

# OCS News & Notes

DIRECT MAIL FUND RAISING TOPICS & EMERGENCY SERVICES NOTES

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[www.ocsmall.com](http://www.ocsmall.com)

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## OCS - Celebrating 25 Years!

Don Stoetzer, President & CEO - OCS, Inc

*To help us celebrate our 25<sup>th</sup> year in business my son, who is a reporter for a local newspaper wrote an article, which has appeared in several trade papers. It reviews a little of our history. I thought some of you would like to read it. I have taken the liberty to edit and shorten it for purposes of space....*

Fire, Rescue and Ambulance services have grown and changed substantially in the last 25 years. So has OCS, Inc., a direct mail, fund-raising and printing organization that started in a basement way back in 1980. Jimmy Carter was president. "Star Wars" only had two episodes. The Orioles were coming off their World Series loss to Pittsburgh. The Colts still belonged to Baltimore. And I was 4 years old.

Don and Diana Stoetzer started OCS out of their Sykesville, MD home. It didn't take long for the company to outgrow the house. They soon had to rent additional office space and eventually hire extra staff to maintain an excellence in the daily functions at OCS - it started with selling and marketing computer-based systems, then incorporated printing for direct mail programs and the production of specialty forms.

The crowded home based office and its now three other separate locations needed to be consolidated. So in 1987 they purchased a facility in nearby Eldersburg. I was now 10. The Eldersburg site became the company's home for 13 years. In that time frame two additions were made to the building to handle its growth.

The company's clients remained loyal through the changes - what started out as a few fire and rescue

organizations in Maryland grew into a nationwide host of emergency service companies with a strong focus on the East Coast. By this time it was also beginning to handle several other nonprofit organizations in addition to a number of retail operations. OCS knew it needed a newer facility to function effectively.

So in 2000 with the start of the new millennium, the company took advantage of a larger building in Sykesville. A bigger warehouse meant more production, which meant better equipment and more efficiency. "It also greatly improves our office and training facility needs," Don Stoetzer said, "from which to operate all of our computer-related and marketing tasks." With Don, the President and Diana, the VP, OCS now carries a staff of over 25.

Its founders may have started, nourished and sacrificed through the years to create the focus for the business, but they will tell you it is all their dedicated employees that make the daily operations work. Knowledgeable and concerned employees, that's what makes things easy for clients of OCS...knowing that experience and a talented staff will get the job done in a timely fashion.

OCS recently earned an outstanding business of the year nomination at the Carroll County Chamber of Commerce Small Business Awards ceremony and was a finalist in the "under-50 employee" category. It's an impressive honor given to a company that began 25 years ago in a basement in Sykesville. I've grown a little since then, but not as much as Omni Computer Services!

*Patrick Stoetzer - Staff Writer Carroll County Times*

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## Our Staff

Wow, I didn't realize how many changes we have had since our last update until I started writing this article....bear with me, it has been an exciting year!

### Operations:

**Steven Woke** joined our team last year as our Operations Officer. Many of you may already know Steven as he has assisted us with trade shows for many years. Steven brings a depth of experience to our production management and overall operations.

### In Sales & Administration:

**Heather Stoetzer-James** got married on July 3, 2004...Congratulations Heather, and by the way ...Happy Anniversary! She is also proud of her "little" addition to the family, Sir Diesel, their 9 month old English Mastiff *puppy* (who weighs about 140 lbs and eats coffee tables).

**Joanne Galton-Nealon** is our new Customer Service Assistant and the newest member of the OCS staff. She has been a big help to both Heather and Mary as the customer base continues to grow.

### In Graphics:

**Jim Timberman** recently got married. He just tied the knot on June 25, 2005. **Jennie Jones** is our newest Graphic Artist, joining the company in 2004.

### In the List Maintenance Department:

**Marsha VanPelt** was promoted to List Maintenance Coordinator. **Wendy Rose** joined our team last year. Since then she got married and is now expecting a baby in August. **Renee Longstreet** and **Kelly Ruark** are also new members of our team. Kelly is also a newly wed as of April 2005 and her husband was recently assigned to Kuwait.

### In the Warehouse:

**David Dubbert** is our newest Press Operator.

And last but not least is **Ken Kirsch**, who assists with major IT projects, provides Network maintenance support & helps Pat Mueller, our computer applications consultant.

We have been so busy growing, training and planning showers it is no wonder this newsletter took so long to get done. Please, join us in welcoming all of the new faces and congratulating our newly weds, mother-to-be and Marsha on her promotion!

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## Firehouse Recipes

### Hash Brown Potato Casserole

(Serves 5)

- 1 - 32oz pkg frozen hash browns.
- 1 - can cream of mushroom soup.
- 2 - cups of velveeta cheese, cubed.
- 16 oz sour cream.
- 1/2 tsp salt.

Now "mix" together & put in a greased casserole dish. Sprinkle 1 cup of shredded mozzarella cheese on top



Separately melt 1/2 cup (1 stick) of butter and stir in 2 cups of corn flakes, then spread on top.

Bake @ 350° for about 1-hour, leave uncovered.

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If you are counting calories try these substitutes: Use fat free cream of mushroom soup. Use low fat velveeta and fat free sour cream. Finally, try "I can't believe its not butter" in place of the real stuff.

## Watching Your Carbs?

Watching your weight?...try this one:

Italian Pasta Diet (IT REALLY WORKS!)

1. You walka pasta da Bakery
2. You walka pasta da Candy store.
3. You walka pasta da Ice Cream shop.

You walka pasta da table and fridge.

