

PROFILE: LEONARD MOSKOWITZ, VICE PRESIDENT, HUMAN RESOURCES

Lenny Moskowitz never asks anyone to do anything he wouldn't do himself - he's already done it! When he was asked to join Telesaver in 1981, he did everything from customer service and billing to organizational sales and collections. "When I came on board, we had about 3000 customers," Lenny relates. "The only employees were Dick (Goldman), Bob (Chertkof), me, Christie (now assistant controller), and an office assistant. Everyone pitched in whenever and wherever they were needed."

Lenny's description of that early period in Telesaver's history is very different from the present. "Those were the days before we had a word processor and everything had to be typed manually. To get bills out, we virtually shut down the office for two days, and we all sat around folding and stuffing Sprint statements. At night I would take home a list of delinquent accounts and make collection calls from my living room."

There have been dramatic changes since that time, and today Lenny oversees the billing and new accounts departments in addition to his primary role of vice president of human resources. Until recently, he also supervised the customer service department. Just this month he hired a part-time assistant to provide administrative support and organization to his demanding schedule.



Lenny is a people person. His education and prior work experience support that fact. In 1973 he graduated from the University of Rhode Island with a degree in psychology, and two years later received his MSW from Washington University in St. Louis. He was a youth worker, a special education teacher for teenagers, and a school social worker. For seven years he held a number of positions at the Jewish Community Center in Baltimore, first as youth supervisor, then as director of children and youth activities, and finally as program director. He hired, fired, supervised, budgeted, and for a period of time counseled young people with drug and alcohol habits. "The best part of my job at the Center, and certainly the most rewarding, was working directly with the kids," says Lenny. Summers he enjoyed his role as assistant camp director to Dick Goldman.

Dick and Lenny became good friends through their association at the JCC. They talked about one day opening a conference center where non-profit organizations and business groups could hold retreats and meetings, a goal that Dick strived for through the Center but one which was met with defeat and frustration. The two men formed a partnership, R&L Associates, and began investigating the feasibility of buying a mansion and land for their project. The timing was wrong, however. Interest rates soared and cancelled all thoughts of buying property.

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Neither man saw growth possibilities for himself personally at the JCC. Dick took the plunge and began his Telesaver venture, but Lenny and his wife had a new baby and Lenny felt he needed to stay with his job until there was definite promise of a salary at Telesaver. That promise came during the summer of 1981, and by December he joined forces with Dick.

Today Lenny's time is spent juggling his various supervisory responsibilities. With the great numbers of new personnel hired in the past year, one can well imagine the countless hours he spends reviewing resumes and interviewing prospects. His biggest task these past months has been developing a compensation package for employees. "I've worked to make our plan a desirable one, taking not only salary into consideration, but bonuses, benefits, and profit sharing, too," Lenny explains. Telesaver's compensation plan has had input from the people who must live with it, something which Lenny believes is important and fair. He established committees to meet and discuss the various options and to make recommendations.

Training is another significant part of Lenny's role in human resources. "I want everyone who works for Telesaver to be well versed in what we do and how we do it; to know a little about how the switch works; to understand the industry; to be able to talk intelligently about the service we provide," he says. A number of people have already benefitted from that training, and have moved up the corporate ladder.

Many an evening one can find Lenny leaving the office with a sport bag over his shoulder, tennis racquet in hand. A tournament player, he enjoys a hard game of tennis after a 10 to 12 hour day of hard work. He must leave all tension on the court, because with all he has to contend with, Lenny is consistently pleasant, calm, and low-key. He and wife Vicki have two young sons, Adam, 3, and Jesse, 4 months.

