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1517 Buckeye Court
 Pinole, CA 94564
 510/724-9507; 741-8698 (fax)
 jeff@put-it-in-writing.com
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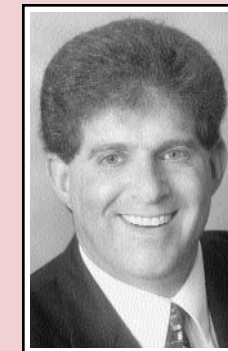
One of the benefits of being in business for 22 years is knowing a lot of intelligent, talented people.

Two of them have articles in this newsletter. Paul Wintroath, whom I've known since he was a student intern at The Mechanics Bank in the early 1980s, writes about cus-

tomerservice, one of my favorite topics.

And a new colleague of mine, Sandy Shepard, writes about protecting intellectual property, a concern of every small business person.

Having friends like these means less work for me, and more good information for you. I hope you find these articles beneficial to you and your business.



JEFF RUBIN

CUSTOMER SERVICE A KEY TO SUCCESS

Editor's note: Paul Wintroath is a Vice President in the Investment Department at The Mechanics Bank, which will celebrate its 100th anniversary in 2005. Paul wrote this for the bank's newsletter, which Put It In Writing has published since 1982.

By Paul Wintroath

So much of the success of The Mechanics Bank has to do with the way we deal with and help our customers. We've learned over our almost 100

> *Inside*



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