



KEN HERRERA VOICE AND WRITING

RADIO AD COPY

A Note from Ken: All of the following Radio Ads, as well as the audio clips contained in the Voice Services section of the website, were written and produced by me after meeting with the client and learning more about their business.

FAMILY OWNED AND OPERATED FOR 75 YEARS...AND NOW COMPANIES YOU'VE COME TO KNOW AND TRUST HAVE COME TOGETHER UNDER ONE NAME. THAT NAME IS ALLIED RESOURCE RECOVERY. BUSINESSES AND INDIVIDUALS HAVE COME TO TRUST THEM AS WEST ALLIS SALVAGE, WAUKESHA RECYCLING COMPANY AND A TO Z RECYCLING. ALLIED RESOURCE RECOVERY HAS LED THE WAY IN RESOURCE RECOVERY FROM THE SCRAP DRIVES OF WORLD WAR TWO TO TODAY'S GREEN INITIATIVES. PEOPLE ARE STARTING TO REALIZE THAT RECYCLING NOT ONLY HELPS THE PLANET, BUT CAN ALSO PUT MONEY IN YOUR POCKET. INTERESTED? FOR THE FULL STORY GO TO ALLIEDRESOURCECOVERY-DOT-COM

FAMILY OWNED AND OPERATED FOR 75 YEARS... FOR LOTS OF FOLKS THAT'S ALL THEY NEED TO KNOW ABOUT ALLIED RESOURCE RECOVERY, BRINGING TOGETHER LEADING NAMES IN THE RECYCLING INDUSTRY IN WISCONSIN. YOU KNOW THEM AS WEST ALLIS SALVAGE, WAUKESHA RECYCLING COMPANY AND A TO Z RECYCLING. THEY'VE BEEN LEADERS IN GREEN INITIATIVES BEFORE ANYONE WAS CALLING THEM GREEN, FROM THE SCRAP DRIVES OF WW-2... TO TODAY'S INITIATIVES THAT CAN PUT MONEY IN YOUR POCKET AND INCREASE YOUR BOTTOM LINE. INTERESTED? CHECK OUT [ALLIED RESOURCE RECOVERY-DOT-COM](http://ALLIEDRESOURCECOVERY-DOT-COM) TO GET THE FULL STORY! THAT'S ALLIED RESOURCE RECOVERY-DOT-COM.

IF YOU'RE A CONTRACTOR...A BUSINESS OWNER...OR JUST SOMEONE WHO HAS LOTS OF RECYCLABLE MATERIAL TO GET RID OF I HAVE A MESSAGE THAT CAN MAKE YOU MONEY, AND IMPROVE YOUR BOTTOM LINE. I'M TALKING ABOUT ALLIED RESOURCE RECOVERY, A FAMILY OWNED AND OPERATED BUSINESS THAT'S BEEN INVOLVED IN GREEN INITIATIVES FOR 75 YEARS. BACK DURING WORLD WAR TWO IT WAS ALLIED RESOURCE RECOVERY THAT PUT TOGETHER SCRAP DRIVES FOR THE WAR EFFORT... CHANCES ARE YOU HAVE AT SOME POINT TAKEN PART IN A PAPER DRIVE.. THAT WAS ALLIED RESOURCE RECOVERY AGAIN.. AND TODAY MORE AND MORE CONTRACTORS AND BUSINESSES ARE IMPROVING THEIR BOTTOM LINES..AND PUTTING MONEY IN THEIR POCKET...BY GOING GREEN WITH HELP FROM ALLIED RESOURCE RECOVERY. LONG TRUSTED NAMES IN RESOURCE RECOVERY, WEST ALLIS SALVAGE, WAUKESHA RECYCLING AND A TO Z RECYCLING ARE NOW OPERATING UNDER ONE NAME: ALLIED RESOURCE RECOVERY. WHEN YOU CONSIDER OUR PARTNERS AT NATIONAL RECYCLING AND PIRANHA PAPER SHREDDING YOU CAN EASILY SEE HOW ONE NAME CAN HANDLE ALL OF YOUR RECYCLING NEEDS. CHECK THEM OUT ON THE WEB AT [ALLIED RESOURCE RECOVERY DOT COM](http://ALLIEDRESOURCECOVERY-DOT-COM) AND FIND OUT FOR YOURSELF HOW GOING GREEN.CAN PUT GREEN IN YOUR POCKET.

