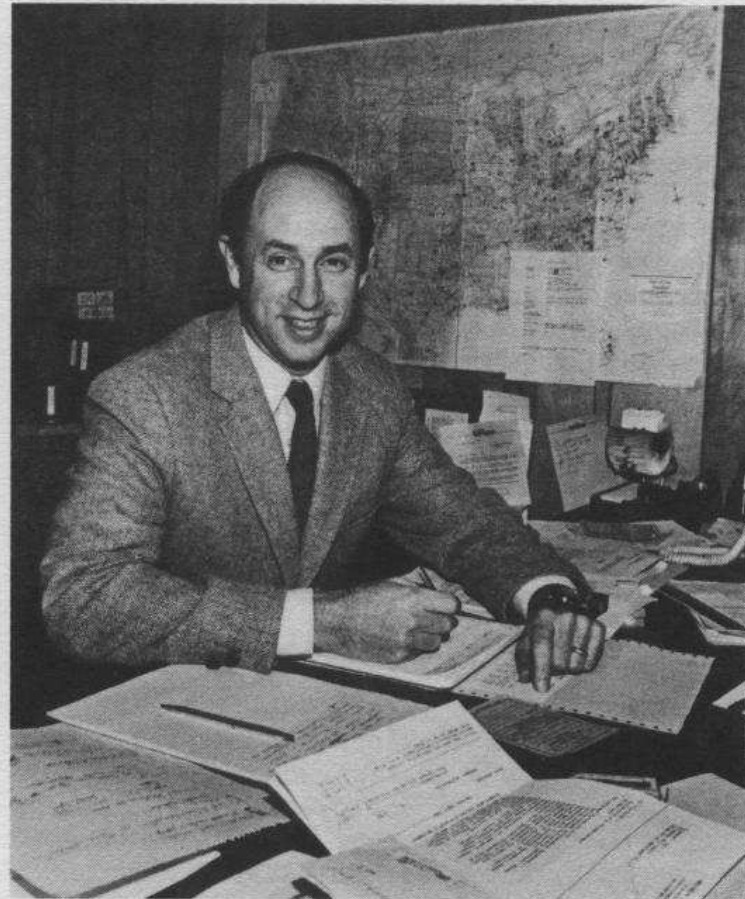


PROFILE: ROBERT CHERTKOF, EXECUTIVE VICE PRESIDENT

Robert Chertkof has always been at the right place at the right time. But his good fortune hasn't been left to chance; he has worked hard to reach his goals and he has succeeded. Most of us who have been involved with Telesaver have had the opportunity to meet or, at least, to talk to Bob. He's personable, has a good sense of humor, is highly motivated, and above all, he's an achiever. His successes support that claim.

Bob graduated in 1962 from Bucknell University in Lewisburg, PA. "I wasn't sure what I would do after college," he says, "but always in the back of my mind, I felt I'd go into the family construction business." He majored in Civil Engineering and graduated with honors in math, always his "strong suit." Upon graduation, he was commissioned as a lieutenant in the Corps of Engineers and gave the next two years to the U.S. Army. Eighteen months were spent in the States, but for six months he was military adviser to the Indonesian Army, a period Bob claims to have been "probably the most remarkable six months of my life." His experience in Indonesia, he says, made a tremendous impression on him and influenced his personal philosophies and values.



When his two-year military commitment ended, Bob landed his first job with The Rouse Company, the developer of Columbia, Maryland. Engineers were in demand then, and it was an exciting time to be involved on the ground floor of that project. But he wanted more, and he made the decision to get his law degree.

Bob attended the University of Maryland School of Law three nights a week, from 1965 to 1969, while working for Rouse during the day. He worked for a judge during the last six months of law school. "It was a long, hard grind," Bob says, "but it was worth it." He graduated and passed the bar with flying colors - the top 10% of his class.

In the years since law school, Bob has been a stockbroker for Thompson McKinnon, and a real estate developer for Franklin Realty. By 1978 he was looking for another opportunity, and his volunteer involvement with the Jewish Community Center was the connecting link.

Continued next page...



Bob served on the Board of Directors for the JCC for six years. One day Lenny Moskowitz (now Vice President of Telesaver) mentioned to him that Dick Goldman was leaving the Center to go into the telephone business. The light bulb went off in Bob's head. "I called Dick, spent a Saturday afternoon talking to him about the business, and asked if he wanted another man to help run the business. Dick wasn't ready then, but six months later he called with an S.O.S. The business was growing too rapidly for one person to manage everything, so that was the start of my new career."