## Thanks for 25 Years!

This year we celebrate 25 years in business, and we want to thank you, our clients, for making it all possible! Thank you for your business, thanks for your support and especially your *friendship*! We look forward to serving you for a long time to come!

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## Fund Raising Tip

### *What Salutation Should I Use?*

by Don Stoetzer

Yes, the general rule of thumb for addressing a specific solicitation piece is by “name”. The personal approach is generally the best approach. However, if you use the wrong name, that is a fast way to turn-off your intended addressee.

There are times when your file may not have been updated in some time or there has been a large influx of new residents. Thus, the personal salutation can be substituted with a more general format.

You can consider, like we have done for a number of our clients, a less formal salutation or introduction. We can start our main flier or letter with an attention oriented message. We can use such phrases or grabbers, as:

- I bet you didn't know...
- We have exciting news that is important to you.
- If there was ever a time that we needed your help, it's now!
- You may be surprised at what we are starting.
- We are contacting just a handful of our best friends. This includes *you*.

## Promotions

As many of you already know, OCS can provide you with many promotional items, i.e. pocket calendars, magnets and 911 Labels. We can provide you with almost any promotional item imaginable, from pens & calculators to beach towels & personalized crystal awards. We have already produced mugs, pens & calendars for several companies. If you go to our website and click on “Promotional Products” you can search our site for anything you want. You may also want to request one of our catalogues.

Some of you may also be receiving our *Promotional Newsletter*, if not and you would like to be put on *that* list please give us a call. And if there is something that you can not find on our site or in our catalogue, again give us a call or send an email and we will be happy to help you find the perfect promotional product for your next mailing, a special event or just to hand out as a thank you.

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## Pen Saves....

### *OCS Pen Saves Firefighter's Motorcycle!*

by Mary Woke

Recently we went to Wildwood, NJ on our motorcycles with our Harley Owner's Group. Two of the members, John Dulina and Beth Stone (both firefighters from Middle River VFC in Baltimore, MD), joined Steven and me on a visit to the boardwalk. We parked our motorcycles in a parking lot and paid the attendant who gave us receipts and asked us to put them on our bikes. The attendant placed John's receipt on John's bike (a firefighter's special Harley Davidson Ultra Classic with a beautiful painting of the firefighter sitting with an angel on each side of him). The receipt blew down to the bottom of the bike and slid against the extremely hot pipes. It caught on fire and was in a place that John couldn't reach, although he tried, almost burning his fingers. He needed something



quick! I immediately gave him my OCS pen. Although the pen is a little melted now, he was able to get the paper out and his bike was saved! *Promotional items can be more valuable than you think.*

## The Beginning is Key

When the recipient of a direct mail appeal receives your letter, there's no telling how much they will read. Research shows that 60% will read a “P.S.” first. However the 1st paragraph is very KEY! Most will at least read the beginning. That is why you need to grab them up front and it should carry some type of call to action. Spend your time on the beginning, once it is to your liking use the rest of the piece to provide additional backup info that furthers your case for the support of your appeal.

## Trade Shows

If you have stopped by our booth at past shows, thank you and it has been great see you! We are glad when customers take time to stop by and say hello. Here is a list of our upcoming shows.

SC State Firemen's Convention  
Myrtle Beach, SC  
July 14<sup>th</sup> – 16<sup>th</sup>

Firehouse Magazine Expo  
Baltimore, MD (Booth #326)  
July 28<sup>th</sup> – 30<sup>th</sup>

NJ State Firemen's Convention  
Wildwood, NJ  
September 15<sup>th</sup> – 17<sup>th</sup>

FDIC East  
Atlantic City, NJ (Booth #1525)  
October 6<sup>th</sup> – 8<sup>th</sup>

## Winners

At some of the trade shows, we have a free drawing for our customers who stop by our booth. Some of our recent winners have been:

- Allen Howdyshe, Jr. from Ferndale VFC in Glen Burnie, MD. (shown below with Mary)
- Minh Nguyen from Christiana Fire Co. in Bear, DE.
- Ray Wesley from Liberty Township VFC in Chestertown, IN.
- Natalie Fortney from Shiloh VFC in York, PA.
- Dave Nelson from Union Bridge Fire Co. in MD.

**Congratulations!**

**Thanks again for stopping by our booth!**



## Just for Fun

An older woman went to the doctor's office where she was seen by one of the new doctors. After about 4 minutes in the examination room, she burst out, screaming as she ran down the hall.

Another doctor stopped her and asked what the problem was, and she told her story. After listening, he had her sit down and relax in another room.



Then he marched down the hallway to the back where the first doctor was and demanded, "What's the matter with you? Mrs. Terry is 63 years old; she has four grown children and seven grandchildren, and you told her she was pregnant?"

The new doctor continued to write on his clipboard and without looking up he said..."Does she still have the hiccups?"



## OCS Calls 911

Yes, it happened again. Back in the winter during one of our many small snow falls, the morning at OCS started off like a normal day, until there was an unusual smell in the building. As the minutes past we concluded that it wasn't any cleaning supplies from the presses or any machines in the warehouse. Being unsure of what it was, what did we do? What we promote in your solicitation fliers...we called 9-1-1. So within in minutes (literally 2 minutes) Sykesville Volunteer Fire Department and Baltimore Gas & Electric (they took a little longer) were here. Thanks to everyone's quick response the smell was ruled out not to be gas, it actually was the exhaust fumes from the gas heating units on the roof, kicking back down into the building. Thanks once again to the hard working Volunteers, where would we be without you?!



If you know anyone else who might like to receive our newsletter, or you would like to make any comments or suggestions, please call us and ask for Don, Diana, Mary or Tanya.