



**NEWS RELEASE**  
**For Immediate Release**  
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## **American Teleservices Association Convention Goers Volunteer in a New Orleans Community**

### **“Answering the Call” Convention Theme is Furthered with Call Centers CARE Service Project**

**Indianapolis, IN** – Attendees of the annual American Teleservices Association's (ATA) Convention & Expo, themed “Answering the Call,” recently joined forces with HandsOn New Orleans to expand a site at the Mid-City Community Garden. During this year's annual ATA Call Centers CARE service project, contact center professionals volunteered their time to clear debris, assemble canopies, and paint gardening structures at a garden that assists in feeding some of the City of New Orleans' most needy families.

The ATA seeks local partnerships with organizations such as HandsOn New Orleans during each national convention or conference. By setting a strong example at the national level, the ATA staff and Board of Directors encourages member companies to discover the value of employees working together to benefit their local communities. Their goal is to link the industry's values to community involvement which enhances reputation, cultivates leaders, and builds teams among contact center associates. At the annual awards gala during the convention & expo, three ATA member companies were recognized with “Making a Difference” awards.

“Call Centers CARE is an important initiative that affects communities across the country. During our 2009 Convention, the ATA was proud to recognize the selfless acts of member companies TCIM, Protocol Global Solutions, and Inktel Direct as leaders in corporate citizenship,” said ATA CEO Tim Searcy.

Call Centers CARE was formally branded and launched industry-wide in 2007 to encourage and highlight the Association's member companies that make philanthropy an integral part of their corporate culture. The ATA also recognized the philanthropic efforts of the members of the ATA Arizona Chapter and Gary Pudles of AnswerNet for his individual contributions to Call Centers CARE.

Call Centers CARE has become an integral part of ATA's local chapter events and is now a standard function during all ATA national gatherings. To learn more about the ATA's Call Centers CARE program and to get involved, contact Lisa Nye Ford at the ATA office, or visit [www.ataconnect.org](http://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.

#### **About Call Centers CARE**

Throughout the year, contact center professionals representing ATA chapters and member companies across the United States actively contribute to numerous charitable causes of their choice. In recognition of such efforts, the ATA created Call Centers CARE to recognize and further organize such projects. At its national events, the Association makes available various organized philanthropic efforts to further demonstrate that professionals in the teleservices industry contribute in a very personal way to make a difference in a community and the lives of individuals in need.

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#### **Relevant sites:**

[www.ataconnect.org](http://www.ataconnect.org)  
[www.midcitycommunitygarden.com](http://www.midcitycommunitygarden.com)  
[www.handsonneworleans.org](http://www.handsonneworleans.org)