

**As one of the Largest Message Notification Providers in North America, One Call Now is an Easy to Use and Dependable Service for Businesses, Schools, Churches and Organizations that is Well Positioned for Growth**

**Business Services  
Phone Notification**

**One Call Now  
726 Grant St  
Troy, Ohio 45373  
877-698-3262  
www.OneCallNow.com**



**Leib Lurie  
CEO**

**BIO:**

Leib Lurie, CEO has 35 years experience developing and providing logistics and communications systems at hundreds of Fortune 500 companies, has held senior positions at divisions of Cisco, Motorola and Pitney Bowes, holds 8 patents in communications and logistics systems, and has MBAs in Communications, Marketing and Finance from the University of Hartford.

**About One Call Now:**

Founded in 2002, One Call Now is America's largest message notification provider, with 20 percent of American households depending on the company for messages that protect, inform, and engage in their businesses, schools, churches, and organizations.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. Lurie, what was the vision of One Call Now when you started the company and where are you today?

**Mr. Lurie:** We started the company on a small scale at a community level to help keep coaches, parents and families informed when events and activities were changing. We have since grown to support about 40,000 organizations around North America for emergency alerts information, messaging which includes tens of thousands of churches, schools and businesses as well as properties.

**CEOCFO:** Do most organizations typically have an outside source to take care of these communications? What is the state of your market?

**Mr. Lurie:** In the historic method was the phone tree for many churches, sports teams and clubs and PTA. You call two people, they call to people, and then they call two people. Those phone chains were often rusty and the links were broken. If you ever played a game of telephone in school, the message would rarely get through and if it did it was really distorted. Over the last twenty years folks have gotten a lot more sophisticated and they put in

automatic dialers, email systems and social media as well as many ways to communicate. That same method of communication being whatever the group leader chooses to use does not necessarily match with what the audience has. For example, a church may have youth members who are teams who want to see the message by text and they may have young adults who may want to get everything on their iPhones to pop it in the calendar. They may have older family who just want to receive a message on their phone at home. They may have other people who want to be able to pass it off on social media. If a pastor uses one he is missing the other. If a school principal uses one he or she is missing the other. What we do is make it possible as well as easy and effective for any organization to use all of those means of communication at once. When you pick up one of our smart phone devices for example and you send a message, it can go out to five thousand people in seconds. It will go to four thousand by phone and a thousand by text and duplicating another thousand by email. It will post it to the social media site and the organizations website. It will send it to everybody's calendar and push it to smart phone applications and then it will send it to twenty languages to people who do not speak English and it can do it internationally. Getting the message out is more than two tin cans and a string.

**CEOCFO:** Do organizations typically try to do this themselves and then realize it cannot be done or do many organizations 'get' the concept and

then look for a company like yours to do the job?

**Mr. Lurie:** It varies all over the map. About 50% of our customers come from referrals. That means that people get a message from us and they just get a message from their church and wonder if they can use it for their Homeowner's Association. The fact of the matter is that every business or organization whether nonprofit or profit or a school or religious entity has the need to communicate to their members and families as well as congregations and students. That is a fact of life that every organization has the need. What they do not know is whether the means that they are using today is effective. As families become more fragmented, they increasingly find that the means they were using do not work as well.

**CEOFCO:** What was the most difficult part of the technology for you to put together?

**Mr. Lurie:** It is the fact that it had to grow and scale over time. There are millions of dollars now in the infrastructure to make it all work. There are twenty-five people in technology just to make sure it saves money. The difficult part was not only to scale it up so that we can serve six million calls in a day or a couple million calls an hour when there are snow delays across the country but conversely make it so simple to use that a non-tech savvy school secretary could use it without fear and love it. It is a great feeling.

**CEOFCO:** How does all this work?

**Mr. Lurie:** As an example, if a church comes to us they would say they want to improve their communications, so an onboarding specialist will talk to them about getting their list of members to us. They will review who else in the organization needs to send messages such as the music minister or the choir director etcetera. They will put all those people into a list of people who can be messengers or send messages. We will load their roster and give them the tools and the methods to send data from their existing software automatically every week.

Then we will give them basically a wallet card on how to send a message to everybody or just to a single committee. We offer online webinar training and video training and such but the basics of sending the message are printed in steps one through three on the wallet card. They dial a toll free number and punch in their pin code and record your message and press the # key. There are a few more steps if you are looking to get a response on how many people will attend the company picnic, what they are bringing or to allowing employees to forward a message to their Facebook friends announcing an employment open house. They can then go login to their website or get an email report of who got the message and who did not. If you find phone numbers disconnected or folks cannot be reached, then five hundred people got the message within a few moments and you follow up with the one or two people who may have changed their phone numbers.

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**- Leib Lurie**

**CEOFCO:** Are there various levels of service?

**Mr. Lurie:** Yes there are. We have carefully examined our markets. We looked at what a church needs, what a property manager needs, which may more typically require multiple languages and subgroups for various properties or committees and what a global lawyer needs to talk to his staff and employees when it hits the fan which may require simultaneous communication to any of the 290 countries we serve. Most organizations have a database that keeps track of their congregation or students or tenants or employees. We can tie into those databases so that anytime a new employee joins the organization or a new student comes into the school, their information is sent to us automatically. For each of those organizations that have different re-

quirements, i.e. hospital staffing notification which has more sophisticated requirements that may include union work rules and who gets called first to fill an open shift. A government agency may want to send out a message which includes the baby's name and the doctor's time and the place of the appointment and a link on a text message for directions. Yes, the level of sophistication varies with different customers and we price our services accordingly. Our plans and features are tailored to the customer. We provide good, better and best options that the organization appreciates and they can pick the plan that best suits their needs. We price it on a per-person-per-year basis.

