



American Teleservices Association

NEWS RELEASE
For Immediate Release
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American Teleservices Association Prepares for Legislative Conference 2009 ATA Washington Summit Registration Underway

Indianapolis, IN – The American Teleservices Association's (ATA) 2009 Washington Summit will be held April 26-29 at the Hyatt Regency Crystal City near Washington, DC. During the Summit, ATA's annual legislative conference, attendees will convene to focus on past legislative efforts and the development of a proactive approach for dealing with tough issues facing the call center industry during 2009. The Summit theme, *Regulation is a Reality*, promises content for aligning industry regulatory issues with the reality of doing business in tough economic times. Sessions will focus on problem-solving techniques for day-to-day business, along with long-term strategies for the protection of contact center operations.

"Our member companies rely on the ATA's ability to prioritize and react to legislation that will have a real impact on operational costs, customer satisfaction and business stability," says ATA CEO Tim Searcy. "As we prepare for this year's Summit, we continue to focus our attention on ongoing efforts to protect the interest of all companies who utilize the phone to conduct business. As always, our mission is to promote a balance of legitimate business and consumers' rights."

Keynote Speaker Paul Karch, an expert in government business development, will discuss strategies call centers should use to procure government contracts. Attendees will also hear from David Plate, CEO for the American Red Cross Northern Ohio Blood Services Region, as he highlights his organization's remarkable ability to deliver meaningful results under the most difficult circumstances. ATA CEO Tim Searcy will address the ATA's legislative priorities including; legislation related to unionization, domestic only requirements, no up-sell or cross-sell, and automation demands. Guests from the Federal Trade Commission will also be on hand to deliver valuable updates on their activity as it pertains to call center regulation.

This year, the ATA Political Action Committee (ATA-PAC) will host an exciting night of entertainment and networking on Monday, April 27, "A Night at the ATA Cabaret", featuring live music and political comedy with all proceeds benefiting the ATA-PAC and its advocacy efforts. Additional educational seminars, networking events, panel discussions, and keynotes from industry leaders will conclude with a day of philanthropy as the ATA continues its philanthropic Call Centers CARE initiative. This year, attendees will volunteer their time to the Capital Area Food Bank.

For 2009 ATA Washington Summit registration, accommodations, session details, and event information, visit 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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Relevant sites:

www.ataconnect.org
www.atasummit.org

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