

RUNTIME
A Publication of
QDP Corporation

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PRIORITY News

January

- **Show Notes.** Opinions and observations about the show from those who stopped by our booth.
- **Playing by the rules – or NOT** addresses a recurring problem of people getting into the AFRDS show w/o paying. ALSO...some large number calculations (i.e. booth spaces x cost ea and members x membership) with some questions. Includes a partial itemization of some of the ridiculous (opinion) charges suppliers pay for booth supplies and maintenance.
- **Applause** for some of the more creatively designed booths at the Vegas AFRDS show.

February

- **Learn from the Titanic ... or sink.** Some Titanic trivia with some uncomfortable comparisons.
- **Is Fundraising a Titanic business?** Are we arranging the deck chairs on a sinking ship, or are we learning from the Titanic and changing course and speed? One of my more negative moments with intense opinions.

Responses. John, I disagree with your big picture on the F/R business. Frozen Food is huge and is bringing in new competition. I have 5 local guys never had before. I was told Candy was king, then wrapping paper, then mega shoppers & now small Frozen Food brochures that are growing as companies add magazines, candy and other items. Is it a growth industry. We all need a niche and mine was just elementary business, but we are now going to change our business model to include small groups in HS pay a lower % and less services. Plus we take our last years prize program and use the leftover brochures and prizes with new schools, because it is new to them. Cheer up it is a new year and remember if we know one thing it is that we always will have change. -anonymous

You are right on to keep complaining to and about AFRDS. There were people attending "under cover of another company" who were there to recruit "employees". Also distributors coming in under another company name! It was interesting to hear about rooms at Vegas. I had a meeting with a VP from one of the Paris hotels. AFRDS was asked many times not to come the same week at the CEI show.

The hotel would not offer them any more rooms at that price when they could sell out at twice that price! Everything is more expensive that week, including food. Why offer deals when the place is packed? Your Titanic analogy is right on! We destroy ourselves from greed. Thanks for keeping things interesting. -Jay Feyler, Maine FR

AFRDS signed its contract with the Paris in 2003. At that time, the Electronics Show had NOT confirmed their dates. The Paris asked AFRDS *one time* to move to a different hotel or to mid February. – Dan Doerfling, President of AFRDS.

Read your review about the Vegas show. I agree Vegas is too pricey. I visited your booth and had a great meeting. No one interrupted us and we got a lot done. In other words, no traffic. -anonymous

Why I didn't go to the show:

1. Regulations regarding carry-on luggage
 2. Already knew what I was going to sell
 3. Same old stuff anyway
 4. Can make more money here running groups
 5. Dislike Vegas and everything it stands for
- Bob Moody, Staunton, Virginia

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Start your \$49 PRIORITY subscription in April and get my TITANIC issue FREE.

Runtime Newsletter

For a number of reasons, not the least of which is the skyrocketing cost of copying and mailing....plus the fact that PRIORITY News, our subscription letter, produces income while RUNTIME generates interest and *potential* income, you'll notice the shorter letter. Subscribe to PRIORITY News for editorials, opinions, and ideas. Visit QDPCorp.com for expanded explanations and additional details.

Hometown Spirit Fundraising

The insert with this newsletter is provided by Hometown Spirit Fundraising. Contact them directly at 1-866-552-3400 or via sales@hometownspiritfundraising.com.

Fundraising Trends and QDP

Marketing and Service ideas

PDF Quotes/Proposals. Stop mailing expensive brochures to people on fishing expeditions. Include Cover, products/services, PDF brochure & sell sheet, and your program agreement. John@QDPCorp.com for a sample.

Rep/Customer Internet Access to reports, account status, etc. Available in WinUltra v2.3.

More about these and more in upcoming issues of PRIORITY News.

Specialized software and services

- **WinUltra v2.3.** Order tally system with inventory. Itemized interfaces with QuickBooks Accounting for inventory, invoicing and ordering. Additional modules:
 - ***Network.** For those with multiple operators accessing same data simultaneously.
 - ***WebUltra** takes your fundraising from the neighborhood to the nation by allowing long distance friends and relatives to order product from the group's fundraiser while giving credit to the seller for the sale and for prize consideration.
gdpcorp.com/products/webultra
 - ***LITE.** No inventory. Used by non-stocking distributors or those who don't touch the product.
 - ***Consignment Shop.** For those who work exclusively in seasonal shops.
gdpcorp.com/products/holiday
 - ***Home Delivery** shipping to either the SELLER or to the end CUSTOMER. Are you ready?
gdpcorp.com/products/homedelivery
 - ***TallyScan** enables you to scan order forms and import that data into the WinUltra system – reduces manual data entry time.
- **WinScan** increases BOTH *speed* AND *accuracy* with bar coded order accuracy verification.
gdpcorp.com/products/winscan
 - ***Thermal Printing** module prints large on-demand labels at the scanning station in the packing room.
- **Web Design/E-Commerce/Hosting.** QDP is hosting/maintaining 50+ sites, offering online stores and personalized design in our specialized industry. Our unique position in fundraising provides unparalleled capabilities. Sara@QDPCorp.com will get you up and running quickly. Samples at sp-designs.biz.

WinUltra v2.2, v2.3, v3.0

Our Vegas show packets listed version 3.0. We've been working on it for a year and it will be full of great stuff, but as happens in software development, we hit some snags.

While we work those out, we've taken most of the advances and updated v2. The newest release is v2.3. New in v2.3, available NOW! Order v2.3 in April and get BOTH a discount and a FREE upgrade to v3.0.

- **Sortable columns.** Click on any of the column headings to sort data by that column, i.e. inventory number, name, price. Available in INVENTORY and FILES (Brochures, Prizes, Customer Data).
- **Multiple Bin Locations.** Track product in up to five locations (or for multiple companies) with easy transfer capability.
- **Tiered Pricing.** Profit percentage determined by sales level; i.e. \$5000 = 40%, \$10,000=45%, etc. Big request from frozen food distributors.
- **Address Entry** by seller or customer. Got Home Delivery? It's – a – comin'.
- **Phone # Entry** by seller or customer being used for customer service and to ask questions...
- **Free Product** as prizes.
- **INTERNET Reports.** Post variety of reports to password protected Internet pages for rep or customer access. This is going to be BIG!
- **Kit Sales** (Consignment Shops). Unlimited 'brochures (kits)'. Add items or brochures to a group already set up.

April Specials – No Foolin'

Inventory Correction Special

We're out of balance on some of our forms. Take advantages: 1) DOUBLE Discount or 2) TRIPLE Discount if pre-paid. For on hand inventory during April only!

- 💰 **ULPSLIP1.** Continuous Pack Slips w/Labels.
- 💰 **ULENV5.** Envelopes w/Labels.

Special Order Price (More details on web)

- 💰 **ULPSLIP2.** Laser Pack Slips w/Labels. Participate in our GANG run for special quote price. 5 Case minimum.
- 💰 **All Forms.** If you can order 25M (most forms 2M/case), with summer delivery.

Additional Savings

- 💰 **Discount on all QDP developed software** – CALL or email for quote

§ Up to 2000 Scott's Jolly Holiday brochures at less than list price.