

WOW Communications & Training Corp.
Company Profile



The sculpture in the above photograph was created to honour the sailors lost at sea off the Isles de la Madeleine, a small group of islands in the Gulf of St. Lawrence, Canada. We, the principals behind **WOW Communications Corp.**, have visited these spectacular islands several times, and have always been moved by this remarkable scene.

To us, it represents a powerful message of how sailors "pull" together to enable a boat to work efficiently and safely. At **WOW Communications Corp.**, we become part of our client's crew. We're not really interested in just "doing work for you". We're interested in finding out what are the best and the most cost-effective methods of communications to move your organization forward and send the right message to your customers. We're called the solution sailors.

So what's with this nautical theme? Aren't you based in the middle of Alberta's prairie? Yup we are. But the ocean, sailors, boats, ships, navigation... they all symbolizes a lot of what we do – offering clear direction to others.

In a business sense, we help those adrift in the complex worlds of marketing and communications. For us, in nautical terms, we like to say *"We'll chart a course for your marketing strategy, performance-based training and brand development"*.

We believe we're good at helping clients for several reasons. We have decades of successful experience in marketing for business, non-profit organizations, governments and individuals. We have offered years of consulting and countless workshops and seminars. We have continued to educate ourselves about the latest developments in marketing, training, image, perception and consumer behaviour. We have practiced fiscal responsibility – we have worked with budgets ranging up to \$250,000 and have never once come in over budget. We have shown again and again that we are problem solvers. We also watch and listen carefully to what our clients say so we can produce the best possible solutions for their individual problems, and, to accomplish that, we deal with every client on a one-to-one basis.

We also believe we've developed good relationships with our clients because we have opened our minds to the world. We travel for fun but we also pay keen attention to what's happening locally, and nationally, but when we travel abroad we study consumer behaviour in other countries. When applicable, we bring that knowledge to our customer's business. It helps them

stand out from the crowd. We believe that a well-informed perspective helps us examine and deal with the increasingly complex challenges facing our clients. During our training sessions we take participants on “mini-holidays” as we use pictures of our trips to reinforce our points. You won’t get a dull Slideshows with our sessions!

WOW, which has been based out of Lethbridge, Alberta since 1994, originally was named Varzari Communications Inc. After more than a decade in business, we continuously heard one word over and over again from our clients who were impressed by our one-to-one service – “WOW.” So, we changed our name to Wow Communications & Training Corp. to better describe the **WOW** factor that people experience when working with us. That **WOW** factor is what we aim for every time we work with a client or provide a training workshop.

In 2005, we opened **WOW Communications & Training Corp.** Calgary office that focuses on training and marketing consultation.



Meet the Crew:



Lynda Kavanagh – aka The “WOW” Gal

Recognized as an expert in Marketing, Lynda has hosted a daily Marketing Tips program on SHAW TV broadcast across southern Alberta. She writes for a variety of print and ezine publications and has been quoted in the Globe and Mail, the Alberta Business Link, Herald, Calgary Herald, National Post and the Lethbridge Herald. She has also been quoted in magazines; Canadian SOHO Business, Speaking of Impact and Mompreneurs – all on Marketing topics.

Lynda has been involved in business for more than 36 years covering sectors such as industrial, media, educational, corporate boardroom and entrepreneurial. Her business has taken her to clients across North America.

WOW Communications’ specializes in providing Marketing, Branding and Training services for businesses, non-profit organizations, governments and especially entrepreneurs.

Lynda is the author and producer of a five-part collection of educational Audio CDs for entrepreneurs and small businesses. She is also the author of a college instructor's manual: Marketing and Public Relations for Multi-Media and the author of a college textbook: Organizational Fundraising. She has also developed curriculum for courses in: advertising, marketing, graphic design and sales.

Lynda holds credentials in marketing, communications and non-profit management. She is also a graduate of the Dale Carnegie Public Speaking Program and is a national, professional member of the Canadian Association of Professional Speakers (CAPS), as a member of the Calgary chapter. She is also a member of the National Speakers’ Association and the International Federation for Professional Speakers. She was recognized as one of 100 Alberta Ambassadors during Alberta’s Centennial year in 2005. She has been involved in education and training as a

post-secondary instructor in Media and Communications, and as a public workshop speaker and trainer for more than 20 years.

WOW's training and workshops are unique in that each session's key points are based on areas of the world that she and her husband D'Arcy have travelled to. Not only are the sessions jam packed with information, they are memorable because of the pictures from around the world. Some examples are: Customer Service (Venice & Austria), Branding (France), Marketing Plan (Scotland). It is estimated that Lynda has been a speaker/trainer at more than 1,000 sessions.

Lynda has been recognized as a college Distinguished Alumnus, and in 2005 she was recognized as one of only 100 people chosen to be Alberta Ambassadors during Alberta's Centennial. She has also received numerous marketing and communications awards.

Lynda's philosophy on life is:

"My life is NOT going to be a journey to the grave with the intention of arriving safely in an attractive and well-preserved body, but rather I'll skid in sideways, chocolate in one hand, wine in the other and a bag of chips under my arm. My body will be thoroughly used up, totally worn out and I'll be screaming "WOO HOO, what a ride!"



D'Arcy Kavanagh – aka The “WOW” Guy



D'Arcy has been involved in the media and education fields for the past 30 years. He is currently an instructor at the Lethbridge Community College Communication Arts program teaching Journalism, Public Relations, Advertising and Broadcast students.

He has developed more than 30 courses for long-distance delivery as well as done curriculum development for 10 college courses. These manuals have ranged from 100 pages to 700 pages in length, and have covered topics such as computer literacy, building maintenance, enforcement of highway transportation legislation, advertising, reporting, editing and photography.

D'Arcy is also a freelance writer with more than 300 articles published in magazines such as Harrowsmith, Western Living, Explore Canada, Westworld, Western Report and Alberta Report. His work has also appeared in several U.S. publications including Montana Magazine, Northwest Edition and Northwest Living. He has also written pieces for newspapers in Canada (ranging from The Globe and Mail to the Financial Times to the Western Producer), the U.S., New Zealand and Australia. Although D'Arcy has a full-time position with the college, he provides writing, editing and training services for **WOW**.

D'Arcy is a member of the Canadian Association of Journalists and the Lethbridge Community College Faculty Association. It is estimated that D'Arcy has been "in front" of more than 20,000 people.

Besides being a full-time instructor and a part-time trainer, he is also a singer, guitarist and bodhran player with Glencoulee, a Celtic and Atlantic Canada music band. The band just recently recorded their third CD, which features their original songs and lyrics, several based on the history of Alberta. Glencoulee can also work closely with WOW Communications in providing entertainment for conferences. See details about the band and hear clips at: www.wowcommunications.ca/glencoulee

D'Arcy's philosophy on life is:

"It's a good life if I can finish up with only a handful of regrets, including that silly evening involving too much cheap whiskey in a Highlands pub in Scotland when I mentioned something unflattering about a local's kilt."

Obviously we love what we do... and we have fun doing it ... but we are **SERIOUS** about results for our customers!

Please consider **WOW** Communications Corp. when looking for strategic marketing and communications, performance - based training and/or brand development to ensure that you get the **RIGHT** message out to the **RIGHT** consumers.

Cheers and smooth sailing!

A handwritten signature in black ink, appearing to read "L. Karanagh". The signature is written in a cursive, flowing style with a large initial "L" and a long, sweeping underline.