



American Teleservices Association

NEWS RELEASE
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American Teleservices Association Celebrates 25 Years at Upcoming Convention

ATA will focus on the Ideal Customer Experience (ICE)

Indianapolis, IN – The American Teleservices Association’s (“ATA”) 2008 Convention at the Grand Hyatt on the River Walk in San Antonio will mark a milestone in ATA history as the association celebrates its 25th year. Since its inception, the ATA’s leadership has worked hard to improve the landscape of the contact center industry and the benefits the association delivers to its member companies. Convention attendees from across the United States and the world will gather to focus to not only reflect on the past, but to gain valuable insight to the future of the industry as they convene October 5-8, 2008.

“Over the course of the past 25 years, we have improved benefits which enhance business for our members, our industry survived Do Not Call legislation, our association has developed strategic relationships with the FCC, FTC and other governing bodies, and we strategically crafted self-regulatory standards and created the ATA Self-Regulatory Organization to support those standards,” says ATA CEO Tim Searcy. “As we get down to business in San Antonio, we will now turn our attention to the next set of challenges including ongoing efforts to protect the interest of all companies who utilize the phone to conduct business. We will be expanding the self-regulatory organization and will begin to see the resulting benefits of the solid foundation that we’ve worked very hard to build.”

The tradition of delivering content to highlight ICE – the Ideal Customer Experience – remains central to this year’s ATA Convention. An educational focus on the customer and the changing rules of the industry’s competitive environment will include three educational tracks, all themed “The Customer Rules”. In addition, seminars will analyze emerging technologies, implementation strategies, and the vast options now available. Networking events during the convention will include the ATA Expo featuring leading vendors, several networking receptions, the Annual ATA Awards Gala and Casino Night festivities.

The ATA-PAC, the association’s political action committee, will host a night of entertainment on Monday, October 6. Titled “Rock the River Walk”, this event will feature live music with all proceeds benefiting the ATA-PAC and its industry advocacy efforts. The two-day schedule of educational seminars and networking events will be followed by a day of philanthropy as the ATA launches its first national Call Centers Care project working with Habitat for Humanity.

Keynote speakers will address all attendees on both October 6 and 7. Mickey Alam Khan, Editor in Chief of Mobile Marketer, a trade publication covering mobile marketing, media and commerce, is the foremost expert on the impact of such marketing and resulting sales growth. He will discuss the impact of mobile marketing on call centers. Michael Abbott, Chief Marketing Officer for GE Money’s Retail Consumer Finance business in the United States, will address the ATA on driving responsible growth by providing firsthand details of how his company has transformed one business segment into a double-digit organic growth engine. David James, Vice President Insurance and Wealth Management for GE Money, will speak about globalization as he advocates the development of a stronger value proposition and better communication with customers.

For ATA Convention & Expo updates, full details on educational sessions, and a detailed schedule, or to register to attend, visit the ATA web site at www.ataconnect.org/2008convention.

About American Teleservices Association

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support. ATA provides leadership in the professional and ethical use of the telephone for conducting business and is committed to serving the needs of its members, recommending the highest standards of quality for the channel and protecting the rights of consumers. Members benefit from the ATA's strong advocacy at the national and state level; advanced and timely educational opportunities and business-building events; advocacy and support in the public realm; and rich and trusted resources for Teleservices professionals.

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Relevant sites:

www.ataconnect.org

www.ataconnect.org/2008convention

Marketing

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