



Celebrating our 20th Anniversary!!

ITS - Integrated Telemangement Services, Inc., e-newsletter

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ITS is happy to have you as

Welcome to the January edition of ITS News!

A new decade is upon us and here at ITS we are celebrating our *20th year* in business! We are very excited to have reached this milestone in our company and are happy to share this with all of you. We look forward to what the future holds and will continue to provide excellent customer service as well as affordable, complete communication solutions to your business.

We hope you find the information in this edition of ITS News! useful and can incorporate some of the ideas into your business practices. As always we appreciate your feedback and would love to hear more!

Thank you for being a valued client and for reading our newsletter!

*-Crystal Jafari,
Marketing Specialist*

a customer and since we want to keep you all to ourselves, we promise to never share your e-mail address with anyone, ever.

Jokes Of The Day !

50 Dollars is 50 Dollars

Morris and his wife Esther went to the state fair every year, and every year Morris would say, 'Esther, I'd like to ride in that helicopter. 'Esther always replied, 'I know Morris, but that helicopter ride is 50 dollars and 50 dollars is 50 dollars.'

One year Esther and Morris went to the fair, and Morris said, 'Esther I'm 85 years old. if I don't ride that helicopter, I might never get another chance.' Esther replied, 'Morris that helicopter is 50 dollars and 50 dollars is 50 dollars.' The pilot over heard the couple and said, 'folks I'll make you a deal. I'll take the both of you for a ride; if you can stay quiet for the entire ride and not say a word I won't charge you! but if you say one word, it's 50 dollars.'

Morris and Esther agreed and up they went. The pilot did all

Joke : What did Ernie say when his best friend asked him if he wanted some ice cream? "Sure, Bert!"

Letter From the President

As the clock struck midnight and we rang in the year 2010, I couldn't help but think of how fortunate we are here at ITS to be ringing in our 20th year of business! Throughout my 20 years with the company, I hadn't seen a tougher year than the one that we just ended. As we all know, 2009 was a difficult year for most - families as well as small and large businesses alike. Home foreclosures and company layoffs were at the highest that this country has seen in decades. Despite these times, ITS has not only been able to survive, but has also evolved with the ever changing field of technology by offering new products and services. ITS is determined to take these priorities of innovation and growth into the new year while maintaining our commitment of excellent service to our company's most important asset - our base. With that being said, I would like to take this opportunity to once again thank our loyal customer base as well as the business partners we work with. We hope you can take advantage of and benefit from the new products and services that will be unveiled throughout the course of the year and we of course wish everyone a healthy and prosperous year.



Best regards,
Sharon Woods
President and CEO

**Joke : There are 2 cowboys in the kitchen. Which one is the real cowboy?
The one on the range.**

20 Years Strong



In 1990, ITS was founded with a handful of employees in a modest office in Simi Valley with the mission of providing phone solutions to small businesses as a Shared Service Provider (SSP). Now in 2010, ITS has moved to a 10,000 sq. foot - state of the art office at 4100 Guardian Street in Simi Valley and is a successful and growing CLEC. ITS has endured harsh economic conditions as well as changes in technology and new ownership transition. Despite recent turbulent times, ITS maintains its success demonstrated by being named one of the San Fernando Valley Journal's fastest growing small businesses in 2009. ITS continues to provide complete communication systems for small businesses from analog and digital voice solutions to a unique disaster recovery service providing owner's peace of mind- all at a reasonable price.

kinds of fancy maneuvers, but not a word was heard. He did his dare devil tricks over and over again, but still not a word. When they landed, the pilot turned to Morris and said, 'by golly, I did everything I could to get you to yell out, but you didn't. I'm impressed!'

Morris replied, 'well I almost said something when Esther fell out, but, you know, 50 dollars is 50 dollars!'

Heard This One Before?

A man boasts to a friend about his new hearing aid, 'It's the most expensive one I've ever had, it cost me USD\$3,500.'

His friend asks, 'What kind is it?'

The braggart says, 'Half past four.'

Easy to Swallow?

My sister, Paula, and her husband, Chris, had just finished tucking their young ones into bed one evening when they heard crying coming from the children's room. Rushing in, they found Tommy crying hysterically.

