

## Greetings for the New Year and Happy 2009!



Every year I say it, and every year I'm right when I say, "It's going to be an interesting year." 2009 is shaping up to be no exception - and that's a good thing. We're working on a new major release (V Sys One 1.5, which will be out in the first quarter), the next generation of V Sys Web is being designed, we're updating our own website, we moved our offices (same address, just upstairs with lots more room), and we plan on bringing on more staff to fill that extra space and support our growing list of new clients. Not only are we going to continue to go to the major volunteering conferences, but we're adding more to the agenda to get Dale some frequent flyer miles and meet new people while introducing the world to our software.

Remember to recognize your volunteers in 2009, they're one of your biggest assets: make sure they feel wanted with thank-you notes, birthday postcards (e-mail works great and it's cheap!), certificates of appreciation, and even group parties. For the last one, you may even be able to get some of your corporate friends to come on as sponsors.

Thank you for another successful year and we look forward to 2009!

## Employee Spotlight: Dale Smith

By Denise Horan

### *What brought you to Bespoke? What was your background?*

I was looking for an opportunity where I could build on my software sales experience. When I interviewed for this position, I liked what I saw. Not only was this a quality software product, but I was impressed with the service that backed the product after the sale. I also had a good sense that this was a progressive organization that was open to change and was hungry for growth.

I have over 15 years of sales and service experience covering a variety of industries. Prior to joining Bespoke Software, I worked at SAP and Gartner as both a Software Sales Specialist and an Outside Account Executive. I also had had my own Video Production Company that served over 800 commercial and private sector clients for over five years in the Northeast.

### *You are the person responsible for getting new customers? What does that mean to you?*

When you have a product that you know

others will benefit from, it's very rewarding to start a relationship where you are helping someone improve the way they do things. Like any product offering, you need to be able to demonstrate how the product and service you offer is a better offering for the money. You also need to be a good listener and understand the needs of an organization so that you can fit the product to meet their needs, and ultimately exceed them.

### *What is a typical day for you?*

What I truly love about my job is that there isn't a typical day. The first few months of the job, my day was spent on the phone, mostly just introducing myself and sharing details about the product we provide. However, over the past several months, the day may include several online web demonstrations, calling on prospects, follow up calls, writing proposals, responding to questions by phone and email, and traveling to conferences to present or showcase our product.

### *What types of questions do you receive from clients?*

I get a great deal of questions, everything

from product to service related. Folks ask basic questions on the type of the program we offer to even more technical questions on the application makeup.

You will always get the commonly asked question of "How much does it cost?" but I'm finding that more people are asking questions such as what type of program is it—web- or PC-based? I'm also hearing questions about what kind of service do we provide: do you have live phone support where I can actually talk with a real person? People are also asking lots of questions about security and controls of the program which

...on back



Dale Smith  
Sr. Account Executive



## Employee Spotlight, continued...

they are looking for to address privacy of data and limits to who can access certain information.

### *Dale, what do you do in your free time when you are not demonstrating a product or attending a trade show?*

I'm an avid runner who also has done some volunteer coaching at the high school level for distance runners. I also am busy with my family, as I have a lovely wife and four kids: two boys and two girls ranging from the ages of 18 down to 10. I do enjoy traveling, when the schedule permits, and love to watch movies with the family and having lots of popcorn and butter.

### *Do you see your role changing as the company grows?*

Although my primary focus will be to continue to be prospecting, educating and selling, there is so much potential to grow the business in a number of different industries. We will likely need to expand the sales force in order to reach the organizations that have a need for a program like ours. As we look to build our sales force, I will likely be involved with leading that group.

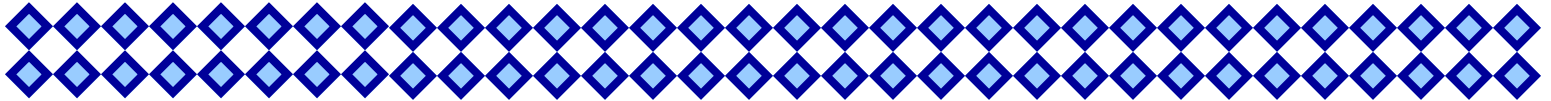
### *What would you like to accomplish in 2009?*

My main mission is to reach the key industries that we can serve and retain the relations or clients that signed on with our program in 2008. There is such a need for our type of product and services, and the challenge will be reaching others in a short period of time.

## Where are we going to be in 2009?

Come see us on the road:

- 2/2-14—2009 Special Olympics World Winter Games, Boise, ID
- 2/15-18—TADVS Leadership Conference, Dallas, TX
- 2/23-24—2009 CAHHS Health Care Volunteer Conference, San Diego, CA
- 4/14-16—SDVSHO Annual Conference, Mobile, AL
- 5/19-21—PAVR-O Annual Conference, Ottawa, ON, CANADA
- 6/22-24—National Conference on Volunteering and Service, San Francisco, CA



Wishing you and your staff a very  
Happy New Year

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## HOT TIP:

*On most of the checklists in VSys One you can right mouse click and see an option for All/None/Reverse which will do exactly what is described to that list. It's great if you are trying to select, or deselect, a large number of items.*