

**ESH COMPUTER CENTER**

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HERE**

**ESH COMPUTER CENTER • 717-442-1080**



April 2005

**Build Your Business Through Direct Mail**

When you think of direct mail what pops into your mind? Catalogs, bulletins, announcements and special offers are the usual trend. Do you know that direct mail can be an opportunity to promote your services in a creative and detailed way?

Direct Mail can be a personal presentation tool to convey complex features or benefits that are a vital component of your business or organization. In addition it is an opportunity to promote a product or service. Enhance the effectiveness of marketing your business with a creative mailer. Direct mail is a very powerful sales tool and continues to thrive and grow.

Are you looking for a way to make a presentation to your current customer base? Do you have a unique product or service that you want to introduce to the other businesses or consumers in your geological area? Direct mail can be the tool for you. You can show people your new product or detail your services in a direct mail piece – all to be reviewed in the comfort of their own office or home. Direct mail is also a great tool to get into new market areas or currently weak territories. Build new business with a low cost factor. Educating prospects is essentially conditioning new customers. A great addition to incorporate into your direct mail piece is some type of special offer or gift – a great tool for generating response. People love a good deal or a free gift.

There is also an indirect selling aspect to a direct mail piece. You are keeping your name in front of people, whether a current customer or a good prospect. Keeping people informed of products and services can be a great marketing strategy. You may not directly benefit from each particular recipient, but you can be sure that as they network with people within or out of your targeted mailing zone – your name will be remembered when a conversation triggers your product or service. Direct mailing is a great way to pass along a change of address or telephone number. Use it to introduce new customer service employees or sales representatives. Having a grand opening?

Opening a second or third location? Planning a special event or seminar? Create a mailing piece and get your information out to the people that keep you growing.

Americans spend over 500 billion dollars each year in direct mailing response. There are particular benefits to utilizing direct mail marketing. It is personal. Everyone looks through their mail at some point in their day or week. Mail is tangible and can be an intimate way to speak to people. A well thought-out advertising piece will speak directly to the recipient during that quiet moment. While planning your piece, keep in mind to target it to the needs and interest of the audience that you will be engaging. A knockout piece can be a powerful motivator generating positive results. Your direct mail piece can be designed and produced in many shapes and sizes. It can be specifically customized to your meet your needs and your target market and audience. You qualify with as few as 200 pieces and you save about a third of the regular postage rates.

DavCo Advertising, Inc. located in Kinzers, PA is a commercial printing and imprinted promotional products service company. They have been in business since 1974. DavCo Advertising provides full service product photography, comprehensive layout and design followed by quality printing and finishing services. DavCo Advertising has recently added the direct mailing feature to the list of services available to you. Now you can bring your ideas to DavCo Advertising and put your mailing project into motion. After the pre-press work as been proofed and approved, you simply release the job for production. Nothing else! No pickup and delivery to a mail house at a different location. DavCo Advertising has created a one-stop shop for your direct mailing needs. We use our own mailing permit number on your printed

materials. No need for you to have a permit number and pay the fees to maintain that number. You provide your database or your mailing list. If you want to choose a general area for a saturation mailing it is as easy as meeting with a representative and discussing your area(s) by zip code and any specific delivery routes within the zip code(s). For example, you may want to mail to the Gap area, zip code 17527. You can choose to direct mail to post office box holders only or you can include a portion or all of the delivery routes within the zip code. Call DavCo Advertising and ask to speak with someone regarding your direct mailing needs. If you want to meet with a DavCo Sales Representative to talk about your business and the possibilities, please call today! Call 717- 442-4155 or toll free 800-283-2826.

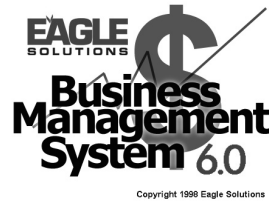
DavCo Advertising together with your Eagle Business Management System software make direct mailing a piece of cake! Not only is E.B.M.S. great accounting software, it has a feature that easily allows you to export your customer list. Send it to DavCo for direct mailing services. Once the file is received at DavCo, it is prepped and awaits your finished project. Upon completion of your project, the mailing addresses are added to the piece, sorted and delivered to the post office. It is that simple!

For more information about preparing and exporting your mailing list, contact your E.B.M.S. support representative at Esh Computer Center. Telephone 717-442-3247 or visit our E.B.M.S. website at www.EagleBusinessSoftware.com. For more information about direct mail or creating your mailer, contact a representative from DavCo Advertising, Inc. 717-442-4155.

-Rodney Smoker, contributor

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Prerequisite - Be able to identify basic computer hardware, operating system functions, and software features. Lots of hands on training with a computer which includes: creating documents using a word processor, automatically calculating long lists of figures using a spreadsheet, creating beautiful projects such as cards and brochures with desktop publishing, organize lists of data using a database, learn about the internet and email.

