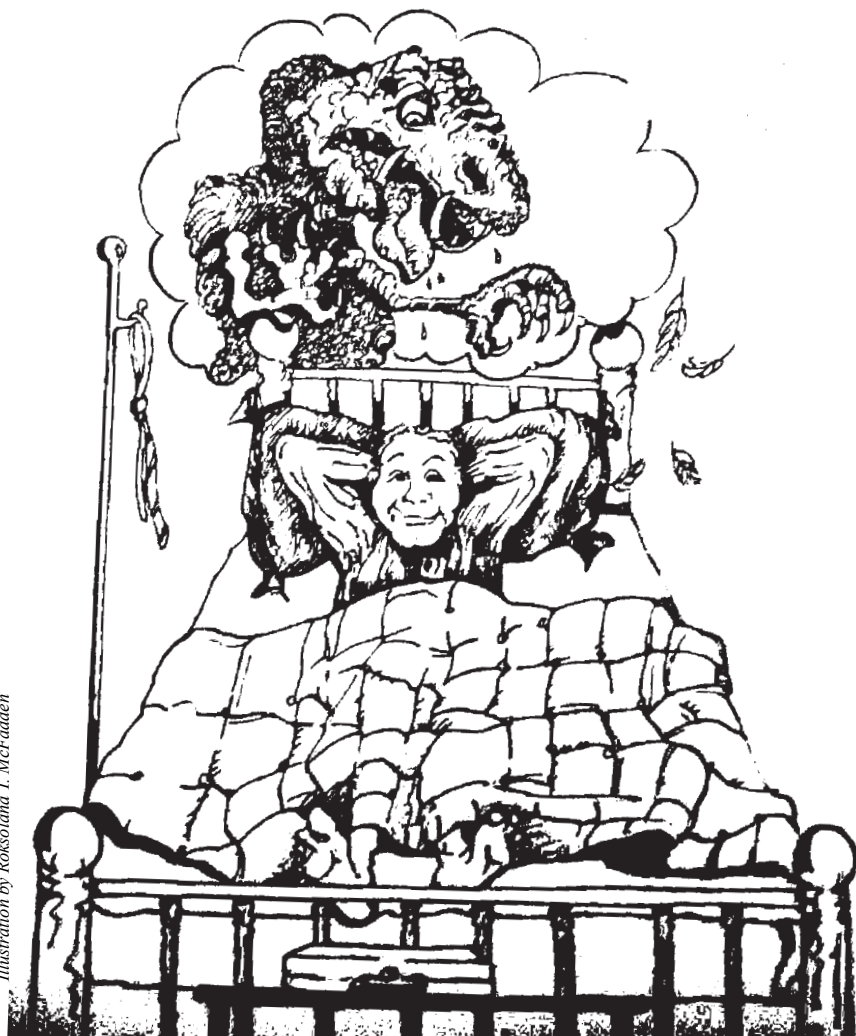


No. 4

TAS Tales

**Fun stories
shared from the
Tas industry**

Composed by
TAS Marketing with
stories and photos
by TAS members



I Had a Dream Last Night

There I was, a salesman 25 years ago sitting among all my old cronies at the photocopy company, but we had all grown older and had beards. I slowly went around the table and shook each one's hand until I finally came to the owner. As he shook my hand he said "I knew you would be back."

Most people wouldn't consider this dream a nightmare, but it sure felt like one to me. Everything as so real. I could see the faces like it was yesterday, had gotten older with more wrinkles. It was like they all hated being there, but had no choice in the matter. Any thoughts of hope or future dreams had been extinguished and it was simply a job they attended just to make money so they could live—if you call that living.

After waking up and showering, I came right down to my computer to write this down. I did not want to forget the feeling of hopelessness and regret that I felt as I awoke. I believe that all dreams have a message for us. Dreams are a way for guardian angels, guides or spirit forces to communicate with us by giving us a message. And my message came through strong and clear. That message was to tell you, the reader, that no matter what, go for your goals. Risk and danger are an inherent part of life. Take the risk even though it may be scary at the moment.

(Continued on next page)

"Life is what happens when you're busy making other plans."

John Lennon

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

I Had a Dream Last Night

(Continued from previous page)

Let me you a little story about my job at a manufacturing company in Silicon Valley. We sold computerized equipment to telephone answering services. I had a customer in my office, with check in hand, ready to buy. I went to the owner of the company to see if there was a system available. He told me we didn't have anything to sell him, but we needed his money to make payroll, so I was to go back and get his check. I had become close with this customer, and I didn't have the heart to flat out lie to him. I told my boss I wasn't going to do it.

