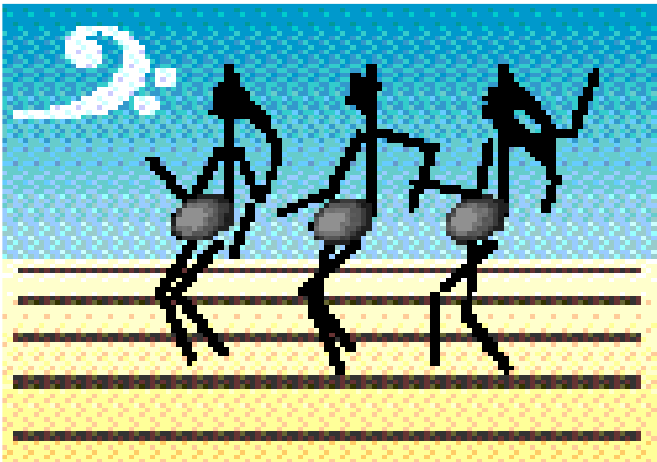


# The Understanding of Music Seminar...



The seminar removes all the common misconceptions about music such as:

"Music is complex and difficult to learn."

"Music is a "serious" subject."

"Music takes years to learn."

"Music education is expensive."

"Music requires at least some natural ability and talent."

"Music is not for everyone."

The seminar covers:

The simple agreements being used in Western music today.

Why these simple agreements appear so complex.

How to play and memorise all scales, modes, chords and inversions on the keyboard and guitar.

The application of this data to any other instrument including voice.

The simplicity of notation - pitch and rhythm fully explained.

How to sight read music for any instrument and increase the speed of sight reading to a very high level.

Exercises designed to develop finger control and coordination.

A daily practice schedule of only five to ten minutes each day.

Rehabilitation of the graduate as an musician.

The seminar schedule is Friday 6:30 pm - 10:00 pm Saturday 9:30 am - 7:00 pm (1:00 pm - 2:00 pm lunch break) Sunday 9:30 am - 7:00 pm (1:00 pm - 2:00 pm lunch break)

Tickets are available on-line at [www.cruisecontrol.com](http://www.cruisecontrol.com) or you can reserve your place now by contacting us by all usual means.

See you there!

Cruse Control creative services  
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Moor Park Northwood Middlesex HA6 2HL  
tel: 01923 842 295  
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# What do you do?

We still get asked:  
"So, what else do you do?"  
So, here is our reply again:

**Bespoke Solutions** (Mac and PC). Examples of databases written for clients are: Studio Traffic Management, Contact Management and Correspondence systems, Subscriptions Management, Telephone Directories, Copyright Tracking, Product Licensing, Image Management, Patient Administration, Fabric Sampling and Importing etc.

### IT Consultancy

17 years of continuous experience in the growing IT market means a wealth of information about Mac and PC usage and finding 'the best tool for the job' in terms of software and hardware. We take the time to find out exactly what your requirements are and then recommend the correct software and hardware solution for the job. We can even help to design specialist training courses.

### Corporate Presentations

We specialise in creating slick presentations (usually in PowerPoint) within the deadlines of a corporate requirement. We are also available to 'push the buttons' on the big day if required.

### Corporate Stationery Templates

Re-branding? It can be a strain when it comes to translating the designs into your corporate templates. We realised this requirement in the market a few years ago and developed our Word, Excel and PowerPoint skills in order to answer the call.

### Cruse Control also deliver the following services:

- Software Training: Word, PowerPoint, FileMaker etc.
- Graphic Design: Brochures, annual reports, templates.
- 'Off-the-shelf' databases as well as build to order systems.
- Web Site Development Including data driven sites.

**Cruse Control**  
**Contacts!**  
customisable contact management software that easily takes care of Christmas Card Lists!  
**01923 842 295**  
[info@crusecontrol.com](mailto:info@crusecontrol.com)  
**Buy On-Line Now**  
[www.cruisecontrol.com](http://www.cruisecontrol.com)

Download, Web Training, On-Line Consultancy, Presentations, File-Making



Members of WISE

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## Christmas Card Lists!

**So, here we are, another edition of 'Good Control' the Cruse Control newsletter!**

In this edition, we look at the latest version of CONTACTS! our ready made admin and marketing database. This has just been released after an extensive period of development and testing and comes to you highly recommended by clients and us alike!

In addition, there is a little note about a pretty special event that we are organising as a one-off. The article alongside my scribes will enlighten you.

