

REVCO

November 2013

Anniversary Edition

# F. Y. I.

A Monthly Newsletter to Inform and Entertain Our Clients

## Revco Celebrates 45 Years!!



**Inside**

*In the beginning...*

What other great things happened in 1968?

## 45 Years and Goin' Strong

This is a **BIG** month here at Revco. November 1<sup>st</sup> marks the **45<sup>th</sup> anniversary** of our little company. That's right; we've been around since 1968! It's something of which I am very proud. After all, over those years, we've seen many a competitor come and go. And, in my almost 30 years here, I've also seen a lot of changes to the IT industry.

I'd like to think our success and longevity is due to not only the exceptional quality of our industry leading products, but to what I call a "relentless passion for outstanding customer satisfaction". It has been my goal to make sure that my clients receive not only the best products for their money, but reliable, dependable service and follow-up.

And, if I can blow my own horn for a moment, I often get the appreciative "thank you" from many of you when projects go smoothly and meet or exceed expectations. In actuality, I think that says more about those vendors out there who prefer to pad their wallet by offering the best product solution for themselves instead of their customers; neglect checking up on orders to make sure they have been processed properly; don't bother to track and follow shipments to prevent delivery issues; and don't care enough to make even a single phone call to verify that everything is working properly and everyone is happy. I guess there must be a lot more of those guys out there than one would think...

As many of you know, Revco has always been a family business. It was started in '68 by my father, Bob. (No I'm not a "Jr." as we have different middle names.) My father had always been in sales, working for a number of companies over the years as everything from the lowly door-to-door photocopy machine salesman, to national sales manager, to VP of sales and even the president of one company...then he decided to go out on his own and work for himself.



Here is my Dad at the age of 2. I think he was wearing the 1926 version of Beats headphones.

Our first product lines included inked printer ribbons and magnetic tape reels. Long before the days of laser and inkjet printers, our unique "silverized" impact printer ribbons provided extended wear and improved print quality for our ribbon customers. Before self loading tape drives, our "One Piece Tape Canisters" helped computer operators

mount and store tape reels more quickly and easily. Our products also included tape racks, media cabinets and other data center furniture. As tape reels were gradually replaced with 3480 cartridges, we introduced high density cartridge racks and storage products.

I joined my dad in early 1984 after working for several years as a microbiologist, and took over the helm of this business when he retired in 1991. I don't need to bore you with the complete history over the next 22 years. That will be detailed in my upcoming autobiography and soon to be released major motion picture.



Suffice it to say that through it all, the good times and the bad, the one thing that always makes it enjoyable to come into this office every day is the knowledge that I have many loyal clients with whom I've established wonderful relationships. I consider many of you more than just "customers"; I consider you friends.

And, while I look longingly at a retirement to my southern home in Stuart, FL (see the October issue of FYI), I plan on being here a while.

Let me close by simply saying "Thank You" for your business. I hope I can continue to earn your trust.

## What Happened in 1968?

### Technology

- Boeing 747 made its maiden flight.
- NASA launches Apollo 7, the first manned Apollo mission
- Allen K Breed invents an air bag that deploys and inflates automatically on violent impact using nitrogen gas.
- Apollo 8 orbits the Moon, becoming the first manned space mission to achieve the feat.



- Dr. Christian Barnard performs the first successful heart transplant.
- US Explodes experimental hydrogen Bomb.
- The Emergency 911 Telephone service is started in the USA
- First Philadelphia Bank installs the first automated teller machine in the U.S.

### Pop Culture

- The first **Big Mac** goes on sale in McDonalds costing 49¢
- The Beatles create Apple Records and record "Hey Jude" as the first single on the label
- The CBS television news magazine program "60 Minutes" was shown for the first time
- The musical Hair opens at Shaftesbury Theatre in London featuring nudity and drug-taking

## Kata "the Revco Dog" Turns 15

November 1<sup>st</sup> is another big day. I'd be remiss if I didn't wish a Happy Birthday to Kata "the Revco Dog". My loyal friend turns 15 years old on the 1<sup>st</sup>. Happy Birthday little buddy!



Dressed for a day in the office...

## Monthly Quotes

*"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma – which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."* – Steve Jobs

*"If you cannot do great things, do small things in a great way."* – Napoleon Hill



## MARK YOUR NOVEMBER CALENDAR ...

- November 1** All Saints Day
- November 1-3** Pumpkin Chunkin Days
- November 3** Daylight Savings Time Ends
- November 7** National Gin Day
- November 10** Marine Corps Birthday
- November 11** Veterans Day
- November 28** Thanksgiving

Health Information & Technology Week – **November 3-9**  
 Geography Awareness Week – **November 17 - 23**

Adopt a Senior Pet Month  
 National Alzheimer's Disease Month  
 National Peanut Butter Lovers Month

“Thank You”

to All of Our Fantastic Clients Who Have  
Helped Us Achieve 45 Years of Success

A-Z Corporation ACS/Xerox Affinion American National Insurance AQR Capital Management  
Array Systems Brooks Brothers Calvert Cliffs Nuclear CAPS, Inc. CCSU CHCANYS  
CIGNA ChimeNet Connecticut Community Colleges CRT Capital Group DKR Capital  
Dominion Nuclear Connecticut Elim Park Baptist Home Ellington Management Group ESPN  
Gateway Community College GE Energy Goodwin Procter Hartford Steamboiler HB Communications  
Hubbell Inline Plastics Krasdale Foods LifeCare Legrand USA Manchester Memorial Hospital  
Market Data Retrieval Martin Ludwin & Assoc. Middlesex Community College NRG Middletown Power  
NRG Montville Power Murrell Motors & Parts Naugatuck Valley Community College NeoPost USA  
Northeast Utilities Northwestern Connecticut Community College Oncor Electric Delivery Peoples United  
Bank PFP/Schmitt-Sussman Ent. Photonics Pitney Bowes Purdue Pharma RBS RC Bigelow  
RECOL Sacred Heart University Sargent Mfg. Co. Scholastic, Inc. Shelton Board of Ed. SCSU  
Stamford Hospital Survey Sampling Synapse Group SIX Telekurs University of Connecticut  
Three Rivers Community College TIAA-CREF Time, Inc. Trident Systems, Inc. Tunxis Community  
College United Way of Connecticut Visiting Nurse & Health Service of CT UTC Aerospace Systems  
Waldner's Business Interiors Warnaco, Inc. WTNH-TV WWE Yale University School of  
Management Yankee Gas ...and many, many more over the years.

45  
YEARS  
1968 - 2013

...and, to Our Industry Leading  
Manufacturers

 AVTECH

  
EMERSON  
Network Power

  
e-Systems  
Group, LLC

**B-Line**  
by **EAT-N**

 Avocent.

 Liebert.

 Server Technology  
Solutions for the Data Center Equipment Cabinet

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CONSOLES

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