

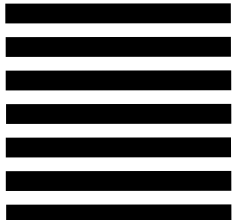
OSTRICHES SOMETIMES



THE NORTHWEST GROUP
33050 Industrial Road
Livonia, Michigan 48150



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COMPANIES SHOULDN'T.

To paraphrase a famous philosopher... "When a company faces troubles in tough times like these, they can do one of two things. Put their head in the sand like an ostrich, and hope things get better OR take an inventory of their assets, their strengths and all the things that got them where they are, and get back to basics." Wishing will NOT make it so.

Action will.

The Northwest Group can help you re-evaluate your strengths, your weaknesses and make sure your strong story gets to your customers and prospects.

The time for action is now. The recovery began in November 2001 - join it NOW.

If you could find a company that knew what they were doing - wouldn't lie to you - respected your bottom line and had a provable record of success - wouldn't you want to talk to them?

We hope so. Call one of our owners, Diane Putvin, CBC or Tom Graham, CBC at 734-522-6380 and start your own recovery.

P.S. Some people have asked us what the CBC stands for - It stands for Certified Business Communicator, similar to the familiar CPA. To qualify, both Diane and Tom sat for the CBC examination at the University of Detroit in 1987. They both passed the test and were awarded the CBC designation the same year.

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