Lastly, the following words are unashamedly taken from a recent letter to our clients and, as they seem equally apt to this newsletter, I thought that I would close by quoting myself! All the best.



Paul Cruse  
Partner

"Autumn is almost here, so Christmas cannot be far away! We know for many it comes too soon, and the nightmare that is the Christmas Card list will soon be upon us... Now there is a solution!

Using the new version of

CONTACTS! the Cruse Control admin and marketing database, you can input your client list, decide who will be getting a Christmas card, and simply print the labels.

You can also keep a record of whose card has been sent so, as the big day nears and the last few cards pour in to your letterbox, you never have to wonder if you sent THAT CLIENT one or not! Just a quick search, and you'll know.

In addition to this, CONTACTS! is FULLY customisable, so you can adapt it to suit your needs.

CONTACTS! also comes with the very latest version of FileMaker Pro 6 (or you can use it with your existing FM5.5 software) and like FileMaker itself, is totally cross platform.

CONTACTS! can be bought on-line from our store at [www.crusecontrol.com](http://www.crusecontrol.com) and will be shipped out express for next day delivery. Or call to arrange other methods of payment.

With the other key features such as emails, faxes, file notes, letter AND email mail-merges all of which can be managed with ease, and with it's new Diary Manager facilities, you need never forget an appointment again. Happy Christmas!" P.C.

## The Understanding of Music Seminar

Having, twice flown to America this year and completed his Understanding of Music and Understanding of Songwriting Seminars with fantastic success, Cruse Control creative services are proud to announce - For One Weekend ONLY, that the Duncan Lorien Understanding of Music Seminar comes to London, January 10, 11 and 12 2003!

This hands-on seminar turns novices into musicians and takes professionals to new heights of creativity in only ONE weekend. It is for ANYONE who wants to understand music more.

The venue for the seminar is opposite the Young Vic theatre at the English Touring Theatre, 25 Short Street, Waterloo, London SE1 and is accessible

by Waterloo International Station, Jubilee, Northern and Bakerloo Line Tubes.

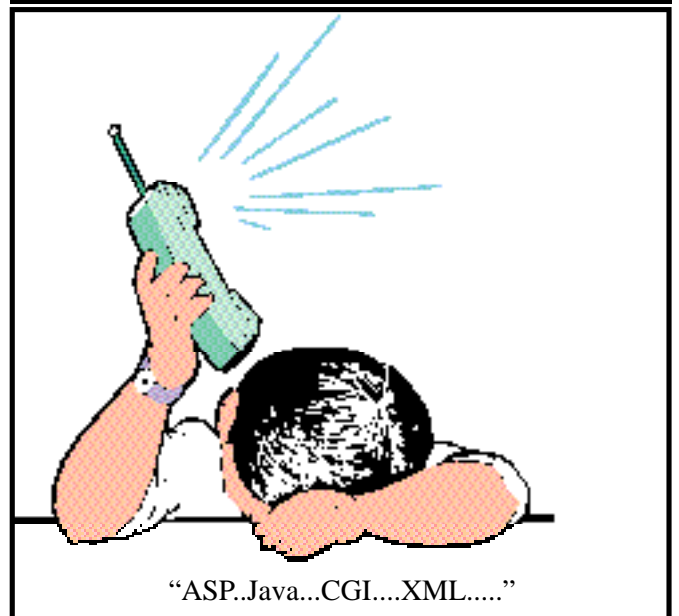
Attendees will add their names to the the thousands of people from five continents who have learned this totally new approach to playing and reading music.

Full details of the seminar are posted on the Cruse Control website and seminar successes can be viewed at [www.dlorien.com](http://www.dlorien.com). If you have any questions, or would like to request more information be sent to you about this event, please contact us and we will be glad to help.

If you have ANY interest in Music whatsoever, we urge you not to miss this opportunity. We do not believe you will be disappointed.

*Cont/d back page*

### 4b. The importance of: Knowing the word...



# Contacts! v2

## Cruse Control's latest database unleashed

Following the launch of our first range of ready-made database solutions and after more than 2 years of technical advances, the first of the 'Version 2' products was released recently in the form of 'Contacts!' v2.

Featuring the same clear and easy to use interface, the system now has a list of new features, much sought after and already in place with many of our existing users. To these clients, we thank you for your feedback, read on below and see what made it in!

### First timers

Two years ago, after much research - and feedback from clients, we launched not one, not two, but three ready made databases into the marketplace. CONTACTS! WORKFLOW! and WORKFLOWplus!

These were our first ready made solutions and had come as a natural development from burning the midnight oil on tight deadlines to create stable, very workable and easy to use custom made solutions for our existing client base.

