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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

*Voter Contact Services has been committed to being a National Vendor for years. In 1997 VCS will be adding several new states to it's already powerful array of Voter Files. We will keep you updated as to our progress with the VCS POLL*ITIC or feel free to connect to our Web Site - <http://bbs.vcsnet.com>*

The Great White North - The Statewide *Alaska* file was acquired in February. As you can imagine the Phone Match Percentage varies from area to area. Party Affiliation and Registration Date are present, but Age is not available. We have complete voter history including Absentee history.

Our Nation's 'First' State - The *Delaware* Statewide file was obtained by VCS in March. It contains even-year voter history for Primaries and General elections. The file has a 55% phone match which increases when selecting 'likely voters'. Party Affiliation, Age and Registration are also available.

The 'Sooner' State - *Oklahoma*, another statewide file, boasts 1992-'96 voter history and Absentee voter information. Age and Registration Date are available as well as Party Affiliation.

The Garden State - *New Jersey* continues to be where the action is now. VCS has a complete up-to-date Statewide voter file in place. We plan on playing an important role in New Jersey, capitalizing on our twelve years experience building voter files there, and our outstanding service and our particular attention to detail.

Surf's up at VCS

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

In our last newsletter we touched upon the impact of our National Political Database. The Web page takes the mystery out of voter files and presents the information to you in an 'up-front', no smoke and mirrors approach. The VCS Web Page has also become an important tool for delivering product to you or your vendors.

VCS can post your Polling Samples on our Web Site, eliminating the need for costly Overnight Shipping or long distance phone calls. These can be "Print" files -A file you can print in your office for a Manual Dialing, or "Data" files -To be used with a CADI or Predictive Dialing.

VCS, The First Place...

In May VCS will take it's show on the road, attending the Annual Campaigns & Elections Trade Show. The conference co-sponsored by the American Association of Political Consultants, is May 30 thru June 1 at D.C.'s ANA Hotel. Scott Hughes will be introducing the VCS Web Site at Saturday's voter file session, New Techniques & Technologies.

C&E has been the Country's First Place to go for a political magazine, and VCS has always been the First Place to go when looking for voter files. It is fitting that VCS use C&E to kick off it's Official Opening of our Web Site.

Check out <http://bbs.vcsnet.com> -- it should be the First Place you log onto for voter files.

Happy Birthday to You...

After getting VCS off to a small start in 1972, Bill spent evenings and weekends in 1973 writing and improving programs, so by 1974 VCS had a set of fully tested programs that would produce a wide variety of products. VCS introduced ethnic selects for the first time, along with 3x5 cards, telephone matching and their first statistics system. When customers called and inquired about labels or lists, VCS could tell them immediately how many households and voters they would get and how much it would cost. The statistics system could give immediate counts for each precinct and district telling exactly how many households and voters there were with phones, of probable Japanese origin, newly registered, over 55, etc. Dennis Dill, a mathematician and Viet Nam vet studying for his Phd in economics at the University of Hawaii joined VCS part time as a programmer, computer operator, packing clerk, etc.

By the end of 1974, VCS became the largest voter file product supplier in Hawaii; and what Bill, Betty and Dennis were doing was starting to generate interest among friends and associates in other parts of the country. Their first mainland file was built in San Francisco in 1975, and by the start of 1976 VCS had eight mainland Representatives ready to go. VCS has remained the largest voter file supplier in Hawaii to this day, but since 1976 the major focus of the business has been in the continental United States. The VCS voter file reached .7 million, still less than 1% of its size today.