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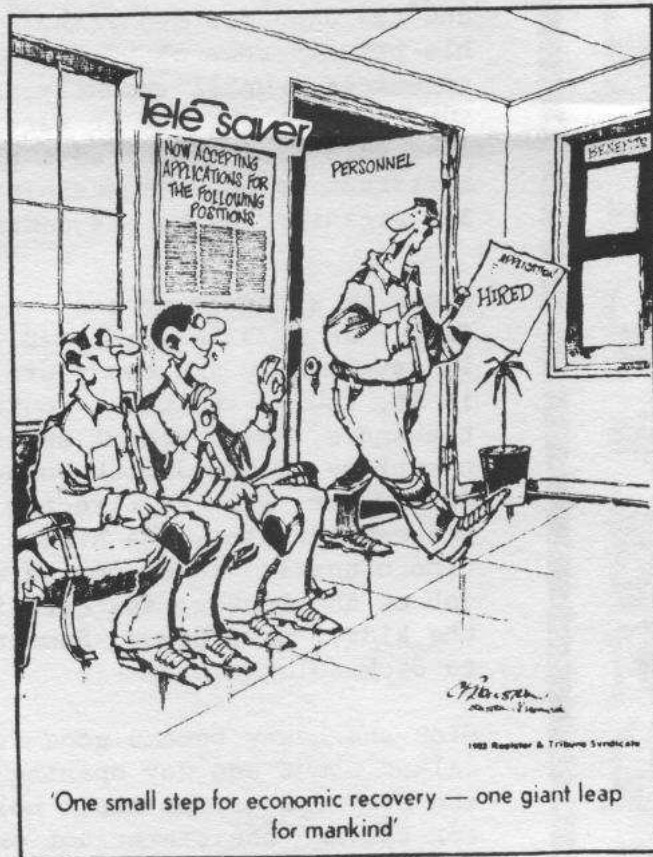
If you're not falling now and again, it's a sign you're playing it safe.

- Woody Allen

## WELCOME!

Telesaver is contributing to a decrease in unemployment! Almost every day one finds a new face at national headquarters. A warm welcome to all of our new personnel: Arthur Peller and Kimberly McIntyre-Adams in customer service; Carrie Ellis and Susan Gordon in new accounts; Teri Gibson, Carrie Shetler, Michele Kremer, Sheila Unger, Heidi Crew, and Martha Reamy in collections; Janet Mays and Mary McCarthy in data entry; Ilene Sheer, administrative assistant in sales and marketing; Larry Gibb, bench technician; Michael Freeze, office assistant; Angela Fiorino, accounting clerk; Kodi Yazdanipour, design engineer; Beatrice Gibbs, switchboard operator; Sharon Sagal, personnel; and Art Grossman, nighttime customer service rep.

We are pleased to welcome Linda Buskirk, customer service rep, and Cheryl Riddick-Spencer, administrative assistant, to our new Oakland office, and Jo Ann Ogden, customer service rep, to the San Francisco office.



'One small step for economic recovery — one giant leap for mankind'

SPECIAL RECOGNITION TO... Curtis Cavey, field service technician, for his recent discovery. Through careful analysis of the switch and computer in operation, Curt detected the "bug" which had been a source of irritation for several months. Thanks to Curt, and others like him, Telesaver is able to maintain an efficiently operated system.





A well-executed display attracted hundreds of interested consumers at the Paramus Park Mall show. (Story next column)

#### TELESAVER TESTS TELEMARKETING

Today, telemarketing is recognized as a viable and important part of a company's overall marketing plan. As an integral component of a company's marketing activity, it can generate a dramatic and measurable effect on productivity and revenue.

This month, Telesaver initiated telemarketing campaigns at the Columbia, Philadelphia, and Oakland sales offices. Marketing analyst Julie Whitcomb is responsible for the preliminary research and market plan. The script has gone through numerous revisions, tracking methods have been devised, and phone representatives have been trained in the fundamentals of the industry and Telesaver service. By generating qualified leads for our sales force, and by providing important research and market information, our telemarketers serve as a valuable resource for the company.

#### MOVING UP THE CORPORATE LADDER

Congratulations to Elaine Overtoom and Margaret Heiderman on their recent promotions. Elaine has moved from customer service rep to billing assistant and, in this capacity, enters all data from area switches into the computer for future billing. Margaret has transferred her excellent telephone skills as switchboard operator to customer service.

#### MALL SHOW TURNS OUT TO BE A SHOW-STOPPER

"This was our most successful show to date," remarked Jeff Shearman, pointing to the 90 new residential accounts and six business accounts that were closed at the five-day Paramus Park Mall Show. "At the rate applications are coming through the mail, we expect total orders to be in excess of 125 residential and 10 business."

This was Hackensack's second mall show, and what they learned from the first experience made the difference between ho-hum and terrific. John Scorza, who organized and managed the show, created a booth that piqued the curiosity of passersby. "We made it open and inviting, rather than blocking it in," explains Scorza, "and our signs were larger and more simplistic this time." The continuous loop cassette, which showed a 60-second Telesaver commercial, also helped attract people to the booth.

There was a drawing held at the end of the five days, and the lucky winner received an AM-FM clock radio phone. Shearman remarked that the contest was almost secondary to the show, but admits that it did create a certain amount of excitement. He has discovered that, of any advertising incentive, phones have the highest impact for creating interest.