He began to scream and holler and told me that if I didn't go get that check, I was fired and to give him the keys to my company —a BMW. At that moment, all of my upbringing, my spiritual training and my conscience slammed into high gear and I became outraged. I told my boss where to go in no uncertain terms, threw the key at him, walked out, and told my customer to hold onto his money. Still furious, I stormed out the front door in my three-piece suit and walked home.

What had I done? Here I was living from paycheck to paycheck and now I had no car, no money and no job. I didn't know what to do so I prayed. And I prayed. A good friend of mine saw the predicament I was in and gave me a motivational tape by Claude M. Bristol called *The Magic of Believing*. On the other side of the tape was *The Strangest Secret* by Earl Nightingale. With nothing else to do I listened to these tapes over and over again. They told me of a force, a factor, a science which few people understood, and could use to overcome their difficulties and achieve outstanding success. It was something that has always been known by a fortunate few down through the ages, but for some unknown reason, was little understood by the average person. What was this strange magic? It was the magic of believing.

With my motivational tape playing over and over, instructing me that all I had to do was to really believe in myself, I asked God what I could do to become successful, and at the same time, be of service to people. In a flash it came to me.

At that time, the answering service industry was predominately composed of switchboards. It was also a timewhen nobody understood computers. Having an understanding in both the answering service industry and computers, I became a consultant where I could be my own boss and in turn help an industry grow from the outdated, 50-year-old cardboards into the computer age.

From my meager beginnings in consulting which started in my home, my business grew to included distributing, then marketing, to brokering and finally into publishing. I now own my own brokering firm and magazine, making a six-figure income and living on my dream ranch in beautiful Montana.

Had I not listened to guidance and taken a risk back then, I would still be a guy full of unfulfilled dreams. Sometimes it takes a supposed tragedy or a kick in the pants to bring you to a place where you have to just have faith, believe in your spirituality and go for broke, to believe in yourself, while at the same time, being of service to others. You have to take risks so that when someday, if you have a nightmare, you can open your eyes, realize where and who you are, and then smile.

“Many of life’s failures are people who did not realize how close they were to success when they gave up.”

Thomas A. Edison

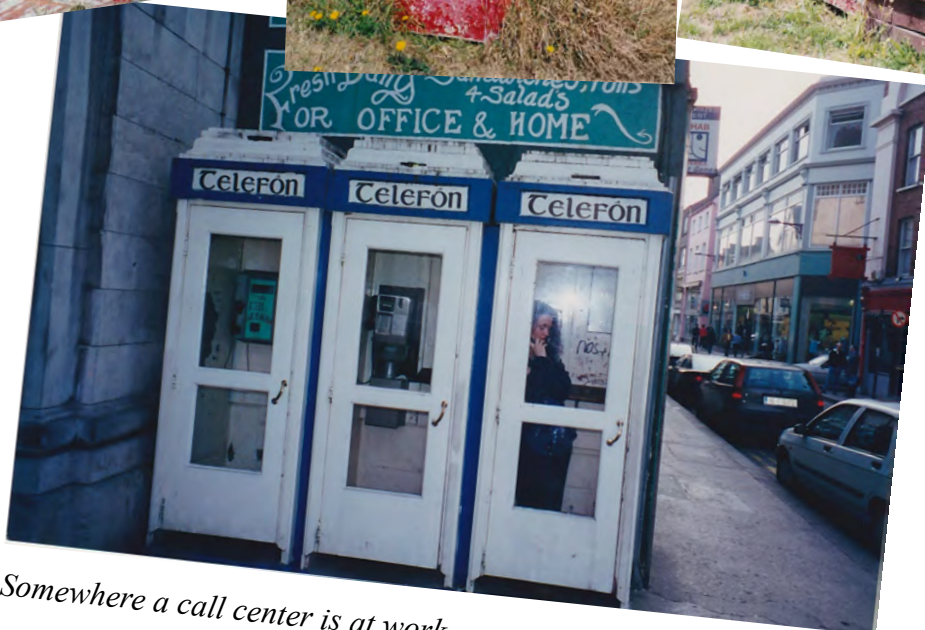
CANDID SHOTS



ATSI Group Photo playing golf in beautiful Vancouver B.C.