**Computer Basics 2**

Learn to identify the basic components of computer hardware, the basic functions of the operating system, and get started with computer software. Organize data files; copy, move, and create data and documents.

**Computer Basics 1**

All classes meet from 6:30 p.m. to 9:00 p.m. The lab will be open 1/2 hour before the class begins (no instructor) and 1/2 hour after class ends (with instructor). Using the double policy means that two people will share a computer with the second person paying only 1/2 price for the class. To insure placement in the class, payment needs to be made when signing up. A full refund can be made up to two weeks prior to the class should you need to cancel. If you have any questions please contact Karen Keller at 717-859-4033 or kkeller@eshcom.com

*\* June classes will run as scheduled provided the class schedule is full.*

*\*The FREE class should be taken within six months of a new computer purchase.*

Description	Start Date	Day	Duration	Instructor	Price	w. PC Purchase
Computer Basics Level 1	Apr. 28	Thursday	3 weeks	Jake Esh	\$99.00	FREE*
Computer Basics Level 1*	June 2	Thursday	3 weeks	Jake Esh	\$99.00	FREE*
Computer Basics Level 1	Sept. 15	Thursday	3 weeks	Jake Esh	\$99.00	FREE*
Computer Basics Level 2	Oct. 13	Thursday	5 weeks	Jake Esh	\$195.00	\$150.00

**Spring / Fall 2005 Computer Basics**

# Business Technology Seminar 2005

Esh Computer Center is hosting another Technology Seminar this year. It will be held on April 26, 2005 from 8:00 a.m. until 3:30 p.m.



This year the event will be held at Shady Maple Smorgasbord in East Earl. The schedule will be as follows:

- 8:00 - 9:00 a.m. .... Breakfast and Registration
- 9:15 - 10:15 a.m. .... Symantec Presentation
- 10:45 - 12:00 noon .... WatchGuard Presentation
- 12:00 - 1:00 p.m. .... Lunch
- 1:00 - 2:30 p.m. .... Microsoft Presentation
- 2:30 - 3:00 p.m. .... E.B.M.S. Presentation
- 3:00 - 3:30 p.m. .... Wrap Up and Door Prizes

The door prizes this year include an Acer 19" LCD monitor, laptop case, pen drives, Microsoft Office 2003, Label Printer, and Windows XP Professional. This seminar is sponsored by Esh Computer Center. If you are interested in attending please contact Karen Keller (kkeller@eshcom.com) or Charity Landis (clandis@eshcom.com). Please email or call to reserve your place today! Gap: 717-442-1080 or Akron: 717-859-4033

*This is a FREE event and seating is limited!*

## Happy 10th Anniversary, Bill Holmes!

1995-2005 • We Appreciate You!

I am called "Old Man" and "Pops" or "Geezer." I've been confused for the owner of Esh Computer Center because, I guess, I am the oldest employee here. I've been here longer than most, going on ten years, and I was surprised to learn that Esh Computer Center was in operation six years before I got here. I had forgotten (must be another age thing) that ECC had been around that long, and our service manger remarked that it was unusual, "that something has been around longer" than me.



Last winter Esh Computer Center celebrated fifteen years of sales and service. The business has grown from about ten employees to twenty-six. Two years ago I had to switch from a twelve-cup coffee maker to a full-sized forty-two cup urn. We even grew too large for our old building in Gap, and moved down the street to a place about four times the size, and then opened a second

store in Akron. I don't know all the numbers, but I can tell we've never been busier. Other computer stores have come and gone, but we are still going strong.

Our Network Department currently supports over five hundred business clients, and that number keeps growing. The Maintenance Department continues to meet the increasing demand for new computers and your PC repair needs (except for laptops, all our new computers are now built in-house). We've even added employees dedicated to purchasing, sales, and answering your interesting phone calls.

Esh Computer Center has been an enjoyable place to work, and a good place to do business (I was a customer before I came to work here). It's local, convenient (with two locations), and supportive. I look forward to what the next decades bring.

• CONGRATULATIONS BILL •

## We're Growing Again!

Esh Computer Center and Eagle Solutions have

recently added two new employees to their departments. Charity Landis began working as a receptionist at our Gap location.



Charity will give you a warm welcome as you enter the store and she will help you to find the product or service that you need. She also assists in answering the many calls that we receive from you, our loyal customer.

In March, Jim Landis began working with our accounting department, Eagle Solutions, as a cus-

tommer support representative. He formerly worked for The Wilton Company as their cost accountant and was also employed by the Fulton Bank. While at Fulton Bank, he was an accountant for one of their subsidiary banks.



We are excited to have Charity and Jim join our staff. We know that you will enjoy working with them as well.

