



American Teleservices Association

NEWS RELEASE
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American Teleservices Association Experiencing Continued Growth ATA Touts Internal and External Growth Amidst Challenging Economic Environment

Indianapolis, IN – The American Teleservices Association (ATA), the world's largest professional trade association for the contact center industry, is reporting steady growth and solid event attendance despite the country's difficult economic atmosphere. The Association's board members and management are increasingly optimistic as ATA continues to experience success in retaining its membership, particularly in comparison to similar membership-based trade organizations. The ATA also remains on track with an aggressive member services initiative to improve digital offerings and enhance local events as well as continuance of its complimentary contact center compliance seminars. These free full-day seminars will be offered in six cities during 2009.

"It is humbling to watch ATA's member companies renew their membership at higher than average rates. And in the face of tough times, new members continue to join our association," ATA CEO Tim Searcy commented. "When business growth slows, our member companies are wise to maintain the very relationships that keep their business viable. Our new social network platform and enhanced educational opportunities give ATA members important sources for industry networking."

The ATA expects consistent event participation in 2009 as indicated by higher than average early registration rates for the upcoming Washington Summit, ATA's annual legislative conference to be held April 26-29. Today, the ATA also held its first regional event in Philadelphia with record-setting attendance.

Additionally, ATA announces staff changes to continue its support of members and industry professionals. Kim Brandt will expand her role as Director of Marketing and Member Acquisition, and Lisa Nye Ford has been named Director of Member Services. ATA also welcomes two new staff members, Jeremy Thompson, Member Development Associate and Marquisha Bridgeman, Marketing Communications Specialist.

ATA provides trusted resources for contact center professionals, vendors and users of teleservices. Information about upcoming education and business-building events can be found at www.ataconnect.org. Details for the 2009 ATA Washington Summit can be found at www.atasummit.org.

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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