The show ran from September 6 through September 10, but the benefits are ongoing. Says Scorza, "We continue to receive phone calls and mail because of the show. We can measure quantitatively the actual sales closed, but how does one measure the heightened level of awareness of the Bergen County audience? Hundreds more people know about Telesaver now than before this event."

As a follow-up measure, the Hackensack office is sending an offer of "second prize" to everyone who entered the contest - "sign up for Telesaver service in the next 15 days, and we'll waive the set-up fee." It is too soon to know how many additional orders will come in as a result of this mailing, but when the same offer was made after the first mall show, they received 15 applications. This time they anticipate even more.

A special thank-you to Susan Lupow and sales reps Steve Markowski, Rosa Rojas, Bernie Colloff, Jon Ferdinand, and Judy Ferdinand, who contributed to the success of the show.

Telesaver is pleased to announce that Francesca Loporto-Peck is the new area manager for the San Francisco, Oakland, and Sacramento areas. Elyce Judith, who managed that region of the country until September 1, has moved to Europe for the year. Francesca has transferred her operation to 1624 Franklin Street, in Oakland, where she is more centrally located to her Telesaver customers and sales reps. The San Francisco office now serves strictly as a switching center.

BIGGER MEANS BETTER!

Like expectant parents, Telesaver has awaited a larger, more sophisticated computer system for months now - and with the same kind of excited anticipation. Delivery by Digital Equipment Corporation took place mid-September, and Telesaver is now the proud owner of a new DEC VAX 11/750 system! This state-of-the-art, corporate computer system allows us to tie all area offices to the corporate data base, and increases overall computer capabilities ten-fold. It will provide the statistical information necessary for operation and optimization of our expanding Telesaver network, and will expedite procedures for billing and customer correspondence.



Telesaver's new computer system is installed by Digital Equipment Corporation technician.

Telesaver outgrew its phone system many months ago. Disgruntled callers complained about busy signals and long waits. Switchboard operators had to perform a difficult balancing act and keep their composure at the same time. But no more! With a new Mitel SX200 PBX, these problems have been alleviated. The new system is equipped with the most advanced program package available and allows for off-presence exchange between our two buildings in Owings Mills. Direct inward dialing for the customer service and collection departments eliminates a backlog of calls at the switchboard. The new phone system is just another example of Telesaver's efforts to meet its growing demands.

WHERE DOES YOUR LOCAL COMPANY FIT INTO THE SCHEME OF THINGS TO COME?

On January 1, 1984, AT&T will give up ownership of its 22 local operating companies and relinquish the Bell name, according to Judge Harold H. Greene's decision. The seven regional companies that have formed as a result of the break-up have been granted rights to the Bell name, logo and trademark, but not all have chosen to exercise that right. The regions will be known as: US WEST (Northwestern Bell, Mountain Bell, Pacific Northwest Bell); PACIFIC TELESIS (Pacific Telephone, Nevada Bell); SOUTHWESTERN BELL CORPORATION; BELLSOUTH (Southern Bell, Southeastern Bell); BELL ATLANTIC (Bell of Pennsylvania, Diamond State Tel, Chesapeake and Potomac Companies, New Jersey Bell); NYNEX (New York Tel, New England Tel); and AMERITECH (Illinois Bell, Indiana Bell, Michigan Bell Ohio Bell, Wisconsin Tel).

NEW CONTRACT MEANS NEW CODES FOR CUSTOMERS

The new accounts department, under the direction of Barbara Peterson, has begun a major undertaking this month. Thousands of residential non-Universal customers, and those Universal customers who have travel, are receiving new codes to replace the codes they are presently using. The conversion is due to a renegotiated contract between Telesaver and its supplier, GTE Sprint. Barbara has hired "extra hands" to expedite the process and says that the conversion provides an excellent opportunity for updating the data base with changes, additions, or deletions to customer accounts.



## FOR YOUR INFORMATION

\*\*\* Customers originating calls in Oakland, CA, should begin using a new local access number. The number has been changed to 839-0865. From this point until October 10, both the old and new access numbers will be in effect. After that date, a recording will advise customers of the change.

\*\*\* GTE Sprint has announced a change in their "recall procedure" which affects Telesaver customers in non-Universal areas and all Universal customers with the travel feature. Currently, dialing mistakes when using SPRINT can be corrected by pressing the # (pound) button on the telephone. Now, to correct an error in dialing, the \* (asterisk) button is used to recall the dialtone. This change does NOT affect our Universal customers when they make calls from their local areas; they will continue to use the # button for recalling the TELESAYER dialtone.

