

# Telesaver<sup>TM</sup>

E X C H A N G E

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Editor: Deborah R. Baylin

## CORPORATE RESTRUCTURING PLAN ANNOUNCED AT SHAREHOLDERS MEETING

Telesaver's annual meeting of stockholders was held June 28, 1984, at the Hilton Hotel, Pikesville, MD. The 29 stockholders and six guests who attended got a good lesson on long distance, equal access, and switching systems. However, the highlight of the evening was the announcement concerning Telesaver's proposed plan for corporate restructuring. The plan, described by attorney Cleaveland Miller, was unanimously approved by all in attendance.

The plan calls for the corporation to become a holding company to be known as VISTA TECHNOLOGIES INC., and to create wholly owned subsidiary operating companies. Since the name Telesaver is associated with our long-distance phone service, TELESAYER INC. is the name given to the subsidiary to be created for that purpose. The subsidiary to be created for research and development, manufacturing, and systems sales is to be known as VISTACOM INC., and a new subsidiary, recently created for the sale of telecommunications security systems, is to be known as TELESAGE INC.

"Our proposed plan for restructuring will allow us to more easily enter into new ventures and to pursue new opportunities," explains Executive Vice President Robert Chertkof. "The restructuring at this time is a result of the company's growth and our interest in further diversification." The plan, pending final approval, will go into effect early fall.



Dick Goldman reports on the state of the company at the annual shareholders meeting. Pictured (l. to r.): Cleaveland Miller (attorney, Semmes, Bowen & Semmes), Robert Chertkof (Exec. VP), Dick Goldman, and Neil Kauffman (elected to Board of Directors).

## TELESAYER ANNOUNCES RATE REDUCTIONS ON INTERSTATE CALLS!

Effective August 1, 1984, subscribers to Telesaver's Universal Service will receive additional savings of up to 6% on their interstate phone calls. The rate reductions reflect Telesaver's commitment to remain highly competitive and to provide its members with the best value available in long distance. "In this volatile post-divestiture environment," states Sales and Marketing Director Marshall Sapperstein, "we want our members to know that they can count on Telesaver to provide low rates, quality transmission, and personalized service - in one word, VALUE!"

PROFILE: MICHAEL YANG AND J. R. PEREZ,  
NEW SALES MANAGERS COVER EAST/WEST COASTS

Joel Maloff has hired sales managers for both coasts of the U.S. to solicit distributors for the TELCRO switch and to offer sales support. Michael Yang (manager, western division) and J. R. Perez (manager, eastern division) have already been successful in signing on distributors in their respective regions who, in turn, have found buyers for the switch. Maloff says, "Having J. R. and Mike working for us gives us a greater marketing presence, and we can now penetrate our niche markets more quickly and effectively."

Michael Yang brings a good blend of technical background and business experience to his new post. He earned a bachelors degree in chemical engineering from a college in the Philippines and a doctorate in materials science from Rensselaer Polytechnic Institute (RPI) in Troy, NY. He worked for Texas Instruments and then for Republic Steel in Cleveland, Ohio, in research and development. In July, 1976, he went to Manila to start up a manufacturing business with family members, where he served as general manager and then president. The company, which manufactured steel cargo containers, employed nearly 700 people. Seven years later, with funds from a venture capitalist in Manila, Mike returned to the States to start a company with friends from RPI. Integral Corporation, as it was named, was involved in all types of computer applications.

"The business began to suffer," Mike explains, "when economic conditions in Manila collapsed, and funds for the business were not allowed out of the country." Mike took appropriate steps and began an extensive job search. "I became quite an expert on direct mail campaigns," he says jokingly. It was a campaign to sell himself, which he did quite successfully to Telesaver.

"Joel was looking for something more than technical expertise," Mike says. "He wanted someone who could basically run the business without too much supervision. It was a happy find. I was very happy to find Telesaver, and I think Joel was happy to find someone like me." The two hit it off almost immediately. When Mike sent Joel an eight-page letter outlining his ideas for a marketing plan, Joel's reaction was, "It's uncanny that you think just like me!"