Having reached this momentous occasion in the company's history- we thought it appropriate to interview some of the longest standing employees of ITS to paint a picture of the company's timeline. We spoke with President & C.E.O. Sharon Woods, Executive Vice President Rick Minyard, Director of Information Services Daryl Frame, and Finance Operations Specialist Tina Lembo to aide us in understanding this evolving company from its inception to its present state and even touch upon what may be in store in the future.

We asked:

Q: What is your earliest memory of ITS?

A: *Daryl Frame* - I worked as a Consultant for about 10 years prior to coming on board as an employee. I remember working in the "computer room" which was immediately adjacent to Sharon's desk in what was little more than a closet. At that time, the company had only about 5 people.

A: *Sharon Woods* - My job interview with the founder and co-founder as they were developing the team to start up the company. We met in a small executive office that was leased to perform all the required start up functions.

A: *Tina Lembo* - My earliest memory is my interview with Sharon Woods and my first day of work here at ITS. All the employees were so nice and helpful in teaching me all about the industry and the core values that the company has and instilled how important the clients were "kiss'em till their lips bleed"... This information was just so amazing that it grabbed me and I hopped right on board - I have been sailing every since!

Q: What have been the most difficult challenges that ITS has overcome in the last 20 years?

A: *Sharon Woods*- Changes in the industry. In 1995 Pacific Bell dropped their Intralata rates by more than 50%, we took a big hit in revenue loss in order to stay competitive. In the 1996 Telecom Act, the deregulation allowed long distance companies to provide local service. We had to redefine ourselves to assure we kept focus on our local niche. In 2000 there was a massive rush of CLECs to enter the marketplace. Though we've never been swayed by competition and rather embrace it, the industry did crash as a result and received a not so good image.

A: *Daryl Frame*- The original business model was built around being a Shared Service Provider. Becoming a Reseller was the first big hurdle I remember. The next biggest hurdle had to be getting into the CLEC business. I believe that was a real turning point as it opened the door to all the new technology we have today.

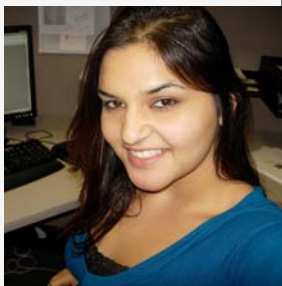
A: *Tina Lembo*- Transitioning from a Reseller "Shared Service Provider" to a CLEC. Also, going from just offering Analog services to Digital services.

He had accidentally swallowed a nickel and was sure he was going to die. No amount of talking could change his mind. Trying to calm him, Chris palmed a nickel that he happened to have in his pocket and pretended to remove it from Tommy's ear. Tommy, naturally, was delighted. In a flash, he snatched it from his father's hand, swallowed it and demanded cheerfully - 'Do it again, Dad!'

New ITS Team Members!!

ITS is pleased to announce a new addition to our growing family!

Crystal Jafari
Marketing Specialist



Crystal is the newest

Q: What do you consider to be ITS' biggest triumphs?

A: *Daryl Frame*-The transition of converting our Customer base from analog to digital services (this is still in progress).

A: *Sharon Woods*-Start up of course in 1990 as well as the change in ownership and management in 2004.

A: *Tina Lembo*- New Ownership with Sharon Woods and moving to a bigger and better facility.

A: *Rick Minyard*- Making the transition from a simple Centrex reseller to a full-service, technology solutions provider has been our biggest triumph. We literally developed a new company from our rather simple roots.

Q: What makes ITS different that its competitors?

A: *Sharon Woods*- Progressive management styles, our culture, our commitment, knowing what we do well and surrounding ourselves with positive hard working individuals and partners that thrive on success.

A: *Daryl Frame*- The prime directive has always been to provide a live voice when someone calls into ITS. Our people are exceptionally well trained and courteous; meaning that they can handle most inquiries with the Customer on the phone. That's exceptional customer service.

A: *Rick Minyard*- We are different because of the breadth of the services and technologies that we offer to our clients. This, coupled with our ability to provide personalized and quality customer service has us in a position that none of our competitors can match...even the big guys.

Q: How has technology changed ITS in the last 20 years?

A: *Daryl Frame*- ITS has always tried to be near the leading edge. However, with the introduction of digital products, we have been able to lead the charge.

