

Dear Norm,

You operate a Materials Exchange so you know the positive impact it can have on the environment, economy and your community. You also know how difficult it can be to operate and maintain a successful Materials Exchange.

We can make it easier.

My name is James Ruttan. I'm the CEO at iWasteNot Systems and I'm writing to let you know about our company and the software and services we provide. iWasteNot Systems has been providing software and services to clients like the State of Vermont (www.vbmx.org), City of New York (www.wastematch.org) and the State of Pennsylvania (www.materialtrader.org) since 2003.

Our broad experience has revealed important factors that lead to success.

Choose a simple internet address

Make it easier for people to find your website so they can use it.

Keep users up to date

Make sure listings/postings are dated.

Use an automatic expiry system to keep them current.

Use a clean and simple layout

People are more likely to use and return to a site that is well designed and simple to read.

Make your website simple to use

Give visitors tools to find the information they're looking for quickly and easily.

Make your website 'search friendly'

Try this simple test:

1. Copy and paste the following into a Google search box:
site: www.materialtrader.org wood
2. Now, replace www.materialtrader.org with your website address.

Of course, an iWasteNot system takes these and other important principles into account by design.

It works for you

You control the system through an Online Control Panel. Our flexible software can be configured to fit your goals and requirements.

Let your I.T. Department focus on other work

We take the complexity out of technology with a simple, turn-key system which includes software, hosting, security, design, upgrades, support and training - all in one package.

Starting at \$4000

Costs are shared by a community of over 80 clients so we can provide better software & service at a lower price.

Find out how an iWasteNot System can help you:

Click here to view a full information package:

<http://www.iwastenotsystems.com/info-package>

Click here if you are currently satisfied with your system:

<http://www.iwastenotsystems.com/satisfied?state=Alabama>

Sometimes emails go astray, so if we don't hear back from you, we will mail you a letter. To help us reduce paper waste, please ensure you follow the appropriate link above.

Thank you for your interest in iWasteNot Systems.

Sincerely,

James Ruttan
CEO, iWasteNot Systems