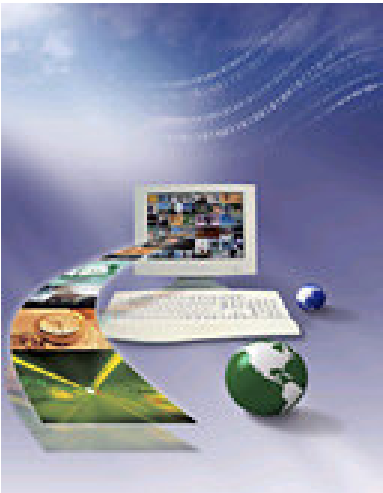
Our business has been built on customer service. Our mission has always been "to exceed the customer's expectation of value and service", and we have renewed our commitment to this mission in recent months. Our newly-appointed Director of Operations, Kathi Almeida, brings with her years of experience in operations at GCI. More importantly, Kathi brings with her a deep commitment to customer service. As she leads our Operations Department, she helps our associates achieve great success in managing meetings for our customers.

The GCI Customer has the right to:

- **Be treated as guests in our home**
 - **Professional and courteous service**
 - **Expect responsive and proactive service**
 - **Know we are interested in our customers**
 - **Expect that commitments will be honored**
 - **A memorable experience each & every time we interact**



Web Registration—Making It Easy



If you haven't had the opportunity to work with our Web Registration system for your meetings, please ask us to demonstrate it for you. More and more of our customers are experiencing the advantages.

Our proprietary Web Registration system allows us to personalize a registration site for you to include the look and the information you choose. Whether simply for registration purposes or for complete logistical information purposes, our Web Registration system is getting rave reviews from customers.

Some advantages of Web Registration:

- Easy and quick for your attendees, with immediate confirmation
- Round-the-clock accessibility for the meeting sponsor to real-time status updates
- We can update the information pages for you at any time. So, when changes occur - (and they always do!) - we can communicate them to your attendees immediately.

New GCI Associates

In 2006, we've added 12 new associates to the company, as listed below.

Ellen Cox, *On-Site Customer Liaison*

Heather Davis-Belton, *Sr. Project Manager*

Erin Gilli, *Project Coordinator*

Aneesah Nuriddin, *Project Coordinator*

Laura Parker, *Project Coordinator*

Andrea Blasingame, *Receptionist*

Tamekia Rivers, *Data Coordinator*

Taylor Van Acker, *Project Coordinator*

Sherman Haynes, *Accounts Payable*

Meghan Landis, *Project Coordinator*

Lori Stagliano, *Project Coordinator*

Kathi Almeida, *Director of Operations*