Bob loves what he is doing now. He describes himself as an analytical person, good with numbers and the financial side of things. To explain the long hours he puts in, Bob says, "Whenever you are in a key position in a new business, it takes a lot of hours. When the business is on a growth curve, it needs an extra push. Besides, I enjoy it! I like a business that provides a real service to the world. And saving people money on their phone bill is a real service!"

#### HAPPY BIRTHDAY, COLUMBIA!

Columbia celebrates its birthday the weekend of June 17-19th, and Telesaver will be at the party. The party is actually a City Fair, where organizations, businesses, and vendors sell to an estimated 50-75,000 visitors. Telesaver employees and sales reps will promote our service, sign up customers on-the-spot, and develop leads. Five thousand helium-filled balloons, bearing the slogan "Let's Connect!" will be distributed throughout the three-day Fair. Our goal for the next two months is to fill the 144-path switch that serves customers in the Columbia, northern Virginia, Washington, Baltimore, and Annapolis areas.



In a recent interview (Electronic Engineering Times, May 16/23, 1983), MCI's Chairman and CEO William McGowan predicts a "better world" for AT&T's competitors following the 1984 divestiture: "The local company will treat us exactly as they treat AT&T; it has to. It must give us equal interconnections; it must assure that the customer has an equal choice between using us and using AT&T. As people have greater choice of users and services and products, they are going to use the telecommunications industry more. This is one industry in which you don't have to have losers in order to have winners. The growth in the business is explosive."

McGowan points to predictions by three different experts on the subject of long distance, which is now a \$40 billion business. "Expert No. 1 predicted that it would grow in the next 10 years to \$100 billion; expert No. 2 forecast \$124 billion; and the third saw growth to \$140 billion. So instead of telecommunications being a drag on the economy and on the use of technology, it's going to be a leader. We may go through a year, perhaps two, of some trauma. That's simply because of the need to get into a new mode, personally and physically."

"We are not going to see hords of companies competing to offer long distance telephone service," continues McGowan. "For one thing, the assets required to provide service in this industry are permanently in place, and it takes years to get them in place. The sheer lead time - three to five years - will prevent the field from becoming overcrowded."

#### IT'S A SMALL WORLD!

Greg Jones, Telesaver's vice president of sales and marketing, returned recently from a 3-day visit to our San Francisco and Sacramento sales offices. His return flight experience is just another illustration of "It's a small world after all!" To his right sat a gentleman who, it turns out, not only is a satisfied Telesaver customer, but is engaged to the woman who has supplied us with advertising specialties. To his left sat a woman from Richmond, Virginia, who didn't really know about Telesaver, but who - you guessed it - became a Telesaver customer before the wheels touched down in Baltimore!



## NEW MANAGER FOR NETWORK OPERATIONS

Telesaver announces the appointment of Allan Zendle as acting Network Operations Manager. If his name is familiar to you, it's because he has been introduced previously in The Exchange as a member of Telesaver's marketing department, since March, 1983. Working as marketing researcher, Allan did a comprehensive study of the competition and developed comparison charts between Telesaver and the most significant competitive services. His latest project involved the development of structures, policies and procedures for all area offices.

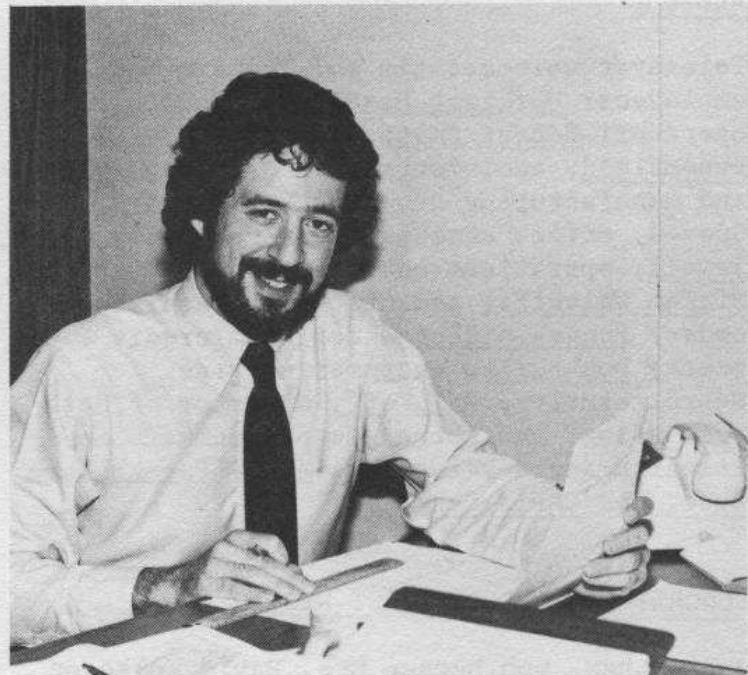
Allan comes to Telesaver from Control Data, where he was marketing manager from 1982 to 1983. Prior to that, he was a consultant to the Department of Agriculture in Washington, DC. He is a graduate of Frostburg State College in Maryland, and received his Masters in 1979 from the University of Maryland, College Park.

