

The semi-regular primer on connectivity & how your business will be so much better after learning what we can help you with.



## Message from the Owner

Once again, the holiday season is upon us, and the weather is taking a turn for the cold. We are doing our best to stay focused and finish the year strong. Thanks in a big way to Rodney Dye and Dave Reeves at Stemilt Growers for purchasing a new SV8300 phone system earlier this year. It helped immensely to secure such a large system sale in this down economy, and gave us the leg up we needed to make 2009 a success at Interwest. Also, thanks to all of our other customers who have entrusted us to serve your communications needs this year. We have continued to grow and I feel fortunate that we are able to do so amidst such a tough recession.

Hopefully this newsletter has been a helpful tool for you this year, as we will continue to release a new issue each quarter. We also are

working on creating an e-newsletter version of this hard copy for those of you who would prefer to receive this via email.

I trust you are satisfied with the services we have been providing for you. I would welcome any feedback or suggestions regarding what we are doing well or areas we are falling short. Remember to go to our website and sign up to win the iPod Touch in December (odds of winning are usually excellent, about 25/1 for the last drawing).

I wish you and your families a very merry Thanksgiving, Christmas, and New Year!

— Aren Magnussen

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**INTERWEST**  
COMMUNICATIONS  
*Voice. Data. Convergence.*



## NEC Green Initiative

NEC has been environmentally conscious since the early 1970s when green was just a color.

### A FEW FACTS ABOUT OUR INITIATIVE FOLLOW:

- NEC has publicly committed itself to reducing its net-impact CO2 footprint to zero by 2010.
- NEC has been developing bioplastics for years, replacing petrochemical plastics in product cases and internal parts.
  - Plans call for bioplastic side panels (made from corn) to be introduced in the fall of 2008 as optional parts on new telephone terminals.
  - By 2010, NEC plans to switch 10 percent of its petrochemical plastics to bioplastics.
- NEC's Eco Symbol label program, initiated in 1998, now appears on 5,273 NEC products in 55 product categories. In order for an NEC product to carry the Eco Symbol, it must meet all environmental soundness standards established by NEC Corporation.
- NEC Unified Solutions's new business communications products are in line with NEC's stated goals of reducing the net-impact of its CO2 footprint to zero by 2010. Our Green Initiative is responsible for:
  - Lowering the power consumption of these products
  - Complying with RoHS manufacturing standards:
    - Eliminating chemicals that drive up CO2 emissions
    - Using chemicals that are environmentally safe
    - Eliminating lead and mercury from circuit boards
- Since 2002, NEC has funded a tree-planting program on Kangaroo Island, Australia
  - Since the program's inception:
    - NEC has planted 750 acres of forests each year. (Currently 5,250 acres).
    - NEC will maintain the forests through 2020, reaching 1 million tons of CO2 absorbed with approximately 6,750 acres planted

NEC was Green long before it was "Cool to be Green".



### NEC HAS BEEN ENVIRONMENTALLY CONSCIOUS SINCE THE 1970S:

**1971** - NEC issues Environmental Management Guidelines, directing NEC managers to pursue green policies.

**1991** - NEC publishes an Environmental Charter, seven "action plans" to be followed by every NEC employee. Just one of the seven: "To produce energy- and resource-saving products, while giving careful thought to environmental safety issues in development and planning."

**1998** - NEC initiates an internal environmental labeling system to help promote the development of environmentally sound products. Only NEC products that meet or exceed NEC's highest environmental soundness standards can display the NEC "Eco" Symbol." Currently, 5,273 products in 55 product categories carry it. The numbers are continually increasing.

**2002** - NEC launches its Forestation Program. It is committed to planting 6,750 acres of trees by 2010. NEC's commitment to maintaining the forests runs through 2020 when the annual volume of CO2 absorbed by the trees could approach one million tons.

**2007** - NEC releases its Environmental Management Vision 2010 which publicly commits NEC to reducing its net CO2 footprint to zero by 2010. Over the last decade, the company has made great strides in reducing its CO2 emissions.

**2008** - NEC Unified Solutions introduces new products that are both power efficient and compliant with RoHS green manufacturing standards. NEC introduces optional side panels made of bioplastics on new terminals.

## NEC Product Showcase



### UNIVERGE® SV8000 Series Multimedia Conference Bridge

Fulfilling the promise of UNIVERGE®360

The UNIVERGE® SV8000 Series Multimedia Conference Bridge provides small, medium and expanding businesses a flexible, in-house conferencing solution that protects their communications investment while providing PC-accessible features, networking options and excellent voice quality.