GO GREEN AND PUT SOME GREEN IN YOUR POCKET. YOU'VE HEARD THE TERM "GREEN INITIATIVE" RIGHT? IF YOU'RE STILL NOT SURE WHAT THAT MEANS LET ME DIRECT YOU TO ALLIED RESOURCE RECOVERY...THEY'VE BEEN GREEN FOR DECADES BEFORE ANYONE WAS USING THE TERM. FAMILY OWNED AND OPERATED FOR 75 YEARS ALLIED RESOURCE RECOVERY IS THE NEW NAME FOR NAMES YOU'VE COME TO KNOW AND TRUST: WEST ALLIS SLAVAGE, THE WAUKESH RECYCLING COMPANY AND A TO Z RECYCLING. AND LET'S NOT FORGET ALLIED RESOURCE RECOVERY'S PARTNERS AT PIRANNAH PAPER SHREDDING AND NATIONAL SALVAGE. SO HOW DOES THIS GREEN THING HELP WITH YOUR BOTTOM LINE? ARE YOU PAYING SOMEONE TO HAUL AWAY RECYCLABLE MATERIALS...CARDBOARD...PAPER...MAYBE EVEN SCRAP METAL? STOP THAT RIGHT NOW AND CHECK OUT ALLIED RESOURCE RECOVERY. THEY WILL SHOW YOU HOW TO STOP PAYING..AND START EARNING WITH WHAT WE USED TO CALL JUNK. CHECK THEM OUT ON THE WEB AT ALLIED RESOURCE RECOVERY-DOT-COM... WHETHER YOU'RE AN INDEPENDENT CONTRACTOR...OR A BUSINESS OWNER IT'S TIME TO FIND OUT FIRST HAND HOW GOING GREEN CAN PUT GREEN IN YOUR POCKET. THAT'S ALLIED RESOURCE RECOVERY DOT COM!

ADOPT A GREEN INITIATIVE? ISN'T THAT EXPENSIVE? LET ALLIED RESOURCE RECOVERY SHOW YOU HOW ADOPTING A GREEN INITIATIVE FOR YOUR BUSINESS, WHETHER YOU ARE LARGE OR SMALL, CAN ACTUALLY IMPROVE YOUR BOTTOM LINE. THEY'RE A FAMILY OWNED AND OPERATED BUSINESS..AND HAVE BEEN RECYCLING FOR 75 YEARS RIGHT HERE IN SOUTHEAST WISCONSIN. THEIR PARTNERS AT NATIONAL SALVAGE, JUST ACROSS FROM MILLER PARK, PROVIDE AN IDEAL SERVICE FOR CONTRACTORS OR EVEN HOMEOWNERS WHO HAVE LOTS OF RECYCLABLE MATERIALS TO DISPOSE OF. CHECK THEM OUT ON THE WEB AT ALLIED RESOURCE RECOVERY DOT COM. AND FIND OUT FIRST HAND HOW GOING GREEN...CAN PUT GREEN IN YOUR POCKET!

THERE'S SOME EXCITING NEW RESEARCH OUT CONCERNING THE BENEFITS OF TART CHERRY JUICE! HI, KEN HERRERA HERE FOR NATURE BLESSED MONTMORENCY TART CHERRY JUICE. NEW RESEARCH OUT OF OREGON HEALTH AND SCIENCE UNIVERSITY SHOWS THAT TART CHERRY JUICE CAN EFFECTIVELY REDUCE MUSCLE PAIN DURING RUNNING. I'VE ALREADY TOLD YOU ABOUT THE ANTI-OXIDANTS THAT ARE FOUND IN MONTMORENCY TART CHERRY JUICE AND THIS RESEARCH SEEMS TO INDICATE THAT THE ANTI-INFLAMMATORY PROPERTIES OF TART CHERRY JUICE MAY BE A VIABLE ALTERNATIVE TO NON-STEROIDAL ANTI-INFLAMMATORY DRUGS THAT ARE OFTEN USED BY ATHLETES TO REDUCE PAIN AFTER EXERCISE. THAT'S WHERE NATURE BLESSED MONT MORENCY TART CHERRY JUICE COMES INTO PLAY. IT'S LOADED WITH NATURAL ANTI-OXIDANTS! BEST OF ALL, IT TASTES GREAT, WHETHER YOU ARE INVOLVED IN A REGIME OF STRENUOUS EXERCISE OR NOT. YOU CAN FIND NATURE BLESSED TART CHERRY JUICE AT MANY OF YOUR FAVORITE STORES INCLUDING LAYTON FRUIT MARKET, PICK N SAVE, PIGGLY WIGGLE, WOODMANS, COPS, GLEN'S, BRENNANS AND SENDIKS... CHECK OUT THE FACTS FOR YOURSELF ON THE WEB AT NATURE BLESSED-DOT-U.S. AND TRY SOME TODAY!