\*\*\* As a convenience to our customers, Telesaver has recently instituted a charge policy. Customers can now charge their monthly bill to American Express, Visa, or MasterCard. Those who choose this optional service will continue to receive from Telesaver a detailed summary of all long distance calls each month.

\*\*\* Residential sales reps in need of brochures should contact Stanley Lewis at the national office. Updated sales literature is now available.

### UPDATE: TRAVEL NETWORK

New cities are continually being added to Telesaver's GTE Sprint travel network. Customers can now save money when they call from any of the following:

Salinas, CA	Houma, LA
Santa Cruz, CA	Lafayette, LA
Thousand Oaks, CA	Farmington, MI
Vacaville, CA	Rochester, MN
Boise, ID	Niagara Falls, NY
Bloomington, IN	Durham, NC
Evansville, IN	High Point, NC
Kokomo, IN	Middletown, OH
Davenport, IA	Warren, OH
Wichita, KS	Columbia, SC
Lexington, KY	Greenville, SC

## MILESTONES

\*\*\* The 144-path Telcro II in Columbia, Maryland, exceeded one million minutes in usage for the month of August. The switch serves approximately 5000 customers in the Baltimore, Annapolis, and Washington areas.

\*\*\* Five hundred fifty businesses signed up for Telesaver Universal service in August, the highest number of business sales in a one month period to date.

\*\*\* Transmission sales for the year ended September 30, 1983, increased 300% over the same period last year.

\*\*\* On August 30, 1983, Telesaver filed with the U.S. Patent Office for a patent on the Telcro II least-cost routing switch.

### CUSTOMER SERVICE ANNOUNCES EXTENDED HOURS

Telesaver is pleased to announce that, as a convenience to its customers, the company has expanded the availability of customer service. Customers can now call the national office for assistance between 9 a.m. and 12 o'clock midnight, Monday through Friday, and between 9 a.m. and 5 p.m. on Saturday. Sunday hours will be in effect in the near future.

### COMMUNITY INVOLVEMENT

Telesaver dedicated the month of September to "helping Jerry's kids." Thanks to the creative efforts of Annapolis sales rep Susan Miller, we were able to take an active part in the Muscular Dystrophy Association's Telethon. Sales and Marketing Director Greg Jones and Area Manager Marshall Sapperstein made personal appearances on Baltimore and Washington television to promote the company's offer of a \$5 donation for every new applicant mentioning MDA.

In support of the 1983 WJZ/BSO Musical Marathon, a televised auction to raise money for the Baltimore Symphony Orchestra, Telesaver donated a residential account, waiving set-up charge and monthly service fee for a period of one year.

When you're green, you're growing. When you're ripe, you're not.

- Ray Kroc, chairman of McDonald's

EVERYTHING YOU ALWAYS WANTED TO KNOW  
ABOUT LONG DISTANCE...AND MORE

Did you know that there are at least 175 ways to call between most major cities? And that prices for making long distance calls can vary by as much as 2000%? These findings, and more, are addressed in the second edition of Long Distance For Less, by Dr. Robert Self. A two-page profile on Telesaver is included in this extensively researched telephone management book.

Dr. Self is founder of a New York City consulting firm that specializes in telecommunications. Since publication of the first edition of Long Distance For Less, he has been recognized as an expert on the subject, has appeared on national television, and has been quoted in more than 250 publications. His Long Distance for Less seminar, which he presented last spring, was attended by 3000 business people in 24 U.S. cities.

Long Distance For Less can be obtained directly from the author, Dr. Robert Self, Market Dynamics, 445 East 80 Street, Suite 1603, New York, NY 10020. The phone number is (212) 772-2882.

COMING ATTRACTIONS

\*\*\* By October 10, 1983, Universal customers will be able to save with Telesaver when they call Montreal, Ottawa, Toronto, and Calgary, Canada. Limited service to Hawaii will be available by the end of October.

\*\*\* New York City will have Universal service by the end of October. The local sales office is located in Manhattan at 291 Broadway, Suite 302, (212) 608-7500. Other cities scheduled for Universal service in the next couple of months include Boston, MA, Norfolk, VA, and Wilmington, DE.

PLEASE...let us hear from you. Send us your news, views, tips, special sales promotions, achievements - anything that could be of interest to Telesaver employees, sales reps, shareholders - to the TELESAYER EXCHANGE, 20 Gwynns Mill Court, Owings Mills, MD 21117.

**Tele saver™**

20 GWYNNS MILL COURT  
OWINGS MILLS, MARYLAND 21117

**Telesaver Exchange**