The products were very well received and are now in use in many diverse businesses throughout the country.

### Evolve

This same process of evolution has occurred over the 2 years since the original version of Contacts was released. In addition to that, technology itself has moved on, clients needs have changed and become more sophisticated through increased familiarity with the technologies. So it was high time all of this was collated into a major revision of, not just Contacts! but all other ready made Cruse Control systems too. Contacts is the first of these to be officially released.

### Contacts!

Although the new features of CONTACTS! were to be many and were wide ranging, we had no cause to interfere with what already worked and our existing clients seemed to feel

the same. So the challenge was to fit all of this new technology and these new features into the same instantly recognisable and easy to use, efficient interface. And so that is what we did.

### Open files and documents

Many, many, many hours were spent perfecting the layouts in order to integrate the new features of CONTACTS! as seamlessly as possible into the system. An extended Activity screen has had to be developed in order to accommodate those new Calendar/Diary Manager features and a "links" screen for weblinks as well as links to associated files is now available.

### Familiarity

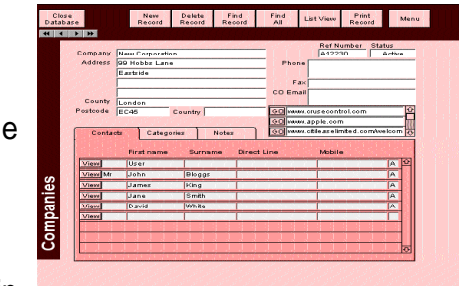
For those of you not already familiar with them, let's run through exactly what CONTACTS! features are.

CONTACTS! is a powerful yet simple to use contact management system that allows you to have many contacts for any company. You can store your own customised marketing information for each contact as well as mail merge, send letters, faxes and emails.

You can store file notes and telephone messages, all of which can be viewed within an individuals contact record.

In addition to these classic features of CONTACTS! a full schedule (diary) system has just been added along with a meeting maker.

The format of CONTACTS! is designed to be used for any industry, large or



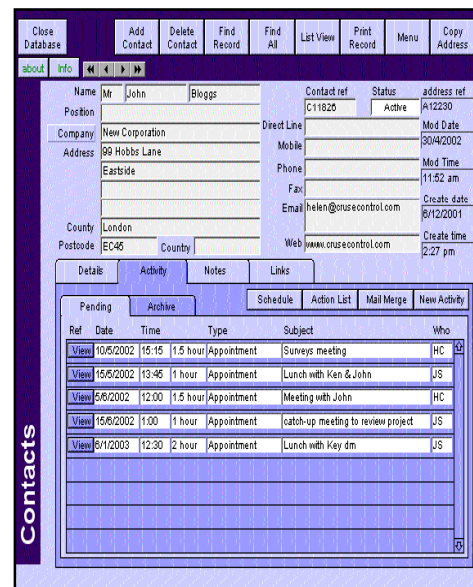
The Companies screen of CONTACTS! Note the list of contacts at the company. Clicking on a specific person's details will bring up the contacts details screen and allow further interaction with the contact and archiving etc.

small, who needs to manage their customer relations.

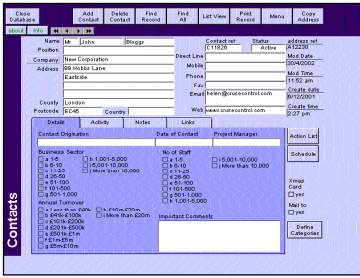
As well as being a truly cross-platform, multi-user system, Contacts! is also **fully customisable**. Use it as it is, integrate it with your existing systems, or customise it to suit your needs, either by yourself, your preferred developer or with Cruse Control.

For maximum ease of use, there are help buttons which give on-screen advice from within the database and can get you get up and running quickly.

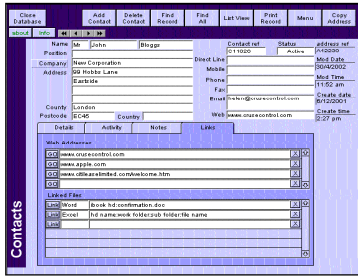
All information in CONTACTS! is searchable and reportable and user definable categories enable marketing information to be tracked and stored.



