

the Focal Point!



A newsletter for the customers of Focus Telecommunications, Inc.

Healthy...

People who sleep with partners who snore lose about one hour of sleep a night. Heavy snoring isn't good for either of you! Sleeping on your side, losing weight, avoiding alcohol in the evening and even saline nasal washes can help.



At your next doctor's appointment mention the problem. Snoring can be associated with sleep apnea, a life threatening condition.

Wealthy...

With gift giving holidays right around the corner, it doesn't have to be about money! Think about giving the gift of YOU to your loved ones this year. Create a book of tickets or a gift certificate that promises the recipient a gift of your time. Your mom might love the promise of spending a day sorting photographs for albums; give your dad the promise of detailing the car. Plan a romantic "get away at home" for your spouse—no phones, no kids, no TV—just a special meal, a favorite movie or ... be creative. Excite kids with a "ticket" for a trip with you every month - the zoo, a science center, a pottery craft center; find age appropriate things to do, and then do them. Everyone wants the promise of more time with the people they love—just be sure you carry through on the promise.

...and Wise

"I'm going to tell you something important; it will take about three minutes and I need your attention." With that introduction you can capture the attention of your spouse, kids or co-workers. Think through what you are going to say and keep it to the promised time limit. Finally, use this hint sparingly. If you preface every conversation with this attention getter - it will lose its punch!

Focus High in the Standings for CAM-X Awards

The Canadian Call Management Association (CAM-X) held an "out of the country" Convention - in Las Vegas, Nevada in October and our Donna West was invited to be a speaker and to represent Focus. "Taking part in the CAM-X Award of Excellence and Award of Distinction programs is very important to our year round quality" she said. "We are involved in the ATSI program for six months of the year, and in the Canadian program for the other six months. Our agents are monitored by an outside source through both organizations, keeping us focused on the quality of every call all year long."

Focus was again in the **Top 20** for the Award of Excellence (coming in at number 14) and in the **Top Five** for the Award of Distinction. The Award of Distinction is for accounts that require order taking, taking appointments, working on the client's website, and other more complicated account requirements. This is an area in which Focus excels.

This is the sixth consecutive year that Focus has taken part in the Canadian program and has earned both awards. We have reached the **Top Five** in the Award of Distinction every single year!

Lee McAteer Voted to ASTAA Board of Directors

Lee McAteer, Director of Employee Development at Focus, is known as a trainer extraordinaire throughout our industry. Lee has taken part in numerous training videos and has been a speaker at industry conferences. His willingness to help owners and trainers in other companies in our industry increase the effectiveness of their quality is almost legendary.

At the Atlantic States Telephone Answering Association (ASTAA) Conference held in Towson, MD Lee was recently nominated from the floor and elected to the Board of Directors. He will serve a two year term.

"I'm so honored," Lee said. "Most of the Board members are owners of answering services. It is so overwhelming to have been chosen to work with this group." Focus Vice President of Operations, Tom Reandeanu added, "For a long time now, Focus has



been involved in every aspect of the industry. Donna expects it! She serves on the ATSI Board, I serve on the SNUG Board and I want to be the first to congratulate Lee on being elected to the board of our regional association, ASTAA."

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

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The President's Letter

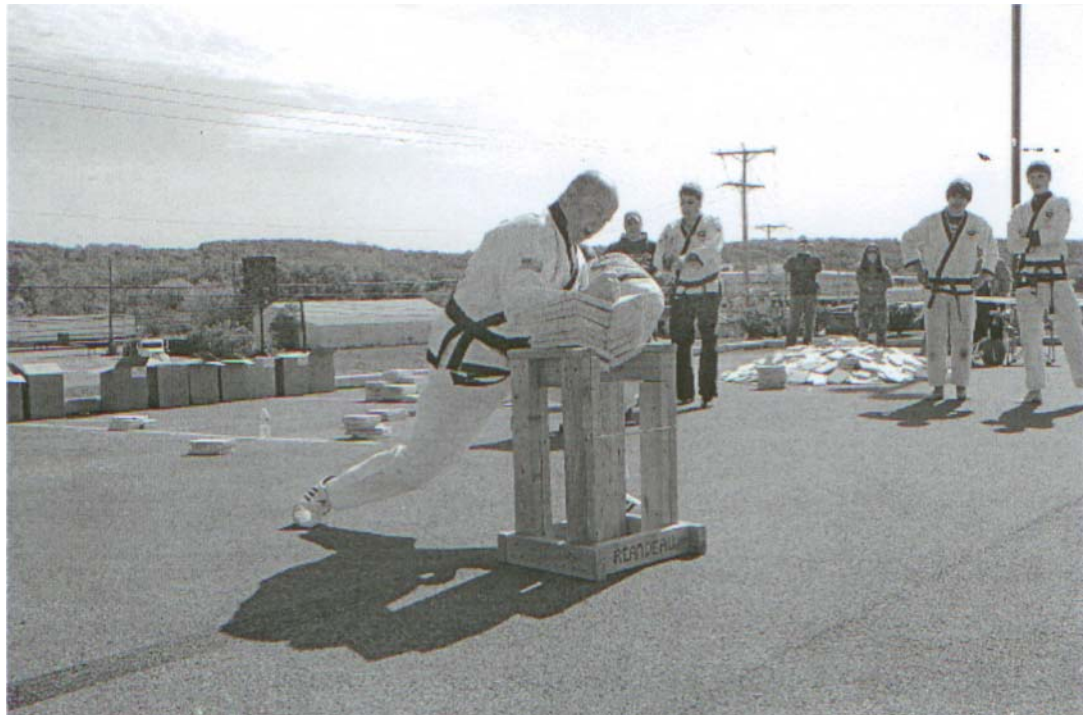
Dear Friends,

Growing a company is a little like raising a family; each milestone is something to rejoice in; every person's accomplishment is something to celebrate. During the month of October we have been the recipient of the Exceptional 53 Award, we have earned the CAM-X Awards of Excellence and Distinction, and we have had one of our administrative staff members voted onto an industry Board of Directors. I'm so proud of this group I could burst.

No business could have a more devoted group of employees than we have! If there is one legacy I want to give to the people who work in the company I started nearly 24 years ago, it is that "by giving we also receive". The more we help others achieve, the more those gifts come back to us.

I usually share the things I'm grateful for in the November issue of our newsletter. This year, I just want to say, "I'm grateful for the people who have helped us grow Focus into the fine company that it is today!" Thank you, too, to each of you who have grown with us. Happy Thanksgiving.

Hugs,



Focus Employees Help Make-a-Wish

Focus CFO shown breaking EIGHT Boards at the Make-a-Wish fundraiser in York PA. Jim Reandeau, a recent Black Belt, bettered his own US Breaking Association-World Breaking Association record for UTA Karate. Jim and other Focus Employees will take part answering phones in the Make-a-Wish Telethon on November 18 and 19th.

Life in 25 Words or Less

“Be thankful for what you have; you'll end up having more. If you concentrate on what you don't have, you will never, ever have enough.”

—Oprah Winfrey

Office Closing?

Holidays and parties are coming. Be sure to tell Focus in advance when your office will be closed for parties and events, as well as early closings and days off for the Holidays.

Last minute closing information costs money – be sure to plan ahead. Have a great time knowing we've got your back!