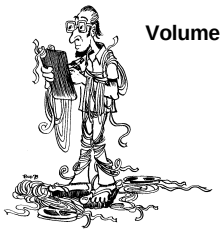
VCS Poll*tic*

Volume 4

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

Showdown: McGreevey vs Whitman

New Jersey: In June, Jim McGreevey became the Democratic challenger to face incumbent Governor Christine Whitman. Although Whitman has been labeled "somewhat" vulnerable at times, the McGreevey camp has their work cut out for them. Historically, the party who has controlled the White House for a second term has taken a bath in the 5th and 6th year elections. But the Demos seem poised and ready to take on history.

Since the Primary, Voter Contact Services has been busy preparing the New Jersey voter file for the General Election. We have collected all of the '97 Primary data where it is available along with the new registrants since the Primary. VCS has also completed a new phone match, and updated and CASS certified the addresses on the file. It is soon to be completed and available for viewing on our Web Site at:

http://bbs.vcsnet.com/NJState.html

New York: The New York City Primary is just around the corner, most eyes will be focused on the Borough races. Many of the down-ticket office holders have been "termed out" this cycle, leaving several open seats.

As mentioned last issue, Prime New York has been very involved with these races. They have built the best voter file in the business, containing Primary voter history for several years. Stuart Osnow or Jerry Skurnik can be reached at (212) 730-0833 or e-mail PrimeNY711@aol.com.

Surf's up at VCS

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

Interested in looking up demographic voter data for a potential or current client. The VCS Web Site should be The First Place you look. We have data for almost every state in the country.

For a limited time you can get a taste of what our Web Site has to offer. We have placed a full demonstration of the San Francisco Bay Area on the public site of our Web Page. You will be able to get information for all of the most common districts in the area.

Several reports are available for your viewing pleasure at:

http://bbs.vcsnet.com/BayArea.html

VCS, The First Place...

PDF's Get You Documents PDQ! Part II

In our last issue of the POLL*TIC* we introduced you to the world of Portable Document Format or PDF's. As mentioned PDF's have become the standard for documents which can be easily viewed by virtually any type of computer, as long as the Adobe Acrobat Reader was installed.

VCS has applied to this technology and has made several documents available to anyone who logs onto our Web Site. Documents available include, but are not limited to Moter Voter Studies, Information on VCS, such as VCS Products, Selections and a small summary of our company. The area also contains information on our Web Site and other useful materials. You can reach our available PDF's at:

http://bbs.vcsnet.com/Publications.html

Happy Birthday to You...

The early '80's were a period of rapid and solid growth for VCS. By the summer of 1980, VCS had its first statewide file in California completed and was a competitive vendor across the state. Assessor file matching, carrier route coding and gender coding became standard VCS enhancements. Alan Seo joined VCS as an order runner and shipping manager. Dennis decided to be content with a Masters Degree in economics, and gave up his day student status. In 1982 Linda Ridgeway joined VCS as Sales Manager for Hawaii, order runner, invoice clerk, and office manager. In early 1980 the first pc's, original Apple II's, were added to the VCS basket. The first email communications with Reps was started over The Source, an early commercial version of Internet. With the increased capacity and rapid response of the time-shared system, VCS started shipping many orders in less than 24 hours of receipt. VCS's "Fast, Reliable Service" became a standard for its growing group of customers.

Some new files were built in Washington and Alaska, but the four core states dominated the business. Shellie Garrett, Don Solem, Jon Kaufman and Don Powell became VCS Reps. In those days it was difficult to get people on the mainland to take a vendor in Hawaii seriously, especially as VCS contemplated expansion east of the Mississippi. A "leap frog" strategy was formulated, and VCS set out to establish a beachhead on the east coast, to prove they could operate from coast to coast. The VCS voter file reached 17 million, up to 17% of the current file size.