#### *Investment Protection*

Due to increased employee decentralization and the constant need for collaboration, owning an in-house conference system is no longer a luxury reserved for big corporations. An investment in the Multimedia Conference Bridge eliminates the ongoing cost and security risks of hosting conference calls through an outside vendor.

#### *At a Glance*

- Investment protection
- Superb voice quality
- Performs with or without a network
- Impressive, PC-accessible features

The Multimedia Conference Bridge is deployable over traditional circuit-switched technology, VoIP, or a combination of technologies. Thanks to this flexibility, businesses can invest in conference bridge technology now and be confident that this investment will be a sound one today and into the future.

#### *Superb Voice Quality*

The Multimedia Conference Bridge delivers up to 16 channels for conferencing and provides DSP technology to deliver superb voice quality that is fully amplified and balanced.

#### *Performs With or Without a Network*

If a network is not available for the Multimedia Conference Bridge, the user can access pre-set conferences. When these pre-set conferences occur, the Multimedia Conference Bridge uses pre-configured passwords and conference durations.

#### *Impressive, PC-Accessible Features*

The Multimedia Conference Bridge's extensive feature set can be accessed and managed through any PC with network access and a standard web browser. Using the intuitive graphical user interface (GUI), conferences can be scheduled up to one year in advance. If e-mail addresses are entered for participants, each participant is sent a conference schedule with a unique password for extra security.

The Conference Bridge provides support for scheduling via XML as well as WebEx and LDAP. Additionally, contact databases may be imported and exported for saving on a computer.

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## Employee Spotlight



### Jon Fox

Jon Fox joined the Interwest team just over 2 years ago, and has been an excellent addition to our team! He is the account manager in our Wenatchee office, and handles outside sales and customer relationship management. He has done a great job expanding our base of satisfied customers. If you haven't ever spoken to Jon on the phone, you will have the opportunity eventually. He will be calling.

## NEC Product Showcase

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Additional Multimedia Conference Bridge features include:

- Dynamically allocated, fully-amplified and balanced 2-16 party conferencing
- Password protection for each conference
- Conference entry and exit voice messages
- Conference password request
- E-mail notification of pending conferences for each participant
- A Host Required option that keeps other participants from logging in to a conference before the host logs in
- Remote conference programming with Conference Scheduler
- A Web user interface for conference schedule management and administration
- Programmable gain adjustment
- DTMF detection for manual setup options

### *Flexible Licensing and Simple Installation*

The SV8000 Series Multimedia Conference Bridge can be configured in either Simple or Advanced mode at any time. Licensing is covered by the number of ports rather than the Multimedia Conference Bridge's configuration. Installation is made more convenient by NEC's packaging of the application on a compact flash card rather than CD or DVD. Simply place the card in the system's PVA slot, and you're ready to go!

## Kudos

*"Please know that although we here are likely not your largest customer, we are truly grateful of the expertise and skill you send to us every time we call. Interwest provides the help we need when we need it in manpower, knowledge and equipment. In addition to that, you've given us some very helpful day to day tools we can put into action ourselves to keep our communications and data networks going strong. Thank you all!"*

### Pat Bossen

Wilbur Ellis

## Interwest Specials

### Want to win an iPod Touch?

Go to our website at: [www.interwestcorp.net/survey](http://www.interwestcorp.net/survey) & answer three questions to be entered into our drawing:

1. In your opinion, is your business telephone system outdated and in need of an upgrade?
2. Would you be interested in a free consultation on how we can improve your business communications?
3. Would you be interested in a free phone bill audit to determine if we can help you save money each month on your phone bill?



### 0% Interest Leasing Option:

- 0% for 5 years for new systems purchased through NEC Leasing (some restrictions apply)

### SMB Trade-Up:

To encourage small business owners to make the leap to IP, we are offering great incentives on NEC's latest IP communications solutions to our most loyal customers. Customers with select NEC systems for small businesses can qualify for special pricing on the new UNIVERGE SV8100 communications servers.

### Government, Municipality, and Not-For-Profit:

In the spirit of helping government and not-for-profit / exempt organizations achieve their public service goals, authorized NEC Associates and Resellers are offering special pricing for a limited time on the UNIVERGE SV8100 and SV8300 communications servers.