



American Teleservices Association

New York Metro Chapter



The ATA NY Metro News

Issue #6

Nov 2011

The NY Metro Chapter Board

Frank Fuhrman, Verizon, Chapter President

Steve Krumenaker, Avaya, Chapter VP

Rich Simms, DialAmerica

Kristyn Emenecker, Verint Systems

Suzanne Ronner, Reader's Digest

Joe Sanscrainte, Attorney

Keith Fiveson, ITESA

Tom Nickerson, Consultant

John Ruby, GCNS

Gina Goldberg, MXenergy

Alyse Chiariello, Verint Systems

Angela Donaghy, Cyber City Teleservices

Kelly Sosa, American Express

Rodger Krakau, MXenergy

Lisa Jones Barksdale, The CollegeBound Network

Scott Tremitiere, American Express

Joe Pennacchio, Kipany Productions



Frank Fuhrman
NY Metro ATA
Chapter President

Dear ATA Friends and Colleagues:

Wow! Mother Nature threw us a curve with an early dose of snow before Halloween. I hope everyone fared okay and that you and your families are all well.

The holiday season is fast approaching so that means it is almost time for our Chapter's biggest event of the year. Our 11th Annual Holiday Gala will be held December 8th at the trendy W Hotel in Hoboken, NJ. In addition to timely topics, attendees will be treated to some breathtaking views of the Manhattan skyline. Derek Martin of American Express (and the ATA National Board) will present the customer relationship topic: "Hearing the Voice of the Customer". Phil Grudzinski, the CEO of the ATA will also join us to share his insights on the future direction of the ATA. For your convenience, the registration/information link is active:

<http://www.ataconnect.org/public/chapters/nymetro/index.php>.

We will hold our 7th annual Toys For Tots Campaign (TFT), so please bring a new un-wrapped toy to help brighten a child's holiday. Don't forget extra money for our raffles for TFT. This year's prizes will be better than ever and plentiful so everyone has an excellent chance to win!

I am very pleased to announce that we added two new members to our Board recently. Scott Tremitiere of American Express and Joe Pennacchio of Kipany productions joined the Board in September. Both have been strong supporters of the N.Y. Metro Chapter and bring extensive industry experience and insights.

In This Issue

- Letter From The President
- Inside the NY Metro Compliance Seminar
- State Manual Dialing Rules, Feature Article by Joe Sanscrainte
- A Compliance Officer's Take on the ATA Washington Summit
- Sneak Peek At The 11th Annual NY Metro ATA Holiday Gala
- Steve Krumenaker's "Photography Hints"
- Buying a Mixed Case of Wine by Rich Simms
- Tom Nickerson's NY ATA "Wine Corner" for November
- A Look Into The Future (10 years later) by Rich Simms
- The Learning Corner

We look forward to their contributions to our Chapter. Welcome Scott and Joe!

As always, feel free to contact me at 212-295-5083 or at frank.fuhrman@verizon.com with any ideas or recommendations to help improve our Chapter. I hope to see many of our friends at our Holiday Gala on December 8th.

Happy Holidays!

Frank

Frank Fuhrman

President of the NY Metro Chapter of the ATA

Global Solutions Consultant, Verizon Business

Did you know that our ATA Chapter has a LinkedIn site? [Click here: New York Metro Chapter](#)



Inside the NY Metro ATA Compliance Seminar – *The Next Hot Compliance Topic*

By Lisa Jones Barksdale

Compliance today seems to be evolving at a faster rate than in the past decade. The government, who may be out-paced by the evolving compliance needs, will propose laws and rules to address the consumer's concerns. While addressing the concerns of the consumer, the business needs of the industry tend to be impacted.



Joe Sanscrainte and our instructor Mitch Roth

I recently attended the NY Metro Compliance Seminar and there are three points of interest I would like to share:

The Truth in Caller ID Act of 2009 are proposed rules prohibiting caller ID spoofing done with the intent to defraud, cause harm, or wrongfully obtain anything of value. The Commission also seeks comments that will assist them in preparing a statutorily required report to Congress. This will determine whether additional legislation is necessary to prohibit the provision of inaccurate caller identification information in technologies that are successor or replacement technologies to telecommunications services or IP-enabled voice services.

The legislative reports and floor statements affirm that the legislation does not target the use of Caller ID Management Services, but may impact your business in some way e.g. billing and calling processing. Please do your due diligence and research the act in depth to see if it will affect your business in any way.

