



NEWS

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A PHILOSOPHY OF SUCCESS

Sam Falletta built a successful career with Incept Corporation over the past eight years. Incept provides direct marketing services for commercial businesses, from medium size to Fortune 500 firms, and is a leader in the blood donor recruitment industry. Falletta was recently promoted to the position of President.

“Our business is all about creating a superior service,” the new Incept President pointed out in an interview. “Client satisfaction is the driving force in our industry.” He continued, “I am confident Incept has some of the most satisfied clients of any direct marketing company in the industry.”

Falletta’s success philosophy has been based on building a great team and providing them with the freedom to excel. He commented, “I learned very quickly that the most valuable employees are those that solve problems. Every challenge has an answer to overcome it. Once you identify this, you can spend the majority of your time making progress on issues instead of worrying about them. I also believe that it is critical to be confident in your own decision making ability. Too often I see people that are timid to make a decision and instead cause ideas or plans to stall. Often the wrong decision made quickly is much more effective than the best decision being made after taking too long to analyze it.”

What type of people has Falletta found that most substantially contribute to organizational success? “Since I started holding management positions, he pointed out. “the individuals that have had an inner drive to succeed are the ones that have been most successful. This trait can not be taught, coached or cultivated. Find people that want to succeed, provide very clear end goals and allow people to achieve them.”

Asked to explain his his management style, Sam Falletta was quoted as saying, “I believe strongly that I would rather have someone ask for forgiveness than ask for permission. People are given responsibilities and the authority to make decisions. It is critical to allow them to do that consistently. It gives people more personal freedom, confidence and allows them to learn much faster than if they were taught every step of the way.”

Discussing Incept Corporation’s future goals, Falletta noted, “We are going to continue to focus on providing world class service to our call center customers. We will also devote increased energy developing the additional direct marketing channels that have not been a primary focus in the past.”

It will be company founder Jeff White who will take the lead in building those new marketing channels. White was quoted as saying that he would be, “focusing my efforts on strategic planning and implementation of an initiative to integrate print and web based marketing into our product mix.”