Currently, Allan is focusing his attention on our existing switching locations. He says, "Our goal right now is to fine-tune network profitability and to optimize grade of service for our customers. The department is developing computer programs to perform transmission cost versus revenue comparisons, and to determine switch profitability. We are coordinating network expansion with the sales and marketing and manufacturing departments."

"Development of the network is a cooperative effort," he continues. "We will be looking forward to contact from all field operations personnel regarding network operations procedures, and suggestions for their improvement. Please feel free to call and discuss issues of concern in your individual location. We need your input as we develop our network."

## HOT OFF THE PRESS

Sales reps can gear up for new residential sales. The Universal residential brochure is back from the printer and, by the time you read this newsletter, in your area offices. Pick up a supply from your sales manager, and tell everyone you know to "Hang Up On High AT&T Rates!"



Allan Zendle, Network Operations Manager, analyzes statistics from Universal areas.

## PHILADELPHIA MAKES GREAT STRIDES

Since Bob Goldman took over management of the Philadelphia area last month, the amount of daytime traffic on the Philadelphia switch has increased by more than 60%. "Theoretical capacity for a 72-path switch is 15,000 minutes per day," he explains. "We are running in excess of that. When I came on board, things were moving at a very slow pace; now our 15 sales reps are actively selling Telesaver service to businesses and individuals in the Philadelphia area."

The Camden and Cherry Hill, New Jersey, areas were recently added, and Philadelphia will get an additional 72-path switch in June to accommodate the increased traffic and to open lines to Trenton customers as well. When that happens, Telesaver Universal will also be available to customers in the Princeton area - for a minimal flat rate toll charge - sometime during July.

"We are in the process of closing the circle," Bob says. "Under consideration right now for Universal service are southeast Bucks County and Delaware County. Our switch in Philadelphia will cover a very large circular calling area and will, in effect, justify the name Telesaver/Delaware Valley."

## WELCOME

Telesaver welcomes the following new employees: Margaret Heiderman, switchboard operator; Robert Smith, technician; Monica Broomfield, administrative assistant/sales and manufacturing departments; Dorothy Graves, office administrator/Columbia; Nancy Jewell, operations coordinator/Columbia; Miriam Walowitz, administrative assistant/codes; Peggy Goldberg, mailroom/credit clerk; Don Burns, customer service representative; Hal Kuff, director of data processing; and three new programmers in research and development: Abhay Parekh, Lee Wroe, and Chris Mengler.

## CONGRATULATIONS AND BEST WISHES TO...

Judi Cohen, who became Mrs. David Kolko on May 1st...Lenny Moskowitz and wife Vickie on the birth of #2 son, Jesse Andrew, May 19th ...Julie Whitcomb, on her promotion from customer service to sales analyst...Jody Schoolnick on her promotion to a full-time data entry position...Allan Zendle on his promotion to acting network operations manager... Robin Eick on her promotion to a full-time administrative assistant position\*in the marketing department.

# Telesaver™

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## INDUSTRY NEWS

MCI is back in the courts again. This legal go-round concerns the proposed merger of GTE and the Southern Pacific Communications Corporation, operator of the SPRINT network. MCI called for an emergency hearing on June 1, 1983. In it, U.S. District Judge Harold Greene responded to the concern that merger completion before the firms' July 1 deadline would negatively affect his decisionmaking abilities in the pending antitrust settlement between GTE and the Justice Department. After a fifty minute hearing, Judge Greene ordered GTE to provide documentation about the "consummation" of the SPC purchase. In particular, the judge was adamant that the Southern Pacific long distance service be kept separate from the local services GTE offers. A GTE spokesperson promised that such documentation would be provided.

## LET US KNOW

The Telesaver Exchange is your newsletter. Share your news, views, tips, special sales promotions, achievements - and anything else of interest to Telesaver employees, sales reps, and shareholders. Deadline for the next issue is July 1.

# Telesaver Exchange