The FTC issued a preliminary staff report “**Protecting Consumer Privacy in an Era of Rapid Change: A Proposed Framework for Business and Policymakers**”. The report's focus is framework to balance the privacy interest of consumers with increasing advances in a technology driven society that allows rapid data collection and sharing. The burden to protect your privacy has become overwhelming for consumers. In this report, the government recognizes this burden and recommends that companies should adopt privacy by design practice. This approach would include but would not be limited to reasonable security for consumer data, limited collection and retention of such data, and reasonable procedures to promote data accuracy.

(Continued on page 3)

State Manual Dialing Rules: A Handy Guide

by Joseph Sanscrainte



... what happens if a state has a rule in place that prohibits making telemarketing calls to cell phones, even if dialed

manually? ... [CLICK HERE TO READ THE WHOLE STORY](#)

A Compliance Officer's Take on the ATA Washington Summit

By Noreen Kaminski
VP, Government Affairs & Compliance –
DialAmerica



Kristyn Emenecker (c) from the NY Metro Chapter Board speaking on PCI compliance at the Washington Summit

As always, it was a pleasure being with the teleservices community at the recent ATA Washington Summit. The overall Summit far exceeded my expectations. The choice of the Gaylord National Hotel was a stroke of genius! It was great to have shops and restaurants within the hotel in order to accommodate the guests.

Of course, we were not there to just have fun. The sessions and speakers were the best ever. The keynote address on Monday by Jim Kohlenberger, Executive Director, "Jobs For America" really set the tone for the "kick-off". As former Chief of Staff for the White House Office of Science And Technology, he shared with us some interesting "job facts".

[... CLICK HERE TO READ THE ENTIRE STORY](#)

The Next Hot Compliance Topic (Continued from page 2)

In this same report the government suggests the "**Do Not Track Me Online Act**" which would give the consumer the option to allow the collection of data of their online activities. This Bill was introduced by Rep. Jackie Speier (D-California.) The main focus of this Bill is to allow the consumer to have more control over who collects their online activities. Speier's legislation seems directed at behavioral tracking companies which track users on the web, usually without their knowledge, in order to create marketing profiles about users. The information is then used to serve targeted ads, which can be sold at a premium to advertisers. The proposed legislation exempts state, local and federal governments from having to obey the Do-Not-Track setting, and gives the FTC the authority to allow other exemptions for currently accepted business practices.

Without this FTC exemption, nearly anyone who has a moderately successful website (with more than 15,000 visitors per year) could face stiff fines for using even the most basic website-analytics software, which generally records the IP address, browser and operating system of a visitor's computer.

Speier's Bill also aims to require data-collection entities to follow fair data-collection practices; namely, giving people notice when data is collected, letting people opt out, telling people what they do with the data, and allowing people to see the data that is collected about them. If this Bill is passed, this could have a profound impact on the online marketing and lead generation industry.

Watching the trend in the industry is critical to the success of any business. If compliance has an impact on your business in anyway, staying on top of these issues is paramount. Please make sure you visit the ATA official website because they stay on course to make sure all issues that impact the call center industry are brought to your attention.



Lisa Jones Barksdale is a member of the Board of Directors for the NY Metro Chapter of the ATA.

Lisa is also Director of Compliance and Operations for The College Bound Network and is a Certified Information Privacy Professional (CIPP)

The CollegeBound Network (CBN) works with America's leading colleges, universities, and career schools in connecting learners with educational opportunities. More than 3 million surfers utilize CBN's sites, including CollegeBound.net, CollegeSurfing.com, MyGlobalEducation.com, MyEducation.com, SpaBeautySchools.com, Advanced-Degrees.com, and others. CBN specializes in recruitment lead generation solutions for 1,000+ educational institutions and 3,500 campuses using 15+ websites, robust content, a dedicated Student Services division, various social media platforms, daily blogs, etc.

