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From: "Mim Young" <smartretail@gmail.com> Add to Address Book
Date: 2007/08/31 Fri PM 02:51:22 EST
To: Lulukiku@bellsouth.net
Subject: Fwd: wish to set up a wholesale account

Close

Please print out for Jerry. Thanks!

----- Forwarded message -----
From: pherder@verizon.net <pherder@verizon.net>
Date: Aug 30, 2007 9:15 AM
Subject: wish to set up a wholesale account
To: sales@fishcards.com

Options

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Greetings,

We recently purchased Marine Lab's "Leave Only Bubbles" marine science curriculum catalog operation and would like to continue selling most all of the same items. In fact, we also will be marketing meteorology, astronomy and geology related items in the future. I would like to set up a wholesale account with Seahawk Press and get on your catalog mailing list.

FYI - the wholesale inquiry page that I filled out appeared to go nowhere when I sent it.

See Your Credit Score: \$0

I would appreciate a call as soon as possible - I am already back - ordered with some of your products.

Comparison shop with AT&T & save money

Thank you very much. (Contact information below)

Paul Herder

Try AT&T Webtunes today

What If Scientific-Leave Only Bubbles
S. 754 Hanson Road
Spencer, WI 54479

Retail supplier of Earth and Marine Science curriculum resources

CONTACT INFORMATION:

Phone: 715-659-5427

Fax: 715-659-5235

E-Mail: pherder@verizon.net

www.whatifsci.com
www.leaveonlybubbles.com

Paul O. Herder, owner
Joan M. Herder, office manager

EIN# 48-1295045

Retail seller's permit # 004-0000627363-01



## WEB E-MAIL

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- [eBayPP](#)
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- [Sent Mail](#)
- [Drafts](#)
- [Trash](#)

[Create/Edit Folders](#)

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**Date:** Aug 30, 2007 9:15 AM  
**Subject:** wish to set up a wholesale account  
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[Address Book](#)  
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Phone: 715-659-5427

Fax: 715-659-5235

E-Mail: [pherder@verizon.net](mailto:pherder@verizon.net)

[www.whatifsci.com](http://www.whatifsci.com)  
[www.leaveonlybubbles.com](http://www.leaveonlybubbles.com)

Paul O. Herder, owner  
 Joan M. Herder, office manager

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A regular Distributor in Cozumel, who  
was "grandfathered in" when Rita Sheese  
sold her business to him. I do not deal  
directly with him but talk to him on  
a regular basis with tips and suggestions.

"GRANDFATHERED  
IN" WHEN RITA  
SHEESE SOLD HER  
DISTRIBUTION  
BUSINESS TO HIM  
ABOUT 4-5 YEARS  
AGO.

HAS AN EXCLUSIVE CONTRACT WITH  
US TO RETAIL OUR TITLES ON THE WEB!

REGULAR  
DISTRIBUTOR

## Sales Promotions



**Radio**



**T.V.**

THE COMPLETE  
**NATIONAL  
GEOGRAPHIC**

100 Years of NATIONAL GEOGRAPHIC Magazine on CD-ROM

- National Television, Radio, and Online promotion
  - ✓ Dates: October 15 - December 25, 1998
  - ✓ Radio: 1 Week contests on 25 top stations PLUS 2 National networks with up to 250 affiliated stations each!
  - ✓ T.V: 2-3 week contests on 15 stations such as Fox, WB, UPN, The Discovery Channel, The History Channel, The Learning Channel, ESPN, USA, A&E, TNT, and TNN.
- Buyer mailings targeting software buyers of top retail chains



Zillions of  
Impressions

## Public Relations

- Reaching Millions Through Major Press Launch
  - ✓ Sponsorship Press Release
  - ✓ Radio Media Tour
  - ✓ Television Media Tour —The Complete NATIONAL GEOGRAPHIC was included on a media tour with Nancy Clark from *Family Circle Computers Made Easy*. It was featured on 12 television stations in major markets throughout the country, including Chicago, Boston, Dallas-Ft. Worth, Phoenix, St. Louis, Cincinnati, Milwaukee, Nashville, Greenville, Greensboro, and Knoxville.
  - ✓ Satellite Media Tour
  - ✓ Press Kits

**National Geographic Interactive  
Eastman Kodak Company  
Mindscape, Inc.  
Partnership**

**NATIONAL  
GEOGRAPHIC  
INTERACTIVE**

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# Kodak PR Activities

- Kodak-Related Press Materials
  - ✓ Mindscape worked with National Geographic and Kodak to weave the Kodak name, along with approved messages and materials, throughout reviewer's guides and other press materials.

