



RUNTIME

We almost didn't go...

It wasn't AFRDS's fault that QDP was only in the supplemental page of the directory and parked on the far wall in the room. We were very late making the decision to go.

According to Russ Lemieux, our AFRDS Executive Director, in a conversation prior to the convention opening, there were about the same number of suppliers but the "footprint is about 20% smaller", with companies paying for fewer booth spaces. Distributor attendance was expected to be "about the same as last year",

which was down considerably. I went for two main reasons.

Over the years, I have complained about meetings that went over Sunday. This one did NOT and I wanted to support that decision. Also, I hadn't been for a while and wanted to be there.

I suspect we missed some people due to our location and program listing, but I found it to be a slow, but interesting show. Distributors who used to bring the entire office sent only the owners....or even half the couple, leaving the



spouse at home. And there were fewer (wait, I didn't see any) children.

I used to use this letter to talk about some of the creative or elaborate booths. Remember the days of antique cars and semis on the floor. Nothing like that this year.

By now, you are probably aware that Scotts is getting out of the import business, that M&M/Mars is out of the fundraising business and that Genesis is merging their magazine program with American

(Continued on page 2)



Inside this issue:

| | |
|----------------------|---|
| Is your web working? | 2 |
| Biting the dust | 2 |
| Bivocationality | 3 |
| Needs/Wants | 3 |
| Address change | 4 |



SHOW SPECIALS!

- Order WinUltra, get WinScan at 50% off.
- Add WinScan get 25% off.
- Get a dated quote with a deal and a deadline!

PRIORITY News

The January issue of PRIORITY News explores the concept of Web Conferencing as a way to make presentations to long-distance decision-makers.

Includes an overview of how they are used, how they work and then a comparison of half dozen programs out there, including some that offer free service.

Coming soon is a commentary on email marketing programs, to help you get past the limits

of your Internet Service Providers.

Subscribe to PRIORITY News for \$49/yr or get it free with an active maintenance program.

Discontinued

Due to the nearly total abandonment of dot matrix printers and continuous forms, and the move away from post to pre-pay sales, we are going to discontinue four of our stock forms. We will have some from time to time as we pad gang-run orders, but will no longer commit to having them in stock. We will still place special orders and try to coordinate gang-runs each

year.

- ULENV Collection Envelopes (@ 10 cs avail)
- ULENV5 Collection Envelopes w/5 labels (@20 cs avail)
- ULPSLIP1 Continuous Pack Slip w/4 labels. (OUT!)
- Continuous Order Form. (@15 cs avail)

If you use those, I would suggest ordering a semester's quantity ahead. Special orders require at least 3 weeks to print and ship.

For tech support, we suggest emailing support@QDPCorp.com as we automatically get a copy in the office and can help triangulate resolution of your issues.

Is your web working for YOU?

In the past few days I have mailed brochures to a baseball league in Texas, a Nursery School in California, ordered candy for a Dental Group in Oklahoma (wait, candy and dentists??) shipped lollipops to a horse club in northern Kentucky and returned a call to a church school principal in an area code not in Indiana. I also have some new requests for gift

If you did NOT get an email announcement about this newsletter, send your current email address to John@QDPCorp.com.

shop information and have heard from a couple people who want to sell my products and services.

Keeping in mind that part of the way people find you is determined by how long your site has been up and how often it is updated, if you are not getting action through your site, email Sara@qdpcorp.com. See samples of her work at qdpcorp.com and sp-designs.biz.

Social (Business) Networking Sites

President Obama used MySpace, Facebook and Twitter big time in his campaign.

I have a Facebook, mainly because it comes from an education-oriented beginning. I use it a lot as a communication tool with the

high school and college students I work with, but also keep in touch with family and friends. I am gradually expanding it to use for business — with a Facebook Group dedicated to WinUltra users.

More in PRIORITY, on web conferences and in Facebook Notes about how to use it for business, because your customers have a Facebook.

VEGAS (Continued from page 1)
School Publishers.

For more, join our Maintenance Plan and get updated scoops in PRIORITY NEWS, in web conferencing meetings and on my Facebook group.