Michael Yang

One of Mike's major motivations in contacting Telesaver was to learn the telecommunications field first-hand, not from an engineering point of view, but from an applications point of view. After a week of training at headquarters, he is working out of our San Francisco office, conducting an extensive market survey and mail campaign. "I have developed lists of lists - Bell Operating Companies, developers, builders, telemarketers, etc.," he says. "I feel a little like a Lone Ranger here," he says, "but other than that I feel like a pioneer. I can see many more niches for the TELCRO from a user's point of view. And I'm getting a good response to my mailing."

J. R. Perez came to Telesaver in April of this year, bringing with him combined experience in communications and sales. After receiving his B.S. in economics from the University of Northern Colorado, he joined the firm of Reynolds and Reynolds, where he got his "baptism," as he refers to it, in the automotive industry. A self-described "one-man sales office and generalist," he was responsible for creating data centers for auto dealerships in Colorado Springs, CO, and El Paso, TX. He established on-line data bases for businesses that could not cost justify expensive systems in-house, but that needed standardized accounting procedures.

From 1978 until 1981, J. R. had overall responsibility for a special projects team at Automatic Data Processing, again specializing in the automotive industry. Acting as liaison between ADP and various west coast GM motor car companies, he coordinated and implemented a program to establish a dealer





J. R. Perez

communications network for the industry. The system, in operation today, allows a car dealer to immediately pinpoint availability dates and production schedules. It also provides the ability to transmit new car sales figures, warranties, and other data between the dealer base and the motor car companies. "This job took me to every state in the nation at least twice," J. R. says. "I was on the road 50 weeks out of 52, and that can really wear you down."

J. R. entered the telecommunications business via Mountain Bell, in Denver. As account executive/industry consultant, he sold telecommunications equipment and services to very large businesses. One year later, he began his own private consulting company, Native American Communications Network, advising clients on the purchase of equipment and vendor selection, procurement of funding, and configuring of switches. "The company led to my involvement with many resellers," he says, "so I had the ability to cherry pick, so to speak, when putting together business plans and marketing strategies. I took the best from each." He served briefly as traffic manager for one of his clients, National Econotel, just prior to his appointment at Telesaver.

J. R. is excited by Telesaver's vitality and innovativeness. "The time from inception of an idea to implementation is fast-paced here," he says, referring to the EASEE module in particular. (See article on EASEE, following) "That's a plus for the company. Whenever you are the first at something, it gives you a place in the field. I believe EASEE will be our 'claim to fame.'" He is credited with finding the first two buyers for the interface device.

J. R.'s experience with similar companies gives him an edge when evaluating Telesaver. He says, "I've seen many resale organizations that are careless and irresponsible both in operations and business affairs. I find Telesaver to be quite the contrary overall. Here, there is an attempt made to conserve and to guide, which is very positive. We have all the elements for continued success."

#### TELESAVER ANNOUNCES "EASEE" - A SOLUTION TO A MARKET NEED

As "equal access" becomes available, most switching systems currently in operation will be mute to the multi-frequency code used by all equal access central offices. Telesaver has found a solution to this problem in the form of EASEE (Equal Access Service Extender Equipment), and is the first to publicly announce such a device.

EASEE serves as a translator between the central offices and switching equipment unable to support equal access. By attaching an EASEE module to his current equipment, a customer easily adapts it to handle multi-frequency codes.

Essentially, EASEE is a 36-path TELCRO II without a computer. Its application, or use, for equal access is the "brainchild" of our remarkable research and development and marketing departments. As Joel Maloff, director of systems marketing and sales, explains, "Telesaver had the unusual ability to quickly meet a market need. We are a small company and, therefore, the decision process is expedited. With our talented, young, aggressive engineers we were able to package EASEE in a way the market was looking for."

Joel is optimistic about EASEE. He states that he wants, and thinks we can get, "a high percentage of the market, if we continue marketing swiftly and aggressively." Moreover, he points to the "migration path" that EASEE creates for selling TELCRO. Joel explains, "As a customer's needs expand, the simple addition of our computer creates a TELCRO switch to replace his current obsolete switching system."