A: *Rick Minyard*- We have gone from an organization based on strictly sales leadership to one that's driven by technology.

A: *Tina Lembo* - Analog services that have become Digital- VoIP.

Q: What's your vision for ITS in the near future? Where do you see ITS 20 years from now?

A: *Rick Minyard*-ITS will be wherever the technology takes us. Predicting what technology will do in 5 years is hard enough. Predicting 20 years out is next to impossible. However, whatever that looks like, ITS will be a leader even then

A: *Daryl Frame*- I see ITS becoming even more technologically dependent. The pace of technological advancement will continue to speed up. We

addition to the ITS family- she came on board in December as a Marketing Specialist. Crystal graduated from California State University Northridge with a Marketing Degree in 2007 and possesses several years of experience with marketing in a variety of industries. Crystal is extremely excited to join the ITS family and looks forwarding to growing with the company. In her spare time, Crystal enjoys spending time with her family and friends, watching movies, and dancing.

FUN FACTS!

6.7 million people commute to Manhattan daily !

Mexico City is sinking at a rate of 6 to 8 inches a year because it's built on top of an underground reservoir. Wells are drawing out more and more water for the city's growing population of more than 15 million people.

Most landfilled trash retains its original weight, volume, and

cannot even imagine what lies ahead. Some of the biggest names in business like Google, Facebook, YouTube, etc. didn't even exist 10 years ago. Ingenuity will drive both personal and business communications in directions we may not even be able to imagine right now.

At the core of all the new technology is Communication. How will all the devices, present and future, connect with each other? No doubt, the Internet will plan a large role. However, I believe that private networks will continue to proliferate too.

The bandwidth available via the airwaves is already reaching capacity utilizing today's technology. The demand for high speed mobile communications has just begun. What technology will supplement or replace our current cellular/wireless communication? Only time will tell.

I do see ITS involved in bringing whatever new Technology comes along to market in a convenient, standardized form. While Fortune 1000 companies will have no problem staffing for all of this, the Small Business owner will continue to struggle to keep up. That is where a business partner like ITS can thrive.

ITS Start! Heart Walk 2009

Late last year, ITS participated in the 2009 Ventura County Start! Heart Walk. Hundreds of people participated and everyone enjoyed complimentary breakfast, lunch, and heart healthy snacks.



ITS also participated in and won the t-shirt contest.

(Kim Konigsberg, Director of Technical Operations, shown at right modeling the ITS t-shirt.)



To support in raising funds for research and education in the fight against heart disease and stroke

form for 40 years.

The flag of the Philippines is the only national flag that is flown differently during times of peace or war. A portion of the flag is blue, while the other is red. The blue portion is flown on top in time of peace and the red portion is flown in war time.

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ITS News! Contributors

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President & CEO

Lisa Atwood,
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Daryl Frame,
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Joke : What do you call a fish with no eyes?
A fsh

Disaster Recovery vs. Business Continuity

Is there a difference?



It's a fact, no one likes to think about a disaster destroying their home or business. However, every smart business owner must have a plan should a 'worst case scenario' strike. It seems that every time you turn on the news there is another story about a natural disaster destroying an entire region or a fire that destroyed hundreds of acres of land as well as commercial and residential

buildings. Do you have a contingency plan if such an occurrence was to happen to you? Disaster recovery is essentially the ability to restore your business to the same exact state it was prior to a disaster occurring. This is sometimes called business continuity despite the fact that they cover different aspects of an organization and are implemented at different times.

Disaster recovery concentrates more on the IT facets of the organization. This includes backup of the hardware, software, networking components and data from offsite locations. Disaster recovery, or DR, allows your organization to build a new server to mirror the one your company had before the unforeseen event. Disaster recovery aids in preventing financial loss from the inability to conduct business during any down time, the loss of credibility and goodwill, allows for your employees to continue to be paid, and ensures that the organization's services and production can continue. Also, disaster recovery guarantees that your company is following legislation and that compliance issues are adhered to.