Sneak Peek At The 11th Annual NY Metro ATA Holiday Gala



When: Thursday, December 8th, 1:00 pm to 5:00 pm

Where: The Chandelier Room at the W Hotel in Hoboken, NJ
225 River Street, Hoboken, NJ 07030
3 short blocks from the PATH train in Hoboken



Join us **Thursday, December 8th** in the **Chandelier Room** at the **W Hotel** in Hoboken NJ to share ideas, network, and celebrate the **11th Anniversary of the NY Metro Chapter of the ATA.**

[Click here: **To Register**](#)

Featured Speakers:

Phil Grudzinski, CEO of the ATA

Derek Martin, Director, Relationship Care, Global Engagement, American Express

Mike Rauscher, CEO, HomeServe USA

Agenda

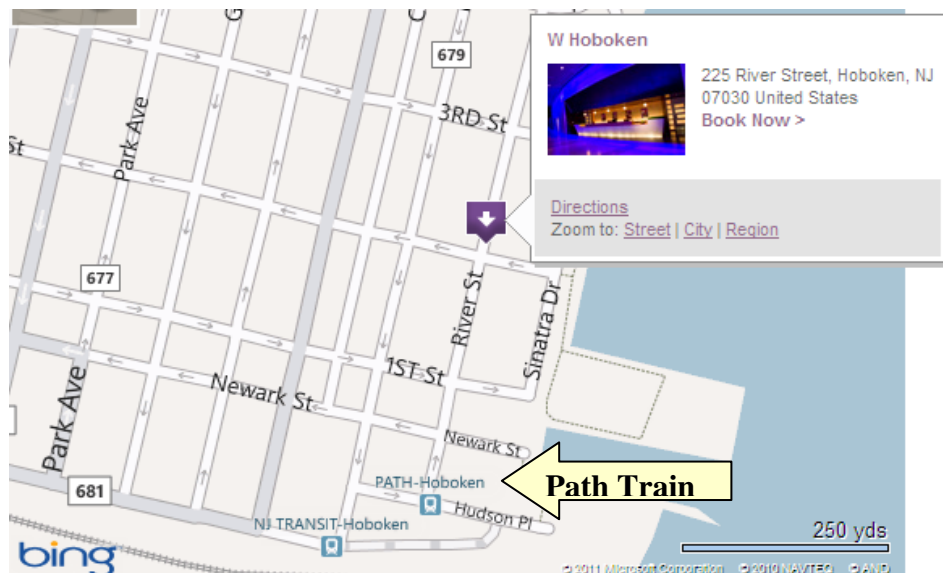
1:00 – 2:00p Registration and Networking

2:00 – 3:30p Chapter Business and Featured Speaker(s) Presentation

3:30 – 5:00p Networking & Cocktail Reception (Open Bar & Passed Hors d'oeuvres)

COST: \$89 Member, \$119 Non-Member

CONTACT Rich Simms, 800-531-3131 x2361, rsimms@dialamerica.com



Steve Krumenaker's Photography Hints

Today's topic is "Telling a story with a picture". Take a look at the photos you like – are they saying something to you? Did you need to think about the message or story, or was it obvious? The view of the camera, the elements in the picture, and the overall composition of the shot determine whether someone glances away or takes a second look. Good composition is not an accident, and a good photograph will tell a story by guiding your eye toward the focal point the photographer intended. In this article we will focus on a few guidelines that can help make your snapshot into a story.



Steve Krumenaker
NY Metro ATA
Vice President

Point of View

It is important to find the right spot for the camera. Compare the two photos below. The one on the left shows a fallen tree from the recent storm. But what's the story here? Is the tree in a field? Did the tree do any damage? You can see a wire on the right side, but it is not clear if it is in the right place, or not. The problem with the photo is that there is no perspective.



The same tree is shown on the photo on the right – here, we took a few steps back to take in the entire scene. It is clear that the tree fell across the road, due to a snowstorm, and did some damage – you can see the transformer in the road with the telephone pole in pieces, drawn together as the eye wonders down the road.

Patterns, Angles and Contrasts Enhance Interest

Looking at the same scene through a more detailed eye provides additional insight and interest. The three elements in the frame are clearly damaged, but remain connected by the wires. The pole parts and the transformer are aligned on a diagonal, in roughly parallel positions. Additionally, the repeating curvature of the transformer, pole support and wires provides another geometric contrast to the straight lines of the pole. The eye is drawn from upper left to bottom right.



Buying A Mixed Case

By Rich Simms



In our last edition of the ATA NY Metro News, Tom's article was about the idea of buying a "mixed case" of wine as a simple way to have a good bottle of wine on hand for any occasion. In his words, it's "like having a little nest egg for a rainy day."

I thought it might be fun to give this a try. Here's how it worked out.

