

the Focal Point!



A newsletter for the customers of Focus Telecommunications, Inc.

Healthy...

Did you know that 50% of patients die from their very first heart attack or “cardiovascular event” which includes strokes? Cardiovascular Disease is one of our country’s biggest killers. If you want to prevent that from happening to you, there are two major deterrents, diet and exercise. You knew that, didn’t you? You also know that 30 minutes a day of vigorous exercise, and plenty of fruits, vegetables, and whole grains are the fighters that will help you to stay heart healthy. It isn’t difficult to begin – just do it! Start today with extra fruit, tomorrow with more vegetables, and make the next loaf of bread 7-grain. Dance to the radio while you are doing the laundry or running the vacuum. Don’t be one of that 50% group. Life is too good.

Wealthy...

Your FICO Score is a measure of your credit worthiness that most banks and other lenders (even auto financiers) use to decide the interest rate you will pay, or even if you will get the loan. If your FICO score is 650, a 30-day delinquency on a credit card payment will lower that score by 60 to 80 points! If you max out a credit card, your score will lower by 10 to 30 points. If your credit score is 780 and you are 30 days late or max out a card, your score will go down even more!

...and Wise

“Would you do me a favor?” It’s okay to ask for small favors – it brings you closer to the person you are asking for that favor. We all love to help people, and none of us want to be beholden to someone; that’s just the way of human nature. By allowing people to do nice things for you, whether it’s as simple as holding the door while you bring in the groceries, (or helping you carry them) or asking to borrow an egg, to asking for a ride to the mechanics to pick up your car – people FEEL GOOD when they are helping others.

We’ll Show You Ours If You’ll Show Us Yours!

Our Facebook page that is! Social Networking used to mean chatting about your business, in a non-threatening way, while at a wedding or dinner party. Today, it’s all about Twitter, Facebook, and LinkedIn. And rather than just the person across the table hearing about your latest ventures, the whole world can join in the conversation – if they want to. The key is to get people to want to.

Like many of our clients, we are getting our feet wet in the social marketing scene. We’ve been LinkedIn for over a year, and we’re all a Twitter about the things going on at Focus, but we are really excited about having our business on Facebook. Lannette has worked really hard to get our Facebook up and running and now we are ready to share.

We want you to be our fan, and we want to be your fan, too. We will both benefit! You can find us under “Focus Telecommunications, Inc.” We’d love to have all of our clients and their employees join our discussion on “**What a Message is Worth to You?**”. The results of this discussion will not only be posted for all to see, but it will be used as the basis for an article in an International Telephone Answering Service Publication, called *Answer OnLine*.

YOU could be a winner of a \$50.00, \$25.00, or \$10.00 VISA gift card...simply by sharing what YOUR messages could be worth.

Become a Fan of Focus Telecommunications on Facebook, tell us what your message could be worth, and have your name put in a drawing for a gift card – actually THREE drawings, for three different prizes!

Become a fan before April 16th to be entered in the drawing.

Winners will be announced in the April 20th issue of the Focal Point!

LIFE

(in 25 words or less)

“I have always grown from my problems and challenges, from the things that don’t work out; that’s when I’ve really learned.”

—Carol Burnett

Gotta’ Giggle

Seen on a bumper sticker –

**Honk if you love God.
Text if you want to meet
Him.**

Top Op Results

Congratulations to our most recent Top Op winners:

95%+

**Desiree Donovan
Darlene Mueseler
Delma Rodriguez
Dawn Tyson-Peart**

97.50%+

**Emily Jay
Abhishek Mahendru
Martha Mina**

We’re proud of our agents who constantly strive to provide you and your customers with excellent service!

March 23, 2010

Our Services Include

Answering Service
Appointment Making
Customer Service
Data Entry
Dealer Locate
Direct Mail
Fulfillment Literature
Help Desk
Hotlines
Pre-Announcements
Relief Receptionist
Reservations
R.S.V.P.
Surveys
Voice Mail

Focus Comm Centers

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Join us on



Search people for
"Lannette Gerbrick", our
Director of Business
Development

Become our fan on

Search for "Focus
Telecommunications, Inc."

Refer a new client and you
could receive **\$100!**

Call us NOW for more info at
301-421-1111

The President's Letter

Dear Friends,

It is difficult to believe that 23 years ago this month I was running around trying to get ready to open our company – Focus Telephone Answering Service. It was SO exciting, taking delivery of the equipment, arranging the furniture, planning the Grand Opening and proofreading those very first brochures. I found it hard to go to sleep at night with the myriad of details running through my mind.

Looking back, it amazes me to think that we had only about ten customers lined up to begin service on April 6, 1987 when we opened our doors. By the end of that first year, we had over 650 customers, and had enjoyed the most phenomenal growth ever seen by anyone in our industry to that point. What pleases me today is that we still have many clients that joined our service that very first year. I think I'm as proud of that as any of our other accomplishments. Thank you for trusting your business to us for all this time!

In these past two decades Focus has left its mark on the industry. We have been pioneers, among the first in taking one call at a time, in providing time billing and establishing a remote work force. We have beta tested equipment and helped to formulate new features. We have written (and filmed on site) the training that the majority of telephone answering services use today, and many of the publications used to keep our industry informed originate in our company. Our employees serve on boards and give presentations for many of our industry organizations. The name Focus is known all over the world as a leader in service.

We are very proud of our accomplishments, and we are proud of our long history with most of you, our loyal customers. Best of all I still love what we do, I'm eager to begin each day and to find new ways to make our service better than ever! Thank you for being there for us, and for allowing us to share in your business success. Here's to many more years together!

Hugs,

PS. Please visit our new Website at www.focustele.com and see all the new features that we have to offer!



We're DONE With Snow— We Bring You ICE!

ICE for your cell phone that is!

There has been an automobile accident; the driver and the passenger are both unconscious. Paramedics are on the scene. The driver has a license and registration in his name only. There is no indication of who to call in case of emergency. The passenger has only a cell phone, no ID at all.

Thanks to "ICE", paramedics are able to contact the passenger's loved ones immediately.

ICE stands for "In Case of Emergency". Simply add an entry in the contacts list in your cell phone under ICE, with the name and telephone number of the person emergency services should call on your behalf. This will save them a lot of time and your loved ones will be able to be with you quickly should a problem arise.

Paramedics immediately look for an ICE



designation in an emergency. Help them help YOU. Make sure your cell phone is programmed with an ICE name and number and be sure everyone you care for does the same.

You can ICE your account here at Focus, too! Just e-mail or mail us your name (as well as your employees' names) and the name and phone number of someone you would want called in an emergency and we will add that information into your account profile.