Business continuity, on the other hand, has to do with the backup of all other business processes and is considered to be fully encompassing of all of your company's operations. It is not done after a disaster, rather on a daily basis to ensure that critical business functions will be available to customers, suppliers, regulators and other entities that must have access to those functions. Functions that business continuity, or BC, protects include personnel, facilities, IT and more. Examples include human resources, power supply maintenance or backup, transportation, food, health and safety issues. Disaster recovery is contained within a well executed business continuity plan.

ITS offers a thorough disaster recovery plan, called NetBack-Up, to provide you with peace of mind. With NetBack-Up, your data is automatically backed up to a secure, redundant, off-site location where it is recoverable whenever you need it. This is done by sending your critical data securely

across an encrypted internet connection to not just one, but multiple, off site data centers. In the event of a disaster, we can restore your programs, servers and data from either location. Beyond data protection and digital archival, ITS' NetBack-Up recovery strategy is built around our local or off-site 'emergency silos', virtual environments that can be quickly restored and brought into production. Contact ITS today to add peace of mind to your business with NetBack-Up.

2010- Time for a Healthy Work-Life Balance

As we enter into a New Year, and a new decade, it's time to look at our businesses and within ourselves to see where and how improvements can be made. This can be a daunting task if many aspects of one's personal and professional life have been overlooked for a while, it can be difficult to know where to start. ITS has put together a list of initiatives that every business owner should review in order to ensure smooth running operations as well as a healthy work-life balance.



- Learn how to delegate, and do more of it. Running a small business is a difficult job that has an ever growing to-do list. Owners of such organizations often feel the need to do everything themselves are left spread thin, at best. In order to achieve a healthy work-life balance, determine which tasks can be taken on by others and don't be afraid to delegate them out. If you don't have someone on staff to delegate to, consider hiring a temp or part time person to help off load you.
- Promote your business regularly. Due to the fact that there are always a number of urgent issues that must be attended to, promotional activities often become the last priority. If attracting new customers is something that you would benefit from-and let's face it, who wouldn't- take the time to develop a marketing strategy or hire a marketing expert to help. There are a number of websites that provide low-cost methods to self-promote such as this one:
<http://sbinfocanada.about.com/cs/marketing/a/bizpromotion.htm>
- Make business planning a weekly event. Take some time each week to review what has worked for your business, and what hasn't. Determine any new directions that you want to take and adjust old goals to match your business plan. Learn something new or something that is directly related or not at all related to your

business. Either way, it will add a new dimension to your life to help you achieve that all too important work-life balance.

- Join a new business association or networking group. Talking to others in your industry will help spark new ideas, revive old ones, or possibly create contracts. Regardless of the location, in person or on the internet, joining a new association will revitalize you and your business.
- Give something back to your community. Take the initiative to serve on a committee, volunteer, or regularly donate to an organization whose mission is aligned with that of which you believe in. This will not only help you feel better about yourself, but will also increase visibility for your business.
- Focus on your clients. Great customer service retains your current clientele and even aides in bringing in new clients through word of mouth. Make sure you manage all your touch points, or points in which your customers have contact with your company (i.e., website, telephone, in person) and find ways you can excel at each of these points.
- Take time to wander the web. Rather than focusing on the websites that you normally visit, or researching competitors, take some time to really explore the web. Follow link to link and you're sure to stumble upon some sites or blogs that will inspire you, perhaps professionally and personally.
- Build concrete procedures. This will increase efficiency and allow you to concentrate on other things besides the daily routine. A good system will allow for increased workload and reduce the amount of effort you need to spend on repetitive activities. This technique was mastered by the owner of McDonalds who turned his small burger shop into the empire that it is today.

You've already taken the first step ... you've taken the time to read these initiatives that will help you and your business grow, take the time to implement some of them into your life within the next few months. Too many times do we wish we had done something for ourselves, or will do something 'soon'. As the famous slogan says, "Just Do It!" You will soon notice the benefits, both with a healthier work-life balance, and a more efficiently run business.

Thanks for reading the January issue of ITS News! We are always striving to bring pertinent, timely information to help your business. We hope you've found this edition valuable and fun to read.

Do you have comments on our newsletter? Suggestions for future articles? As always, we want to hear from you! Please send comments or suggestions to me at cjafari@its-omni.com

Thanks for joining us again this quarter.

Sincerely,

Crystal Jafari
Marketing Specialist

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*Celebrating
20 Years
in Business!*

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