

No. 3

TAS Tales

**Fun stories
shared from the
Tas industry**

Composed by
TAS Marketing with
stories and photos
by TAS members

My first client just dropped in...

At a SNUG conference, lunch is the best time to pick up tid-bits for your business. As we all introduced ourselves around the table, one of the older ladies started talking about different ways to get new clients & had a funny story to share. As the story goes, the owner/operator of a secretarial enterprise noticed that every day between noon and one, the phone would ring incessantly upstairs which was a single doctor's office. As they passed in the hall, the secretary told the doctor that if he just lowered his phone out the window, it would drop into her window down below and when lunch was over, the doctor would pull his phone back up to his office with his messages paper clipped to the telephone wire.

You would think that it was the end of the story until the local authorities showed up at the secretary's place of work. It seemed some busybody saw the phone action and thought they were spys.



**“It always
seems
impossible
until it's done.”**

Nelson Mandela

10 commandments for dummies...

1. Prayer is not a “spare wheel” that you pull out when in trouble, but rather it is a “steering wheel” that directs the right path throughout life.
2. Why is a car's windshield so large and the rear view mirror so small? It is because our past is not as important as our future. So, look ahead and move on.
3. Friendship is like a book. It takes only a few seconds to burn, but it takes years to write.
4. All things in life are temporary. If it's going well, enjoy it, it won't last that long. If it's going badly, don't worry, that won't last long either.
5. Old friends are gold! New friends are diamonds! If you get a diamond, don't forget the gold! Because to hold a diamond, you always need a base of gold!
6. Often when we lose hope and think this is the end, God smiles from above and says, “Relax, sweetheart, it's just a bend, not the end!”
7. When God solves your problems, you have faith in His abilities; when God doesn't solve your problems, He has faith in your abilities.
8. A blind person asked St. Anthony, “Can there be anything worse than losing eye sight?” He replied, “Yes, losing your vision!”
9. When you pray for others, God listens to you and blesses them; sometimes, when you are safe and happy, remember that someone has prayed for you.
10. Worrying does not take away tomorrow's troubles, it takes away today's peace.



TAS TALES stories are presented in random order. They are not intended to represent preference or chronological significance.

CANDID SHOTS



Our Leaders!



Now you see da hat... now you don't



*Looks like someone just got let out of jail.
Mike & Stan. Leading the way!*



*Steve Michaels & Bill Robertshaw at
SNUG Conference*



June Corbett (June Bug)



*You might say that Steve was shown how to
"Throw the Bull" early on in his career.*

Sandy's Secret

Around 20 – 30 years ago, I was hired by Sandy Arbuthnot from Lake Oswego Answering Service to sell her business. This was back in the days where multiples were a high 10-12 monthly billing.

In the process of filling out my listing sheet, I asked the question, “When was your last rate increase?” Sandy answered –“ last month”. Okay, I asked again “when was the increase before that one”?. She answered, “I raise rates every month”!

She explained that rather than doing a bulk rate increase and having to answer all the complaints, she picks 5 – 10 accounts that are either - late payers, disruptive, and/or abusive to the operators and their rates are raised. She addresses raising her per minute rate while getting rid of unwanted customers. By doing this monthly, her billing slowly grows along with the profit margin. She sold for over 13 times because she had a solid client base who was very profitable for that time period in the industry.

Thanks Sandy.



“Success is not final, failure is not fatal: it is the courage to continue that counts.”

Winston Churchill

CANDID SHOTS



Tony Greenfield



Mr. Cool-Clive Stevens



Who is the guy with all the hair?



*Who's crabby? ...
Not us anymore!*



Mel Roberts

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Steve and Nora Curtin



Nora and her husband Jeff Farber



King & Queen of the Ball



Betty Porter, Don Squire and Jeff Farber take a break between sessions to talk turkey... or maybe in this case, "Hot Dogs"!



Founders of the Connections Magazine handing out treats at a trade show.



Carmen & Steve at a trade show in 1988.

CANDID SHOTS



Raymond Baggarly takes over the podium to get ATSI attendees to get up and dance... 1999



Steve Michaels with Dr. & Mrs. Peale at the inaugural Expo of ATMS (Association of Telephone Messaging Suppliers) in Atlanta.



*Steve & Dee in Washington DC...
Stepping out!*