



A newsletter for the customers of Rochester Telemessaging Center

Healthy...

Eat less and exercise more is the winning formula to prevent weight gain during the holidays. Increase your steps or lengthen your fitness routine the weeks ahead and especially the day of the feast.



Wealthy...

If you've ever hosted Thanksgiving for friends and family, then you know how easy it is for costs to spiral out of control. Asking your friends and family to help ease that burden is a great way to save money on Thanksgiving expenses. Request types of dishes, not specific ones. Not only will you have to spend less at the grocery store, you'll also save time cooking!

...and Wise

Remember, Thanksgiving is all about celebrating with friends and family and being grateful for all the blessings in your life. It shouldn't be about cooking "the perfect meal" or having "the perfect house". Doing that does nothing but run you ragged!

Relax and have fun with Thanksgiving this year. It doesn't have to be perfect! And the more you plan in advance, the less you will have to do on the big day!

Conference Time

From late spring to mid-summer, our industry conferences take place. Our equipment platforms and software manufacturers have User Groups. These organizations are made up of the people who "use" this equipment and have ideas and requests about how we want things to work. These are probably the most important conferences for our members; we have to know what's new from our vendor to help us keep our customers satisfied.

Early fall is the time for our Regional organizations to take the stage. These are devoted to issues that might be local to one district over another, and are also the places we are most able to have some of our key people join us. It gives them a taste of what a conference is all about; our vendors send reps and members teach classes and we all learn together.

Early summer is the time for our US umbrella organization, *ATSI, to hold court. All our platform vendors and auxiliary vendors join with as many members that can make it, and we all learn together. Our Canadian counterpart, **CAM-X, meets in the fall with the same purpose, and we are members of both National Associations. It has been said that this is the most sharing industry anyone has ever heard of. I believe that is true. Every meeting I attend, YOU benefit from. Watch for some good new things coming soon.

*ATSI – Association of TeleServices International
** - Canadian Call Management Association

Your Web Content Should Be the Key – Not an Afterthought

People love flashy designs. Boring old words, not so much.

That's why far too many companies place an emphasis on their website's design first. They want the flash, not the function. It's a backwards way of thinking; the definition of putting the cart before a blindfolded horse – and then shooting the horse. It can derail your project before it even leaves the gates.

Not so boring anymore, is it?

Designing a site without content in place can add countless hours, delays, and undue frustration to a project. Designers must wade in blindly and attempt to guesstimate a layout based on a vague or undefined concept. When the eventual content does not fit like a glove, numerous rounds of rewrites, cuts, and other edits ensue.

Putting content first gives your designer the upper hand. Core messaging and slogans can be placed where they belong, not simply where they fit when all is said and done. Most importantly, poor content translates into poor reception 100 percent of the time. It affects everything, top to bottom, from your SEO to social media, and can and will result in low rankings, high bounce rates, and conversion malaise.

So target your keywords, outline your pages, optimize your content, and build the design around this plan. Start with your home page, lay the groundwork, and branch out from there. If needed, hire a copywriter. We just so happen to know one.



Our Services Include

- Answering Service
- Appointment Scheduling
- Attendance Line
- Call Overflow
- Call Screening
- Customer Service/Help Desk
- Dealer Locate
- Emergency Service Dispatch
- Inbound Surveys
- Membership Renewal
- Product Orders/Service Orders
- Remote Receptionist
- Voice Mail
- Website Orders

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Refer a new client and receive a Base Rate Credit



The President's Letter

Dear Friends,

November is the month of the year when we think about all we have that we are so very thankful for. Why were we so fortunate to be essentially spared by the hurricanes that devastated so much of Central America and the Southern USA? Why do we live in the luxury and incredible convenience of the United States instead of Afghanistan, Syria or North Korea, or any other country, torn by strife? In this world of vast inequities, how is it we were given the kinder, gentler side? And does it occur to us to be thankful for what we have been given often enough?



It is so easy to take our "normal" living conditions for granted. We go to well-stocked grocery stores, rather than raking rice in wet fields. We jump in our air-conditioned car and drive to a park to run, rather than riding a camel across a desert, wrapped in blankets to avoid the wind-blown, biting sand.

Our little ones play with Legos or doll houses rather than hiding in the rubble of buildings demolished by war and conflict. And they might be afraid of the monster under the bed, but not the monster at the seat of their government.

However, you give thanks; let your wishes or prayers or good thoughts go to those who have so much less than we do.

Sincerely,

Herb Chinowski

Don't Neglect Those Updates

Every day someone out there is looking for a new way to get at your data! Software vendors scramble to stay one step ahead of the bad people, issuing updates to remove newfound vulnerabilities (back doors, hacks). However, to protect your computer, YOU must apply the updates.

Windows Updates should be performed every month as soon as they are released. Special updates released outside of the normal once a month routine should also be applied. Many of these updates contain security patches that help protect you from hackers!

Antivirus updates should be performed when they are available - do not ignore the box telling you there's an update to the program or virus definitions. If you do not have an updated antivirus program, then you are leaving your system vulnerable to disaster.

NEVER open or download files from people you do not expect a file from or people you do not know. Should you receive an email from someone you recognize, but it looks suspicious, compose a new email directly to them and ask them if they sent you a file and what it is.

Finally, most windows updates require a **restart**; simply downloading them will not protect your computer. Be sure to do the restart so that the process is completed and your computer has accepted the new information and is fully protected.

Life in 25 Words or Less

"Never let your memories be greater than your dreams."

-Douglas Ivester

Gotta' Giggle

"I intend to live forever. So far, so good."

- Steven Wright