# Public Relations

- Targeting Key Media
  - ✓ Education
  - ✓ Computer/Technology
  - ✓ General Consumer/Family
  - ✓ Online
  - ✓ Publishing
  - ✓ Nature/Science
  - ✓ Travel
  - ✓ In-flight Airline
  - ✓ Historical
  - ✓ Related Topics



# Education Promotions

- Direct Mail
- Advertising
- Catalog

*different product  
education  
box  
package*



## Product Presence

- Kodak Commercial—30-second spot highlighting the Kodak brand and products appearing as an integral part of the National Geographic products
  - ✓ The Complete NATIONAL GEOGRAPHIC: CD-ROM
  - ✓ The Complete NATIONAL GEOGRAPHIC: DVD-ROM
  - ✓ The Complete NATIONAL GEOGRAPHIC: CD-ROM  
*Collector's Edition*

# THE COMPLETE NATIONAL GEOGRAPHIC

- Kodak and Kodak Advantix Brand Exposure
  - ✓ Kodak Advantix name and/or logo featured on National Geographic CD-ROM products
    - \* Public Relations
    - \* E3
    - \* Consumer Promotions
    - \* Sales Promotions
    - \* Online
    - \* Advertising
    - \* Direct Mail
    - \* Education promotions
    - \* Packaging and Sales Materials
    - \* In-box insert
    - \* In-product

# Sales

- Life-to-date, over 325,000 copies of The Complete NATIONAL GEOGRAPHIC has shipped world-wide. 1998
- According to PC Data, The Complete NATIONAL GEOGRAPHIC is #1 in the Reference/Geography category,
  - ✓ Dollar Share\* - 93.43%
  - ✓ Unit Share\* - 65.26%

\*Source: PC Data, October 1998

## Distribution

- Significant exposure was provided by this product in the following channels:
  - ✓ Retail - Sold through all major retail accounts including Babbages, Best Buy, CompUSA, Computer City, Costco, Costco Canada, EB, Fry's Electronics, Sam's Club and more
  - ✓ Education - K-12
  - ✓ Online - Mindscape and National Geographic Online stores
  - ✓ Direct - Telemarketing, mail, and e-mail campaigns
  - ✓ Catalog - Sold through catalogs including Sharper Image, Neiman Marcus, Hammacher Schlemmer, Field Trips, and Mac Connection.



# THE COMPLETE NATIONAL GEOGRAPHIC

108 Years of NATIONAL GEOGRAPHIC Magazine on CD-ROM

*on Geo Catalogue*



*Kodak Ad*



**THE COMPLETE  
NATIONAL GEOGRAPHIC**  
108 Years of NATIONAL GEOGRAPHIC Magazine on CD-ROM



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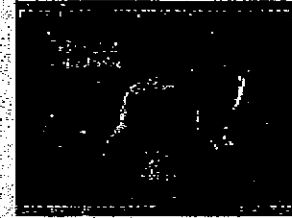
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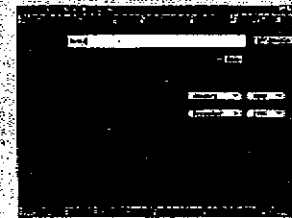
\*Supplement maps not included.



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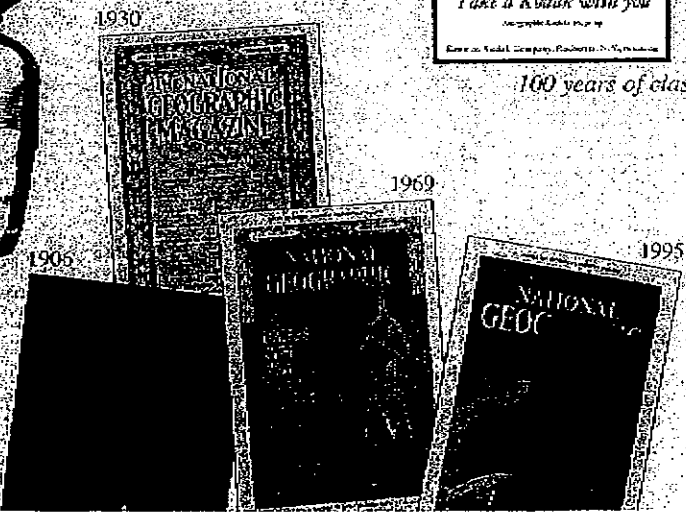
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Service

*Ad*

Windows® 3.1/95 & Macintosh® CD-ROM

2214110-011001/0077mazza



**Douglas Faulkner**

Photographer / Writer

5 West 8<sup>th</sup> Street, New York, New York 10011 U.S.A

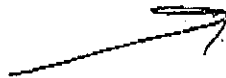
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# Kodak / Geographic Contest

Win the Adventure of Your Life! Enter the Eyes on the World Sweepstakes!

