



Designed with Pollsters in Mind



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Voter Contact Services specializes in processing computer files of registered voters for preparation of polling samples, mailing labels, computer diskettes and tapes, downloaded data, walking lists, phone lists and statistical reports for political campaigns and organizations.

Voter File Focus: New York City

Prime New York, a political consulting firm located in NYC, has been providing quality service and the best New York State voter file for many years. Stuart Osnow and Jerry Skurnik are experienced in New York City politics and have the only voter file containing extensive Primary voter history. This valuable information was one of many enhancements Prime New York has added to complete their file. PNY may be reached at (212) 730-0833 or e-mail: PrimeNY711@aol.com

In the Fall of 1997 New York City will conduct city-wide elections to determine the political future of the "Big Apple". Mayor Giuliani is up for reelection in a race that will draw nationwide attention, while many City Council races will be hotly contested. This makes a solid voter file even more valuable. Voter Contact Services in conjunction with Prime New York have constructed a set of Web Pages that provide the latest information on New York City voters. Visit us at:

<http://bbs.vcsnet.com/NYCCDist.html>

The Southwest - Voter Contact Services has increased its commitment to being a National Voter File Vendor with two new voter files; **New Mexico** and **Nevada**. Both files are complete Statewide files and have been enhanced with phone numbers, ethnic and gender coding, and complete up-to-date Postal info. Both contain Party Affiliation, Birth Date and Registration Date.

NYC, Nevada and New Mexico were a part of the VCS family, but we recently acquired new files to continue our high standard of quality. If you have any questions about these states or any others please contact us at (800) VCS-FILE or e-mail me at vcssh@gte.net.

Surf's up at VCS

We've grabbed our board and headed for the Internet Surf

Looking back to the previous newsletter, we spoke about delivering your sample via the Web or Internet. This is not the only option, and maybe I should have mentioned we still deliver polling samples the "old-fashioned" way -- via FedEx.

Should you choose to have us send your polling sample or list for focus groups using an overnight courier, we have equipped our Web Page with the ability to track your packages on-line combining FedEx and VCS technology. The VCSNET portion of our Web Page can give you the Airbill/Tracking number and automatically punch it into the FedEx tracking system on their Web Site. No need for picking up the phone. We're always looking for solutions to make VCS The First Place you turn to for quality service and great voter files.

VCS, The First Place...

PDF's Get You Documents PDQ!

Have you used PDF files to get documents quickly and easily? Documents available on the web as PDF's include any tax form from the IRS web site, Postal Bulletins from the USPO web site, and a variety of useful documents from the VCS web site.

Portable Document Format files (PDF files) are documents designed to be viewed and printed from any computer (Macintosh, UNIX, DOS, or Windows) using the Adobe Acrobat reader. Printed PDF documents look exactly like the original documents, regardless of the application they were created in. Simply click on a link to the PDF file. This will download the file and launch the Acrobat Reader. If you do not have the Acrobat Reader installed, you can visit Adobe's Web Site to download a free copy. You can click the Acrobat icon on the VCS Web Site or visit the Acrobat site below:

<http://www.adobe.com/prodindex/acrobat/main.html>

Happy Birthday to You...

By the start of 1976 VCS had eight representatives in place in seven states. Bill's initial idea was to send the programs to each representative, and let them run the programs on local computer equipment. Although sales were generated in all seven states, it quickly became apparent that producing voter file products in a reliable and accurate manner was no simple task, even with good programs. The most successful states were Oregon and Colorado, where both representatives used a large service bureau in Portland. Bill, Betty and Dennis brought all the production operations back to Hawaii during 1977 and ran everything themselves. The fledgling firm could only afford 3rd shift weekend computer time, but product came rolling out by 8am, and Dennis headed off for the Post Office with a two wheel truck.

Oregon, Colorado and Hawaii all thrived, and Bill gave up his day job. Bob and Lynne Hughes became the first VCS Representatives, followed shortly thereafter by Rich Schlackman and Jack Kane. In 1979 VCS moved its computer operations to a large time-shared IBM system, and for the first time could process orders 24 hours a day, seven days a week. A California consultant had some races in Hawaii in 1978, and after the election called Bill and said "I want to be your representative in California". By the fall of 1979 VCS was the largest supplier of voter file product in the San Francisco election state had been added to the mix. The VCS \ million, 4% of its current level.