**CEOFCO:** You mentioned churches as a growing area for you. What other areas have seen the most growth?

**Mr. Lurie:** All of our segments are growing. We are in our eleventh year and every single year has been a 25% or better growth for ten solid years without exception. We are seeing growth in larger religious. We are seeing growth in education, too. Although many districts have a system, they are looking for a better system which is more integrated with grading and grade books. We are

also seeing explosive growth in property management with seventy-five condo and co-op homeowner associations as well as student housing. We are seeing every one of our segments with the possible exception of our original sports teams because they are scattered and experience lots of coach turnover.

**CEOFCO:** Would you tell us about the government segment?

**Mr. Lurie:** For example two years ago when the gulf oil spill was in full bloom BP is a customer of ours and they had sixteen hundred of their managers being called to coordinate activities. The Coast Guard is a customer and they were coordinating thousands each day of ship-to-ship and ship-to-shore communications, boat staffing and launching messages to keep their own staff informed. The Louisiana Fisherman's Association which is af-

filiated with the Coast Guard had five hundred people who were working to clean beaches and help with the activities in the gulf. That same weekend the Arkansas River overflowed its banks and government agencies, search and rescue and fire and police were coordinating rescue activities and sandbagging as well as alternative housing to keep people safe. A tornado touched down in Kentucky on Saturday and we sent tornado warnings to almost a hundred thousand people instantly. In Boston a water main broke and affected two million people and we had hundreds of organizations scheduling and rescheduling activities to help folks. That same weekend in New York, the Times Square Bomber was causing problems so we had all sorts of non-government organizations working on the logistics and evacuation plans and at the same time three of our customers were in the affected building in the same block and coordinating where their people were going to be. Our services include that array of activity when stuff hits the fan.

**CEO CFO:** How do you reach potential customers?

**Mr. Lurie:** We have a dozen people in marketing and we have a very aggressive and active search engine optimization and search engine marketing plan. We do a number of email and social media campaigns to our existing clients as referrals are a large factor in bringing in new clients. We have a number of small, targeted direct mail campaigns that work. We have an active tradeshow program with about fifty tradeshow a year in the different sectors we serve. We have twenty-five salespeople who are working outreach with two customers. We publish about six articles a week in either blogs or magazines. We have a number of professionals who write for us or a part of our team. We have a pastor on staff as well as education professionals and property management professionals who all write articles on communications and how communications can

improve your organization's effectiveness, whether it is volunteers, involvement, engagement or student achievement. Those articles refer back to us and they are all part and parcel to the marketing campaign that we have on an ongoing basis.

**CEO CFO:** Are you primarily in the US?

**Mr. Lurie:** We are primarily in North America. We have all fifty states and all ten Canadian provinces and a dozen countries in Central America and the Caribbean. We are increasingly in Europe and around the world.

**CEO CFO:** Are you looking to grow the internationally?

**Mr. Lurie:** We are looking to make some significant investments in Europe in the next year or so.

**CEO CFO:** What is the competitive landscape?

**Mr. Lurie:** It varies by market. There are about a half a dozen competitors in the school marketplace because that was one of the early areas to require good communication infrastructure. There are one or two in churches and a few in the business marketplace. Most of our competitors focus on one vertical or another. We are one of the few that are broad but that is also what makes us the largest.

**CEO CFO:** How do you stay on top of new technologies and methods of communication?

**Mr. Lurie:** Every employee is required to take between two and four weeks of education and training every year such as seminars and courses like academic training to improve the skills of how we serve our customers which is the majority or improve your skill sets within our company. Most people in our organization also belong to industry organizations and associations whether technical or application oriented to find out what the latest trends are in the industry and then we combine that with strategy meetings by saying the trend in the industry is to do

X, the trend in the technology is to do Y and how should we put the two of them together to bring something to the table.

**CEO CFO:** You have been on the INC list a number of times. Why should the business and investment community pay attention to One Call Now? What sets you apart?

**Mr. Lurie:** It depends on whose attention we get. We do not relish the attention of competitors—we would rather they go die a peaceful death. This industry is growing and consolidating. We have done ten acquisitions in eight years and about a third of our growth has come through acquisition. We continue to aggressively pursue those opportunities and we have ready cash to do it. We have joint venture and licensing opportunities for companies to use our services to enhance what they do so we look for partners that make sense. One of our fastest growing segments is the partnership program for integrated software vendors (ISV's) where, as some of the biggest ones in the country have already done—they offer our notification service as an embedded piece of their services. So, sitting at a desk, the same software that lets a teacher enter kids' grade reports or lets the bus manager look at the bus schedule—from that screen they can push a couple of buttons and quickly send a message to all the parents of kids on a specific bus to say there has been a minor fender bender, no one has been hurt but the kids are going to be a half-hour late getting home. Full integration that ties in with existing software is what I hope people look at because there are hundreds if not thousands of business applications that help manage a company. Communications is an integral part of that management, whether it is internal staff or clients, members or stakeholders. That is what we help you do... excel at communicating with those who depend on you.



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