

## **Looking Good at 60**

When Tudog launched News & Views in January 2002 we did it for our clients and interested parties because we knew we had business ideas and “original thinking” that would serve to boost revenues and create value for our readers. Little did we know that 5 years later we would be celebrating the publication of our 60<sup>th</sup> edition and that we would be sending it out monthly to thousands of people. We are pleased to reach this milestone and grateful to all the people who join us monthly. We hope you have found our newsletter to be useful and engaging and we pledge to continue publishing an extremely high quality newsletter, full of ideas and business sense.

The Tudog journey since we began publication has been dramatic and rewarding. Since we began publishing this newsletter we shifted our headquarters from Tel Aviv to Fort Lauderdale. We have added new services, like training, and remote consulting, and we have expanded our operations into Central America and Eastern Europe. Since initiating publication Tudog has served more than 100 companies, helping to increase revenues and create value for shareholders. It has been an exciting and enjoyable period.

When we founded Tudog in 1998 we wanted to provide growing companies with an additional set of skills that would provide the missing ingredients necessary for them to reach the next level of growth. We did not realize at the time that our approach to business – marketing centric and governed by timelines and accountability mechanisms – would prove appealing and highly effective for businesses of all sizes. This has led us to work with some very wise and talented people in companies of all sizes, from start ups in the garage to multi-billion enterprises traded on NASDAQ. Most rewarding for us has been all we have been able to learn from them all – from great ideas to lessons on entrepreneurial spirit and sheer human determination.

We are marking this milestone – the publication of our 60<sup>th</sup> edition – with commitment of our own. Commitment to continue serving our client’s best interests, commitment to continue performing to the best of our abilities, commitment to continue developing new services and new business approaches, and of course, commitment to continue bringing our readers engaging and useful information through our newsletter.