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"Ideas are a capital that bears interest only in the hands of talent." - Rivarol

Agreements for the purchase of EASEE have already been signed by a reseller in Huntington, W. Va., and another in Arizona. Both have expressed their intentions to purchase as many as 30 additional systems, assuming the "trial period" goes well. "We could conceivably triple our original estimates for EASEE," says Joel, "and I don't think that's being overly optimistic."

#### COMING ATTRACTIONS...

\*\*\* Telesaver will hold its second annual company picnic Sunday, July 29th, at Camp Wonderland. Look for photo and story in next month's "Telesaver Exchange."

\*\*\* Get ready for the "Battle of the Corporate Stars!" That's exactly what 35 Telesaver employees have been doing for the past several weeks. Training for this event has been intense, according to Barbara Peterson, company coordinator, and the competitive spirit is high. Swim practice Monday evening, volleyball Tuesday, track and "miscellaneous" events Wednesday. Twenty-five of our "best" will make up the final team. Telesaver will compete against 20 other Maryland corporations in the Honey-do Hustle, Farmer Brown's Shuffle, and the more serious swimming and track competitions to raise money for the Maryland Special Olympics. The winner of the Maryland competition, which will take place at Essex Community College, August 24-25th, gets an all-expense-paid trip to Ft. Lauderdale to compete against teams from 30 other cities. The "Battle of the Corporate Stars" is a good opportunity for us to show our corporate citizenship, and an even better opportunity to enhance employee morale and comraderie. See you in Ft. Lauderdale!

#### "THE 65-HOUR WEEK"

According to a recent poll of 200 top managers at Fortune 500 firms, extra hours are indeed the key to success. The managers say they put in an average work week of 65 hours, and almost half of them (46 percent) favor early morning, pre-business hours. Twenty-two percent think they work best at the end of the day after the office empties out. The great majority of the execs surveyed aren't lugging home empty briefcases either. Almost all of them work at home at night and more than 70 percent work on weekends. (Working Woman, August 1984)

Our customer service representatives are too often unsung heroes. They sit, 9 to 5, patiently explaining, clarifying, and responding to customers. They must deal with the occasional irate customer, the person who is angry at the world on a particular day and has to take it out on somebody. They must answer, for the "one hundredth time," the same questions, and in the same pleasant manner. Not everyone is cut out for these "heroics," but those that are have found their place at Telesaver. Art Grossman is one such person. The following letter about Art is from Dr. Joel Porter, an appreciative customer in Marlton, NJ:

"I have been a customer of Telesaver for the last two years. On several occasions I have found need to call to ask a question regarding service and...have been handled by your employee, Art Grossman. I have been so struck with how courteous and personable this man has been to me... when I've called, that I feel you ought to know what a good job he is doing. It is unusual these days to find people as conscientious as this man serving the public, and I just thought you ought to know how much I appreciate having him there...I know that when I do speak with him that I will get a prompt and efficient handling of my problem...I just wanted to let you know how having Art there makes me a satisfied Telesaver customer."

#### INTRODUCING...

...MATT TITUS, new area manager for the Columbia sales office. Matt will direct the activities of Telesaver's sales force in the Baltimore, D.C., northern Virginia, and Annapolis areas, and will implement marketing strategies for the sale of Telesaver service. His promotion to this new post is based on his success as sales manager for Telesaver's Philadelphia office.

...LARRY LISKER, manager of special projects, sales and marketing. Since joining Telesaver in June, Larry's major responsibilities have revolved around coordinating activities in preparation for converting customers to "Equal Access." His previous work experience includes sales representative for TDX long distance company, sales and marketing assistant for a sporting goods distributor, and personnel recruiter for a subsidiary of Prentice-Hall.



## TELESAVER IN THE NEWS...

Since May, Telesaver's name has appeared in Maryland Business and Living, The Christian Science Monitor, The Philadelphia Inquirer, The Record (Bergen County), Baltimore Business Journal, the Sunday News Journal (Wilmington, DE), the Columbia Flier, The News American, The Baltimore Jewish Times, and both the morning and evening editions of The Baltimore Sun. And that's just on the service side! Announcements and articles on the TELCRO switch, EASEE module, and QC2000 have been printed in trade publications like Telecommunications, Communications Week, Telephony, and Teleconnect, and SRG Publications profiled the company in their latest newsletter.