A young Gary Pudles & Chris Michaels



Somewhere a call center is at work.

CANDID SHOTS



Tony Greenfield



Mr. Cool-Clive Stevens



Who is the guy with all the hair?



Who's crabby? ...

Not us anymore!



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



Mel Roberts

CENTRAL COMMUNICATIONS, Inc (CCI) The BEGINNING

The Orvis family has been involved in the alarm and security industry since 1962. After forming the Watchguard Corporation and purchasing a franchise to escape the Corporate World, the franchised protection system "Preventer Security Systems" product failed, and we were forced to reorganize.

We joined the more traditional U.S. "alarm industry" in Connecticut and New York. I subsequently joined the National Burglar and Fire Alarm Association and learned how the industry functioned more professionally.

The monitoring of Alarm Systems for smaller alarm companies was commonly subcontracted to Telephone Answering Services or to Police and Fire Departments.

After ten years, I sold my interest in Watchguard and spent several years consulting with the Precious Metals and Jewelry industry until two small companies in Connecticut asked me to provide monitoring for their accounts. I set up alarm receiving equipment in a long established TAS in Wilton, CT.

The owner of the service subsequently wanted to retire and invited me to purchase her service in 1982. Her service consisted of old plugboards supplied by the Telephone Company. I offered her a purchase price, and she suggested I attend an A.T.S.I. meeting in Miami, FL where there were three vendors purporting to offer computerized message taking.

I saw the immediate advantage of 'typed in' messages and purchased a system complete with concentrators and switching equipment that utilized 'Call Forwarding' as well as direct line connections.

With this future in mind, and the addition of our alarm signal receiving equipment customer base, we purchased the computerized system for \$100,000! The system was due to be installed in the summer of 1984.

One week before we were to start up the equipment, I succumbed to a hospital stay for a week, and realized that I couldn't possibly oversee the operation of our new service!

Realizing that our investment would probably not succeed, I called a friend in Norwalk, CT to ask where his sister was who had worked for me as a student in the Watchguard Company. I learned that Eve Serra had married and become a teacher in Massachusetts and had just two weeks earlier returned to Connecticut with her family! I called Eve and asked her to come to the hospital to talk about starting up a new Telephone Answering Service! SHE AGREED to oversee the new company!

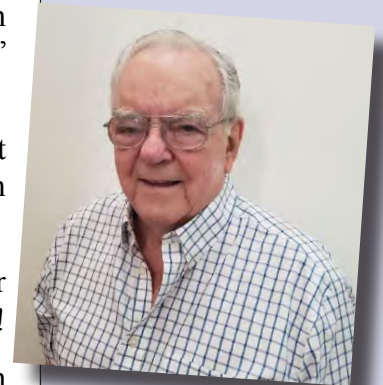
Our computerized system was installed shortly thereafter, and we then discovered that the Sothern New England Telephone Company. was to be going on strike in three days after our startup!

With our existing alarm monitoring business, and several loyal TAS customers in Wilton, CT, Eve and I were able to survive the startup and CENTRAL COMMUNICATIONS Inc. (CCI) was born! My son, Paul Orvis joined us in 1992 as Operations Manager!

Today (sixty years later) we enjoy a nationwide Telephone Answering Service customer base, as well as simultaneously operating an Underwriters Listed (U.L.) Central Station for our sister company - Security Solutions, Inc. (SSI) which is now owned by my son, Jamie Orvis.

**"It always
seems
impossible
until it's done."**

Nelson Mandela



CANDID SHOTS



King & Queen of the Ball



Nora and her husband Jeff



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



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



Like many others in the industry, our team started from scratch, with Steve doing the selling and Chris Michaels answering calls on the Axon 4000. We sold the business 3 years later starting my career as a TAS broker, 44 years ago.



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 & Dee in Washington DC... Stepping out!



A younger Jim Becker with Amtelco & the "Green Coat" guys...



Brenda Hoskins reminiscing with Steve Michaels at his booth in Vancouver, BC



Mr. Cameraman... Tom Baur



Ahhh! Young Again! Chris in her office.

CANDID SHOTS



Those who weren't here, sure missed out on all the fun at the annual conference at the Curtis Hotel! Jeff, Melissa, and Jason are takin' it for the team!



ATSI Conference 2022



Darlene Campbell wins 2022 ATSI Platinum Award



A session at this year's ATSI show