WinUltra Overview/Training CD & Web Option

I prepared a fairly detailed, extensive presentation CD for WinUltra and WinScan that I used at the Vegas show and handed out there. If you didn't make it to the show, I'd be happy to send one upon request.

There is an abbreviated version online at a site I'm testing for web conferencing. **Email**

John@QDPCorp.com for the link. Want a private web conference? We can schedule that.



QUESTION: I want to schedule some web conference training on

WinUltra. What topic would benefit you? For example, tallying prepay, gift shops, quickbooks integration.....etc? Email and let me know.

Increase BOTH Speed AND Accuracy with Bar Code Scanning for Order Accuracy Verification!



Web Conferencing, Blogging and Groups

Priority News readers have been reading about some of the jargon and options related to web conferencing. There are a very small number of distributors utilizing blogging as a communication tool. **Blogging** is certainly less expensive than mailing newsletters, if you can get people to your blog.

QDP has created a WinUltra users group on **Facebook** that we will utilize as part of our maintenance and support. Subscribers can post notes to the wall, initiate or respond to discussion topics and even communicate with each other. Note: As we made the commitment to Facebook, I'm hearing more and more about **Twitter**. Stay tuned on that.

A new online tool that distributors should consider is commonly called **Web Conferencing**. The most aggressively advertised option is called **GoToMeetings**. Web conferencing allows you to share

your computer with an individual or group of people. The two best potential uses for distributors would be 1) making a sales presentation to a decision-maker (or group), 2) training your sales reps or those who want to "work from home" using your products and services.

If you think it is something you will use a lot, **GoToMeetings** offers an "all you can meet" package for \$49/mo.

There are several that are "free" as long as you or your customers don't mind some advertisements on screen.

With web conferencing you can show a PowerPoint presentation that could include pictures or pages from your brochures. Some programs allow you and the participants to use free telephone conferencing (toll call, but no added charge), others offer VoIP (Voice over Internet Protocol). All

allow text messaging during the conference or presentation and allow you to draw on the screen to highlight or emphasize points.

You can 1) schedule a meeting and send invitations. Invitees follow the link at the appropriate time to join your meeting. Or, 2) start an instant meeting. You are on the phone with a prospect and send them an email for immediate use. Or 3) a feature I like is the ability to post a static presentation to which you can send invitations for prospects to view w/o your having to be there. **Email John@QDPCorp.com and I'll send you a link to a private sample and/or invite you to a scheduled meeting.** I have a much more detailed analysis in the January '09 issue of PRIORITY News that can save you hours of research.

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Call 1-800-FIRST-OK

www.QDPCorp.com

Make my pain your gain!

I have several pallets of old gift wrap, even some of the old short rolls (when there was a LOT of really heavy duty paper on them). If you do MYSTERY WRAP, I really need to free the space and to cash out some inventory, and would entertain any reasonable LIQUIDATION PRICE offer.

QDP Corporation was started in 1984 to serve the computer tally needs of the fundraising industry marketing software designed by fundraisers for fundraisers. QDP software has been placed in 46 states and Canada. QDP software continues to evolve to meet the needs of the ever changing fundraising industry.

WinUltra Order Tally Software & Services

qdpcorp.com/products/winultra/index.htm
qdpcorp.com/services/total.htm

WebUltra Internet Fundraising

Web Design & Hosting, e-Commerce
qdpcorp.com/products/webultra/index.htm

WinScan Bar Code Order Accuracy Verification

qdpcorp.com/products/winscan/index.htm

IScan Inventory Scanning

qdpcorp.com/products/iscan/index.htm

TallyScan Order Form Scanning

qdpcorp.com/data-processing/index.htm

Address change

QDP has abandoned our Post Office Box effective June 1, 2008.

It is six miles away and mail sent there takes an extra day (generally because they place it in the box after we have already been there).

Please update your records by removing our PO Box and using only our physical address from now on:

850E 700N
Huntington, IN 46750

Forms March '09 Sale While Supplies Last

ULENV Envelopes
ULENV5 Envelopes w/Labels
Continuous 3-pt Order Forms
3-pt Order Form Sets

Pre-Paid Triple Discount

Save 15% on 5-9 cases
Save 30% on 10+ cases

Good on in-stock inventory
thru March 09