2 Bottles of Riesling:

- 2010 Blufeld (Germany) \$9.99
- 2010 Chateau Ste. Michelle Columbia Valley (US) \$10.99

2 Bottles of Unoaked Chardonnay:

- 2009 Yalumba Unwooded (Australia) \$9.49
- 2009 Joel Gott Unoaked (Monterey CA) \$14.99

2 Bottles of Sparkling Wine:

- Mionetto Prosecco (Italy) \$11.99
- Jaume Serra Christalino Cava (Spain) \$9.99

3 Bottles of Sicilian Red:

- 2008 Gurgo Frappato Nero Syrah (Italy) \$14.99
- 2007 Sella Mosca Cannonau Di Sardegna Riserva (Italy) 12.99
- 2010 Villa Pozzi Nero D'Avola (Italy) \$7.99

3 Bottles of Beaujolais:

- 2009 Georges Duboeuf (France) \$9.99
- 2009 Henry Fessy Fleurie (France) \$15.99
- 2009 Louie Jadot-Villages (France) \$12.99

Total: \$142.50 w/tax & discount!

To re-read Tom's last article, [Click Here](#) and go to page 7.

Tom Nickerson's NY Metro ATA "Wine Corner" Size Matters for Celebrations.

As autumn progresses and the holidays near, I am starting to think about celebrations. I keep thinking of how interesting and exciting it is to open a large format bottle in front of friends and family...and what a "wow" statement it makes at the office party.

Although wine goes back at least 5,000 years to Bronze Age times, the wine bottle as we know it today is only a little over 300 years old. It was only in the late 1600s that improving glass technology made feasible a consistently shaped, cylindrical glass bottle that could be stacked on its side to facilitate shipment, storage and cellaring.

The "fifth" bottle, originally one-fifth of a gallon in English-speaking nations but now rounded off metrically to 750 ml, was allegedly chosen as the standard size in times past because it was considered a suitable ration for one (although it's worth noting that most wine was quite low in alcoholic strength in those days). Another theory holds that this size bottle was actually the largest that early glass-blowers could produce with one full breath.

But even in older times, wines for special occasions were occasionally put up in impressive, oversize bottles. For reasons lost to history, many of these bottles were given the names of Biblical figures like the evil king Nebuchadnezzar and the long-lived Methuselah.

The naming conventions varied somewhat among wine regions, with the two standards being Champagne and Bordeaux in France. In case you run into a big bottle, here's a quick field guide to the larger sizes:

CHAMPAGNE

- Magnum: 1.5 liters (two bottles)
- Jeroboam: 3 liters (four bottles)
- Rehoboam: 4.5 liters (six bottles)
- Methuselah: 6 liters (eight bottles)
- Salmanazar: 9 liters (12 bottles)
- Balthazar: 12 liters (16 bottles)
- Nebuchadnezzar: 15 liters (20 bottles)

Even larger sizes are occasionally seen, although they are very rare:

- Solomon: 20 liters (28 bottles)
- Primat: 27 liters (36 bottles)

BORDEAUX

- Magnum: 1.5 liters (two bottles)
- Marie-Jeanne: 2.25 liters (three bottles)
- Double Magnum: 3 liters (four bottles)
- Jeroboam: 4.5 liters (six bottles) *
- Imperiale: 6 liters (eight bottles)

*Because of recent U.S. regulations limiting larger bottles to even liter sizes, some modern red-wine "Jeroboams" are now 5 liters rather than the traditional 4.5.

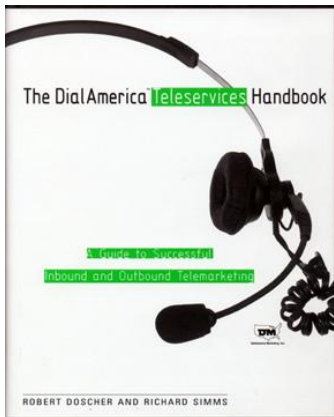
Tom Nickerson is on the NY Metro Chapter Board of Directors and is our Chapter's resident "Wine Expert."

A Look Into The Future – (Ten Years Later)

Chapter 12, The DialAmerica Teleservices Handbook, By Bob Doscher & Rich Simms

A little over 10 years ago, my good friend Bob Doscher and I got to fulfill a lifetime dream by having the opportunity to write a book about our business. The book was published in October 2001, and Chapter 12 was titled Two Industry Gurus Look Into The Future. We ended that chapter with a section titled Ten Predictions For The Next 10 Years. So here it is 10 years later. I thought it might be fun to revisit those predictions and see how close we were to getting it right. You be the judge!

