American Teleservices Association

NEWS RELEASE
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American Teleservices Association Convention & Expo Receives High Praise from Contact Center Professionals

Attendees "Answered the Call" in New Orleans with Business Building, Industry Advocacy, Leadership Recognition and a Local Philanthropic Service Project

Indianapolis, IN – The American Teleservices Association (ATA) earned high marks during its 2009 Convention & Expo, held October 4-7 in New Orleans, themed "Answering the Call." Attendance and participation were better than anticipated and results from attendee surveys ranked keynotes and workshop sessions higher than any in the past five years.

"One of the greatest compliments came from ATA Board Member Steve Brubaker, a long-time professional in the teleservices industry, who said this was the best ATA convention he has attended in 20 years, and I would have to agree," says Tim Searcy, chief executive officer of the ATA. "My email box is full of complimentary notes recounting successful lead generation, valuable sessions and great experiences in our expo hall. Despite the down economy and negative trends among associations in general, we are thrilled with the outcome of our 2009 event. People showed up and were engaged like never before."

Sunday's annual ATA Open golf tournament was followed by two packed days of educational and networking opportunities. The ATA welcomed United States Senator David Vitter of Louisiana and ATA Board Chair Phil Grudzinski with their heartening opening remarks reflecting on the ATA's mission to "Answer the Call" in New Orleans and within the contact center industry. Attendees were then treated to a powerful and enthusiastic keynote address from Joe Gilliam who presented "How to Create a Positive Culture in the Service Industry" before a standing-room only crowd.

ATA CEO Tim Searcy presented his annual "State of the Industry" update, and a thought provoking keynote from Comcast executives Tina Waters, senior vice president of customer operations and Marty Marcinczyk, vice president of technology, addressed what it takes to unify technical expertise with personal connections inside the contact center.

During the annual Awards Gala Tuesday evening, the association recognized individuals, ATA chapters, and member companies for their significant contributions to the ATA and impact on the teleservices industry. The 2009 ATA award recipients were:

- **ATA Expo Best of Show Awards:** PossibleNow; Etech; Contact Center Compliance; 360CRM
- **Chapter Recruitment Awards:** – NY Metro Chapter and Great Lakes Chapter (3rd quarter 2008); Great Lakes Chapter (4th quarter 2008); NY Metro Chapter (1st quarter 2009); Ohio Valley Chapter (2nd quarter 2009)
- **Foundation Award:** John Stanovcak of WorldShoring
- **Fulcrum Award:** Ray Pollum of NobelBiz
- **International Teleservices Champion:** Patricia Alzate of Teleaccion
- **Making a Difference Awards:** Inktel Direct, TCIM, Protocol Global Solutions (Outstanding Corporate Citizen Awards); ATA Arizona Chapter (Outstanding Philanthropic Chapter Award); Gary Pudles of AnswerNet (Spirit of Philanthropy Award)
- **Pioneer Hall of Fame:** Warren Golden of Cyber City Teleservices
- **Award for Vendor Excellence:** Possible Now
- **Technovation Awards**: Contact Center Compliance (for their online Compliance Guide), Verint Systems, Inc. (for their Impact 360 Speech Analytics product), Pearson–Knowledge Technologies (for their Versant English Test), Cicero (for CTI capabilities and .NET framework)

In conjunction with the Convention, the ATA Political Action Committee (ATA-PAC) hosted a sold-out fundraising event which featured Grammy Award Winning artist, Terrance Simien and his Zydeco Experience Band at the House of Blues New Orleans, raising over $20,000 to support and expand the Association's year-round advocacy efforts.

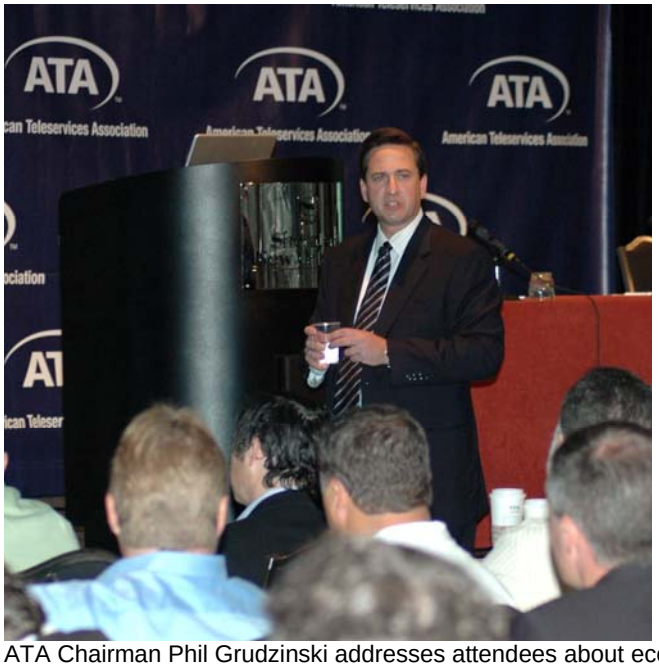
This year's popular Call Centers CARE service project included 50 attendees who volunteered on Wednesday, October 7, to further the efforts of HandsOn New Orleans by working at the Mid-City Community Garden where they built and assembled garden structures, cleared debris, and painted garden signs.

One of ATA's newest members Glenn Pasch shared his convention experience saying, "I came down to New Orleans alone with some trepidation, and I was unsure how a new member would be received. I was immediately impressed and heartened by how friendly the people are. Every time someone saw my new member tag they went out of their way to introduce themselves and chat. A few members in particular made it a point to introduce me around to other colleagues. Overall, I came away with new leads and connections, valuable information from the seminars, and found it to be a successful event for my new company."

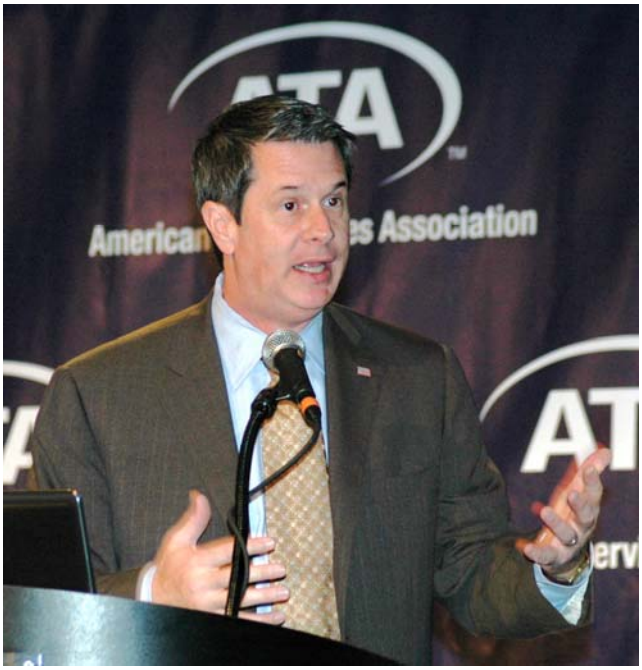
Dates for the ATA's 2010 national events are April 25-28, ATA Washington Summit in Washington, DC; and September 11-15, ATA Convention & Expo in Orlando, FL.

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.

Photos:



ATA Chairman Phil Grudzinski addresses attendees about economic impact of the industry.



United States Senator David Vitter (Louisiana) shares his insight from Washington on the risks of overregulation for the contact center industry and overall economic recovery.

ATA CEO Tim Searcy presents Warren Golden of Cyber City Teleservices with ATA's prestigious Pioneer Award.

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Relevant sites:
www.ataconnect.org

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