**WELCOME!**

## Hewlett Packard 6210 Officejet Printer/Fax/Copier/Scanner

- Printer Specs: Printer Speed 28/23 ppm
- Print Resolution: up to 4800/1200 dpi
- Connectivity: USB, PictBridge
- Fax Speed: 3 secs per page
- Memory: up to 100 pages
- Speed Dialing: 100 numbers
- Copier Speed: 23/18 cpm
- Reduce/Enlarge: 25-400%
- Scanner Resolution
- Enhanced: up to 19200 dpi, Optical 2400 dpi

**SALE  
Only  
\$195.00**

FREE 6' USB Cable - Offer Expires 5/27/2005



## ESH COMPUTER CENTER Ink Cartridge Promotion

**Buy a black ink cartridge and a color ink cartridge and save \$\$\$**

**Receive \$2.00 OFF when you purchase both together.**

**Not Valid With Any Other Offer!**

## E-Commerce: Is Your Business On-Line?

What is e-commerce? Maybe you find yourself in the shoes I used to wear. I wasn't sure I knew what e-commerce actually was. To find an accurate definition, I turned to my favorite information source, the World Wide Web.

First of all, e-commerce is short for electronic commerce. Referring to <http://dictionary.reference.com>, the meaning is simply "commerce that is transacted electronically, as over the internet." It also includes "the buying and selling of goods and services over the internet; the conducting of business communication and transactions over networks and through computers."

In preparation for writing this article, I sent out a survey to the employees of Esh Computer Center. I wanted to know what they had to say about e-commerce. Bill Holmes' account of on-line shopping sums up the overall experience of E.C.C.'s employees:

Shopping is one of my least favorite things. Crowds make me nervous. Hunting for the best bargain requires hours of fighting miles and miles of traffic, competing for parking spaces, and smelling exhaust fumes. Holiday shopping is even worse. Shopping would be much more enjoyable if there was a way to avoid all of this, and I found a way.

While some enjoy the thrill of the hunt, I believe in making life simpler. What can be simpler than "traveling" to ten different stores in search of the best price without ever leaving the comfort of home? Better yet, this can all be accomplished in less than a half hour. An open web browser, some mouse clicks, and your purchases will arrive at your door in just a few days.

Most major retailers have online sites for purchasing their products, and they often have specials not offered at their local store. I often do a Google search for the item I want and receive a listing of places offering it for sale. From within each site I can then do a search for the specific item I am looking for. There are sites that will automatically compare prices and list the sites with the lowest price for the item I am seeking. Bizrate.com is one such web site.

For specialized items I will search what eBay has to offer. There's more there than just the average "Joe" auctioning off items he wants to get rid of. Many vendors of new items set up shop on eBay too. Amazon.com is another good site for finding a whole range of products.

Security is not an issue for me as long as I am shopping at a well-known, reputable site. These sites are careful to create a secure environment, which are really no more or less secure than shopping by phone or using a credit card at your local store. I have heard of cases of identity theft that came about after the thief ransacked the garbage of his victim. There's no sense being paranoid, just be careful. More vendors are accepting PayPal payments for their merchandise, which are deducted directly from your checking account.

For the most part, shopping online has been a satisfying, easy experience for me. It has certainly made the Holidays more enjoyable too. I've purchased things from Ireland and England that I could not find locally. Why drive throughout the whole world to find what you want, when it is right inside your computer?

We have explored the buying side of e-commerce. The other side is, of course, the selling of products or services. Perhaps you are the business owner, and a presence on the web with store hours and phone numbers is not enough for you. You want everyone to have access to your merchandise whether they are at home or at your store. First of all, make your website a priority. Keep the products and prices current. Use a clean and uncluttered site design. An attractive layout with merchandise that is easy to find will captivate the prospective buyer. Customers will not spend a lot of time looking around on your site, so while you have them, make sure you present your site and merchandise in a way that makes them want to return again.

By now, you may think an on-line store is a big task. Actually, it is not as big as you may think. This is especially true if you have the Eagle Business Management System software, otherwise known as E.B.M.S. Your e-commerce website can be controlled through E.B.M.S. Entire groups of products can be added in a matter of minutes. You need to add new products to your database, so why not put them on your website at the same time? Product information, pricing, and availability can be updated with the simple click of your mouse.

If you have special pricing for some customers, this pricing can also appear on the web based on the customer's login. This cuts down on phone time. Customers who are getting special pricing don't need to call you for it. They can see it by going directly to your website.

Order processing is also made simple. All web orders go directly into E.B.M.S. No more redundancy. Even credit card information can be verified on-line. It will only be debited when the order is processed within E.B.M.S. This feature minimizes the number of credits and billing charges at the time the order is shipped.

So you see, there really is no reason your company cannot have a web presence. The process is not complicated and it will increase your bottom line. For more information on E.B.M.S. accounting software or to have your website created by our staff, please call Jake or Karen at 717-442-3247.

- Karen Keller, sales