

1. Paul Prior story
 - A. Right decision for the wrong reason
 - B. Tim perfect for the company
2. My history
 - A. Math, MP, Actuary, debate, TSI, writing, travel, languages, bridge
 - B. Hate business; love programming
3. TSI history
 - A. Sue founder 1979 in Detroit
 - B. Anything for a buck days
 - 1) Denise first employee; full, then part-time (quite a few years); then full-time again
 - 2) Fun but not profitable
 - 3) Nursing home product failure
 - C. Ad agency days 1981
 - 1) More than twenty clients
 - 2) Dead end
 - D. AdDept 1988
 - 1) Goals:
 - a) Industry standard
 - b) One integrated system for everyone in the department
 - c) Custom programming to make it easy to use and impossible to replace
 - 2) More than twenty installation; one failure
 - 3) I did most of the programming and all of the difficult programming
 - 4) Doug's contribution
 - a) Bulldog
 - b) Sales cycle
 - 5) Threw Sue out of the business
 - 6) Consolidation
 - E. AxN 2002
 - 1) Goal: steady source of income
 - 2) Belk
 - 3) Bob
 - 4) World tour
 - F. Denise's role
4. AdDept ideas
 - A. Lots of projects this year; accelerated implementation.
 - B. Marketing:
 - 1) Need to get more up-to-date information.
 - 2) Must be on their minds when THEY are ready.
 - 3) Mail to all three departments.
 - 4) Follow-up is essential.
 - 5) No retailer is too big.
 - C. UMI
 - D. New media
 - E. Inserts/direct mail planning like Dick's
 - F. Use tax
 - G. Once-a-year visit?

5. AxN ideas
 - A. NAA
 - B. Stage: have them pay?
 - C. Non-AdDept users
6. Other ideas
 - A. FedEx
 - B. Health care database