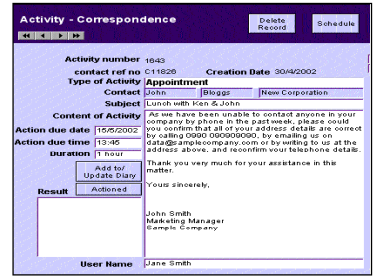
1. Contact screen (incl. xmas card list)



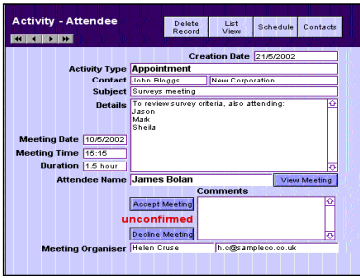
2. Links to files and websites



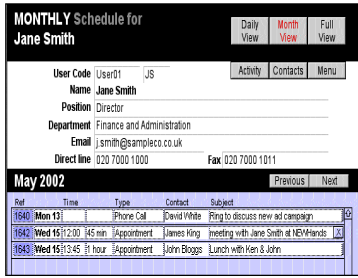
3. Activity: Add to Diary



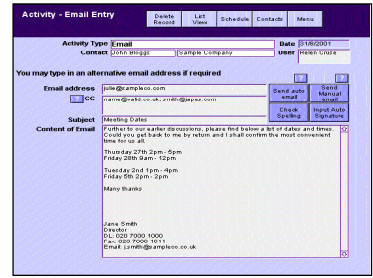
4. Make sure everyone turns up!



5. View your diary by month too!



6. Email mail merges



Even notes pages are searchable.

You can keep records of all Letters, Emails, Faxes, Phone calls and Mail Merges done.

It is also simple to Email directly from the database, also keeping a log within CONTACTS! of what was sent and when.

**New features**

New features include:

- Schedule/Diary facility - view your appointments/phone calls by day/week/month.
- Meeting Maker - invite others to a meeting, email them direct from the Database, and they can confirm their attendance too.
- Direct links to web sites - store multiple

web sites for any company and open these directly from the database.

- In addition to the "mail merge to letters" facility there is also a 'mail merge to emails' facility, allowing you to create individual emails to selected groups in your database. A record of each email or letter is kept with the individual contact details so you can see who has received which mailing.

It is also now possible to open files and documents associated to a client no matter what format they are in.

Finally as a closing point, remember, CONTACTS! can be tailored to suit your specific needs. Go as far as you like and add more features as your needs grow.

**The Future**

So there you have it, CONTACTS! v2.

We look forward to another two years of successful installations and hope you avail yourself of these products if you have not done so already.

**Additional Information:**

**Buy ON-Line**

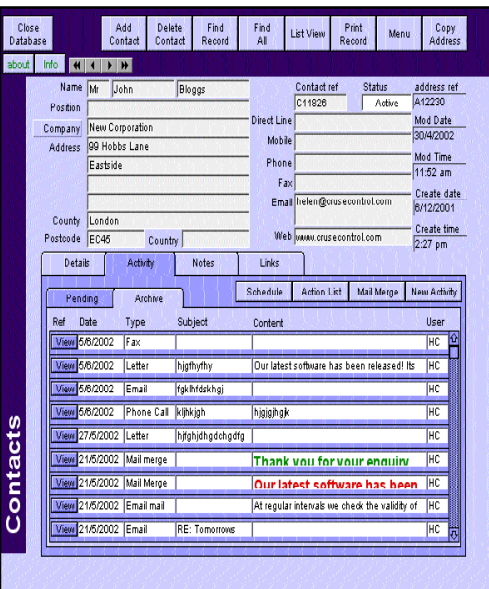
To assist you further, Contacts can be bought from our new on-line store. To order a full copy, multiple copies, a site license or for further information, visit the store at [www.cruisecontrol.com](http://www.cruisecontrol.com) or email us at [contacts@cruisecontrol.com](mailto:contacts@cruisecontrol.com).

**Download a demo copy of Contacts!**

By downloading a demo copy of Contacts! from [www.cruisecontrol.com](http://www.cruisecontrol.com) you can find out for yourself just how powerful this product is. A v1 download with a PDF of the new features of v2 is available online.

# Fact File

- ✓ Cross-Platform, Multi-User, Customisable.
- ✓ Email directly from the database
- ✓ Calendar/Diary Manager and Meeting Maker
- ✓ Many contacts for any company
- ✓ Customised marketing information and categories
- ✗ No more forgetting to send a Christmas card - it will be logged on your Contacts file!
- ✓ Keep records of all letters, emails, faxes, phone calls and mail merges done.
- ✓ Help Buttons
- ✓ Call us and we will provide from scratch exactly what you need and do the research necessary to getting it all to work, and look good too!



"Pending" showing a list of outstanding meetings and "Archives" showing a history of client correspondence.