1. More than 50% of telemarketing of all outbound calls will be delivered to an interactive receiver.
2. More than 50% of all telemarketing orders will be interactive in nature.
3. Lists with phone numbers and other contact information will become more readily available because of e-commerce, and these lists will produce a higher response rate because of an interactive telemarketing capability, which will allow customers to base their decision on viewing an actual photo or video of the product.
4. The list industry will find it necessary to reassess the value of names generated from the different communication sources.
5. TSR appearance will become an important recruiting issue as video is added to voice and customers can see whom they are speaking with.
6. Either technology or governmental regulations or both will allow customers to know who is calling before they pick up the phone.
7. Outbound telemarketing technology will catch up with inbound as it relates to being able to access full customer contact history through links to client/mainframe databases.
8. Telemarketing will become a global business with VOIP reducing the telecommunications costs to near zero, and hopefully, language barriers will also disappear with the development of voice recognition and instantaneous translation technology.
9. Inbound telecenters will become full customer contact centers capable of responding to customers via all electronic media.
10. Telemarketing will be in a golden age, employing more people than anyone can imagine, and providing an indispensable service for everyone that uses a phone, a computer, or watches TV.



I'd definitely say we got some of it wrong. I thought for sure that we would be further along with integrating voice and video into the phone calls and that there would only be a few phones left that were not streaming real-time video of the people speaking on both ends of the call. I also thought that we would be very close to having artificial intelligence that could instantaneously translate from one language to another so that two people speaking different languages could communicate seamlessly in real-time.

On the other hand, I definitely think we got a lot of things right. So, what do you think??

Rich Simms, Development Manager, DialAmerica, and Editor In Chief for The ATA New York Metro News

The Learning Corner:

In this column, we feature links to books and articles that our members have been reading and have found helpful.

Books

- [On Hallowed Ground: The Story of Arlington National Cemetery](#) by Robert M. Poole
- [Small Message, Big Impact: How to Put the Power of the Elevator Speech Effect to Work for You](#) by Terri L. Sjodin
- [Drive: The Surprising Truth About What Motivates Us](#) by Daniel H. Pink

Articles

- [Introducing ATA's New CEO, Phil Grudzinski](#), *Connections Magazine*, September 2011
- [Using 'The Power of Small Wins' to Reduce New Hire Employee Turnover](#), by Bob Cohen, *Snowfly*, Call Center Times, November 1, 2011

ATA Member Companies Affiliated With The NY Metro Chapter

- Affinion Group
- Altura Communications Solutions*
- American Customer Care
- American Express
- American Water Resources
- Anchor Computer
- Auto Revenue
- Avaya
- Bee Alive, Inc.
- Center One, LLC
- Circulation Development, Inc.
- Cyber City Teleservices
- DialAmerica
- Digitas
- ePath Learning
- Fiserv Lending Solutions
- Global Communications Networks Systems
- Harte-Hanks, Inc.
- Home Service USA
- Improved Performance Solutions
- ITESA
- J. Knipper and Company
- Kipany Productions
- LeadGEN Media
- LiveXchange
- Metropolitan Opera Association
- MxEnergy
- On Brand 24
- Outsource 3000
- Planned Parenthood Federation of America
- Reader's Digest
- RPM Pizza
- SEI, LLC
- SoundBite Communications
- South African Consulate General
- St. Johns University
- Telesales Services, LLC
- The CollegeBound Network
- The Law Office of Joseph W. Sanscrainte
- The Roche Associates
- Verint Witness Actionable Solutions

* New Member of the ATA

Join The ATA The ATA Value Proposition

- Grow Your Business Through Networking Opportunities
- Have Your Voice Heard In Washington & State Capitals
- Get Involved With Local Chapters Across The Country
- National & International Committees Provide Opportunities For Involvement & Influence Over Hot Topics
- Provide Advanced Professional Education To Every Employee
- Discounts To Every Event Local & National
- Access To Industry News, Research, & Analysis
- Be A Recognized Leader In A Great Industry

For information on ATA membership contact Tom Nickerson, 917-873-5475 tdnickerson@yahoo.com
Rich Simms (800) 701-3131 rsimms@dialamerica.com or Lisa Jones Barksdale (718) 874-0970
ljones@collegebound.net, NY Metro ATA Membership Co-Chairs

The NY Metro ATA News is published by The New York Metro Chapter of the American Teleservices Association. **Rich Simms is Newsletter Chair and Editor In Chief.**