

## Sure Thing

You can assure, ensure, and insure. You might even do all three at once. Find out how in this issue of *KB CommEntary*.

## What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us busy. Recent and ongoing projects include:

- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including employee communications, customer presentations and letters, product marketing brochures and data sheets, and training materials
- Writing and editing marketing and employee communications for an academic research organization
- Formatting and revising technical reports and manufacturing standard operating procedures, work instructions, forms, logbooks, and batch records for a pharmaceutical company
- Revising and maintaining GMP facility drawings
- Drafting, reviewing, and editing for consistency and accuracy response documents and associated modules for electronic submission to health authorities on behalf of pharmaceutical companies

KB COMM LLC is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

## Tips and Tales

### You Know What Happens When You Assure...

*Assure. Ensure. Insure.*

All these words have to do with making an outcome *sure*, which is why they're so often mixed up. However, they aren't interchangeable.

To *assure* means to promise or say with confidence. For example, "I assure you that he's good at his job."

To *ensure* means to make certain. For example, "Ensure you're free when I visit next weekend."

Finally, *insure* means to protect against risk by regularly paying an insurance company. For example, "I insure my car because the law requires it."

So, to assure you about the future, we will ensure that you are insured.

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

*Kathy*

Kathy Breuninger

**KB COMM**

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