



American Teleservices Association

NEWS RELEASE
For Immediate Release
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American Teleservices Association Launches New Webinar Series ***ATA Will Offer Compliance Webinars in Advance of New FTC Regulations***

Indianapolis, IN – The American Teleservices Association (ATA) is pleased to announce the launch of its new digital educational series, the ATA Compliance Webinars. Following a long history of providing advocacy and comprehensive education on teleservices compliance protocols, the ATA is moving into the digital realm to provide an enhanced offering to the live instructor-led compliance seminars that often draw capacity attendance around the country. The ATA Compliance Webinars will focus on very specific topics that are directly related to or affected by compliance issues.

The first ATA Compliance Webinar will be held August 27, 2009, at 2:00 p.m. EST and will focus on the impending regulatory changes to pre-recorded message broadcasting rules that are due to go in effect September 1, 2009.

“Because of the generous support of our title sponsor, Contact Center Compliance and additional sponsors PossibleNow and Neustar, the ATA is providing content free of charge to industry professionals to ensure companies that manage or hire contact centers have the latest information on how to properly comply with new and existing state and federal rules,” says Rafael Manzon, ATA director of business affairs.

The following are ATA Compliance Webinars that are also scheduled for 2009:

- Thursday, August 27 – Wireless & Pre-recorded Messaging
- Tuesday, September 22 – Business to Business Compliance Protocols
- Tuesday, November 10 – Operations Compliance – The “Nuts and Bolts” of Backend Compliance
- Tuesday, December 15 – Disclosures & Caller ID

ATA members and non-ATA members are invited and welcome to participate. The duration will be approximately 1 hour, with 45 minutes dedicated to content and the remaining time to address participant questions. The webinars will be hosted by Contact Center Performance Forum (www.contactcenter.ning.com), the ATA’s official social networking platform, and content will be delivered by Mitch Roth, General Counsel for the ATA. Roth is a partner in Williams Mullen’s business and communications practice groups. He is nationally recognized for his experience with state and federal direct marketing laws. Mitch counsels clients on developing effective marketing strategies to ensure compliance with telemarketing, email, fax, direct mail and internet marketing laws. He defends clients in enforcement actions initiated by the FTC and state attorneys general. For more information or to register for the new ATA Compliance Webinars please visit the website, www.ataconnect.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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Relevant sites:
www.ataconnect.org
www.contactcenter.ning.com

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