TRI COUNTY CONTRACTING... IS NOW OFFERING AN EVEN BETTER DEAL! HI, KEN HERRERA HERE FOR MY FRIENDS AT TRI COUNTY CONTRACTING. THEY ARE ALREADY THE ONLY ROOFING COMPANY TO OFFER YOU A FREE ANNUAL INSPECTION PROGRAM FOR AS LONG AS YOU OWN YOUR HOME. AND NOW THEY'LL EVEN TRANSFER THAT FREE PROGRAM TO THE NEXT PERSON WHO BUYS THE HOUSE! THAT, ALONG WITH THE LIFETIME SHINGLE WARRANTY, THAT IS ALSO TRANSFERABLE, MAKES THEIR TOTAL WARRANTY PACKAGE A GREAT FEATURE IF YOU SELL YOU HOME... TRI COUNTY CONTRACTING IS THE ONLY CONTRACTOR IN ANY TRADE TO OFFER THIS FREE INSPECTION PROGRAM. CALL THEM UP FOR FULL DETAILS...ITS 262-679-6100... THAT'S TRI COUNTY CONTRACTING... 262-679-6100

YOU'VE HEARD ME TALKING ABOUT MY FRIENDS AT TRI COUNTY CONTRACTING FOR THE PAST WEEK ON THIS PROGRAM, BUT THE FACT IS MY EXPERIENCE WITH TRI COUNTY GOES BACK A COUPLE OF YEARS NOW...WHEN THEY FIRST INSTALLED MY NEW ROOF. SINCE THEN THEY'VE DONE WORK ON MY DECK, MY GUTTERS, AND NOW I'VE CALLED THEM AGAIN TO DO WORK ON MY SIDING... YOU SEE, WHEN YOU FIND A COMPANY AND PEOPLE AS GREAT AS THE FOLKS AT TRI COUNTY CONTRACTORS YOU KNOW TO KEEP THEIR NUMBER AT THE TOP OF YOUR LIST... IT'S 262-679-6100.... FRANK AND HIS FAMILY HAVE BEEN IN THE BUSINESS FOR MORE THAN 30 YEARS AND THE SERVICE AND PRODUCTS THEY OFFER ARE TOP-QUALITY. STOP BY THE TRI COUNTY SHOWROOM AT 18-5-HUNDRED WEST NATIONAL IN NEW BERLIN IF YOU NEED ROOFING...SIDING...DECKING...WINDOWS.... OR IF YOU JUST WANT TO TALK WITH SOME VERY NICE PEOPLE. TRI CUNTY CONTRACTORS... 262-679-6100!

ROOFING THAT'S SO GREAT, YOU GOTTA SEE IT IN PERSON TO BELIEVE IT! HI, KEN HERRERA HERE FOR MY FRIENDS AT TRI COUNTY CONTRACTING AT 18-5-HUNDRED WEST. NATIONAL IN NEW BERLIN. THEY'RE OUT WITH A LINE OF SHINGLES THAT IS 3 CATEGORIES DEEP WITH 12 STYLE COICES... THAT' MORE THAN 60 COLORS, MANY OF THEM NEVER BEFORE SEEN, AND THEY ARE ALL ON DISPLAY AT THE TRI COUNTY OFFICE ON NATIONAL AVENUE IN NEW BERLIN. TRI COUNTY GAVE MY HOME A NEW ROOF LAST YEAR AND IT LOOKS FABULOUS. CALL THEM UP TODAY... 262-679-6100 AND TELL THEM YOU WANT TO SEE FOR YOURSELF JUST HOW AMAZING LIFETIME ROOFING CAN BE. OR BETTER YET, STOP BY THE SHOWROOM AT 18-5-HUNDRED WEST NATIONAL IN NEW BERLIN... AND REMEMBER ALL THOSE AMAZING STYLES AND COLORS COME WITH A LIFETIME GUARANTEE! TRI COUNTY CONTRACTING.