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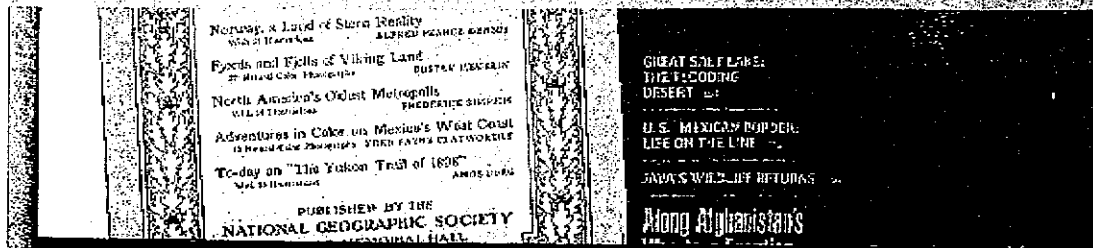
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### Win the Adventure of Your Life! Enter the Eyes on the World Sweepstakes!

**Grand Prize:** National Geographic Travel Tour - an incredible trip for two, \$1000 dollars spending money and a Kodak Advantix 4100ix zoom camera and action photo package to record your unforgettable experiences.  
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*Kodak/Geographic Promotion  
 Official entry form inside box*

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##### WINDOWS® 95 OR WINDOWS® 3.1 CD

- 80486DX 33 MHz processor
- Windows 3.1x running under DOS 6.0 or higher or Windows 95 Version 1
- 8 MB RAM
- 10 MB free disk space
- VESA Standard VGA
- 640 x 480 resolution x 256 colors
- Windows compatible sound card
- Dual-speed CD-ROM
- Optional: printer (300 dpi or higher)

##### MACINTOSH® CD

- 68030 33 MHz processor
- System 7.5 or higher
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- 10 MB free disk space
- 640 x 480 resolution x 256 colors
- Dual-speed CD-ROM
- Optional: printer (300 dpi or higher)

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**Douglas Faulkner**

Photographer / Writer

5 West 8<sup>th</sup> Street, New York, New York 10011 U.S.A

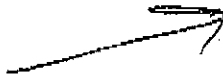
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**(NOTE: BEFORE RETURNING ANY MERCHANDISE OR CALLING, PLEASE READ BELOW)**

**CONTENTS:**

Your order has been carefully packed and thoroughly inspected and we hope that you are pleased with the item(s) you have selected. Please check the contents of this (and other cartons) immediately against items marked as shipped on the front of this packing slip. Item(s) listed as **BACK ORDERED** have **NOT** been charged and are **NOT** contained in this shipment, but will follow shortly, as they were not in stock when your order was being filled. (Orders paid by check, of course are fully prepaid, including back ordered items). Report any discrepancy or damage by calling our Customer Service toll free numbers (for school or library orders call 1-800-368-2728; for all other of questions call 1-888-647-6733) Monday through Friday between 8:00 A.M. and 5:30 P.M (ET). For reference, please have this packing slip in hand when you call.

**INSTRUCTIONS:**

Should you need to return or exchange any item(s):

- 1.) Please complete the form below and include it with the item(s) being returned.
- 2.) Item(s) being returned must be in original packaging & carton.
- 3.) Return the package by mail.

**CODES:**

S - Shipped C - Cancelled R - Returned BO - Item Back Ordered

**ACTION DESIRED: (Check Appropriate Line)**

Please replace  Please exchange  Please refund (by method of payment)  Other (explain) \_\_\_\_\_

FROM : Panasonic FAX SYSTEM

PHONE NO. :

Nov. 19 1997 11:18PM P1

**(NOTE: BEFORE RETURNING ANY MERCHANDISE OR CALLING, PLEASE READ BELOW)**

CONTENTS



DISTRIBUTION OPERATIONS MANAGEMENT SYSTEM  
PACKLIST

DATE: 18-Nov-97 ✓  
TIME: 10:34 ✓

LICENSE PLATE #: 101489108  
TRACKING # : 1Z2344W80302439958 ✓

SHIP TO:  
DOUGLAS FAULKNER ✓  
APT 515  
5 WEST 8TH ST  
NEW YORK  
NY 10011-

✓ SHIP FROM:  
\* NATIONAL GEOGRAPHIC SOC  
C/O RR DONNELLEY  
400 KEYSTONE INDUSTRIAL PARK  
DUNMORE  
PA 18512

PO #:  
CUST ID: 20406 ✓  
ORDER #: 734565 ✓

CARRIER: United Parcel Service  
ROUTE : 0101B

Ln#	SKU	Description	Lot	Ord Qty	Qty This Box
1	1006N783201	COMPLETE NAT GEO 108 YEARS 1997 ✓		1	1

**Douglas Faulkner**

Photographer / Writer

5 West 8<sup>th</sup> Street, New York, New York 10011 U.S.A

212-673-9204

Phone/Fax

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**Sweepstakes**  
See bottom of box for details. 2214199-870003

NORMAN:  
SPECIAL SWEEPSTAKES OFFER  
ON OUTSIDE WRAPPER OF CD-ROM  
SPONSORED BY NGS & KODAK  
"NO PURCHASE NECESSARY" BUT THE  
ENTRY FORM IS INSIDE OF A SEALED  
CARTON, HARDLY AN "EXACT REPRINT"  
JERRY G.

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