Today, Telesaver is well recognized as an important manufacturer and as one of the nation's largest resellers of long distance service. As Harry Newton wrote in Teleconnect, "Speaking with Telesaver's principals, you quickly get the impression of some very heavy, very young, very enthusiastic technical talent behind the thing." He's quite perceptive! We've come a long way, and our future is without limits.

## RESPONSE TO "FORGET-ME-NOT" KEEPS DATA ENTRY BUSY!

"Since Telesaver introduced 'Forget-Me-Not' three months ago, customer response has been tremendous!," reports Data Entry Supervisor Janet Mays. This exclusive, free service is offered as part of Telesaver's commitment to value-added discount long-distance service, and our customers obviously appreciate our 'extra effort.' In its first week, more than 170 customers responded.

We appreciate our customers' extra effort, too - and their ingenuity. In addition to the expected birthdays and anniversaries, requests run the gamut of "spay the cat" and "time to pay taxes" to "send a bouquet of flowers to a very special friend." One customer even put in a political plug with this reminder: "November 7th - A woman's place is in the house - THE WHITE HOUSE!"

Janet admits that her staff's workload has increased measurably since "Forget-Me-Not's" introduction, but "we certainly laugh a lot more," she says.

## TELESAVER GOES TO THE FAIR

Equipped with a new 10'x10' pipe and canvas booth, a re-designed red, white and blue display, and a myriad of printed materials, Telesaver set up shop at the Columbia City Fair. The three-day fair, celebrating Columbia's 17th birthday, drew hundreds of Columbia residents and other Marylanders together for the weekend of June 15-17.

Since the Columbia area (11 exchanges in all) is converting to equal access September 1, 1984, it was "prime time" to meet the public and introduce Telesaver service. Our reps found that greater awareness, due to media coverage, led to a higher level of interest in long distance. Approximately 100 business and residential applications were signed on-the-spot. But even more significant was the PR impact gained from our participation in this community event. We met hundreds of our Columbia "neighbors," and the kids (young and old!) loved our "Let's Connect" balloons.

A special "thank-you" to Mike Senate and Clyde Sennet for the creative talent and energy they put into the production of our booth. We could never have done the fair without you!



Even the Baltimore Oriole Bird gets into the act at Columbia's Birthday Celebration. Telesaver balloons soared high over the fairgrounds, as more than 100 fairgoers signed up for Telesaver service.

## TELESAVER ANNOUNCES "SWEEPSTAKES" CONTEST

Telesaver is pleased to announce "Long Distance Sweepstakes," our first such contest for members of the Telesaver network and the general public. Grand prize winner will choose between an all-expense-paid Caribbean cruise for two, or seven nights/eight days in Hawaii and \$500 spending money. First prize (\$500) will be awarded to the contestant who signs up the most new customers during this special sales promotion, and second prize (\$100) goes to the contestant who signs up the second highest number of new customers.

Eligibility for the grand prize is simply that you sign up at least two customers for Telesaver service. The prospective customers can be individuals or businesses, and should be using at least \$10 in long distance service. Naturally, the more customers you sign up, the more chances you get to win.

"Long Distance Sweepstakes" will be announced in the "Telesaver Connection" for our members and will be advertised in local newspapers in areas where we provide service. The contest gets underway August 15, 1984, ends on October 15th, and the drawing,

supervised by Arthur Young and Company, will take place October 29th. All winners will be notified by November 5, 1984.

There's an additional bonus for Telesaver customers. They will receive a \$1 credit on their January bills for each new customer they enroll during the sweepstakes contest.

Unfortunately, salaried employees of Telesaver, their families, employees of Arthur Young, and all subsidiaries are prohibited from participating in the sweepstakes. But everyone else can get into the act, and we hope they do. "Long Distance Sweepstakes" should prove to be fun and profitable for all who participate.



### LET US KNOW!

We can't print it in the Telesaver Exchange if we don't know about it. Please share your news, views, tips, special sales promotions, and achievements with Telesaver employees, sales reps, and shareholders. Simply call or write the editor at Telesaver's national office. We'd love to hear from our readers.

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# Telesaver™

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