

Happy New year to all PACE member companies, their employees and to everyone in the United States and International contact center industry.

As you may know, the contact center is a significant part of every company's communication strategy with their existing and potential customers. The industry employs millions of hard-working individuals, who work in contact centers for various reasons. Contact center positions are plentiful, have flexible hours with above minimum wage pay. Little experience is required as training is often offered. Positions are available in brick and mortar centers or, in many cases, from home. Because of the above reasons, contact center positions are a great fit for the working student or part-time homemaker. For some, they serve as a secondary employer or a full-time position with growth potential.

For many of our PACE Pulse readers, the contact center industry has been a career that brings financial security, career advancement opportunities, and professional development. How great is it to work in an industry that is centered on both the employees and consumers?

I often talk about the benefits of PACE and how they extend beyond our member companies. I continuously highlight the difference between PACE as a trade association and other for-profit and non-profit organizations that mainly exist for networking and marketing reasons.

The success of any industry includes some entity making sure there is a healthy landscape that is void of unneeded regulations and burdensome entry barriers – an entity that provides a unified industry voice. For more than 35 years, this is exactly what PACE has done! When it came to outbound telemarketing issues PACE/ATA, fought for the industry. The highly-recognized efforts by PACE continue to expand beyond telemarketing issues to include data privacy, restriction on website bots in sales applications, call blocking and consumer confidence in caller ID and contact center location issues.

The success of PACE in being the industry's leader is illustrated by the fact that both the FTC and FCC look to PACE as the contact center authority. PACE is the voice for all legal callers. This is why those who are developing the Shaken/STIR solution (call authentication) have included us in the discussions so that any solution reflects the reality of how it affects communication in the contact center.

Over the past two years, PACE has both re-enforced our important position in terms of representation and leadership with regulators and legislators. We have continued our compliance programs for both companies and individuals. Through our webinars and live events, we provide peer-to-peer discussion and education focused on helping our members improve their contact center operations. We make this available for up to 1,000 employees for each member company.

The benefits of our membership far outweigh our membership dues and registration fees. We have worthwhile benefits that are included in the membership fee. We offer marketing opportunities 365 days a year, not just at expensive trade shows a couple of times a year. PACE is a non-profit association. As we increase membership, we increase benefits. And yes, an increase in membership means a decrease in registration and access costs!

Every company that has an in-house contact center or outsources their needs should be a PACE member. Every BPO company that communicates with U.S. consumers should support the industry by becoming a PACE member. Every organization and employee impacted by the contact center industry should be part of the impact. I believe that those who are not yet members can greatly benefit from joining an association that prides itself on being a large voice that helps shape necessary discussions and

issues that directly affect contact center operations. The small investment to become a PACE member not only supports an entire industry but brings value to your company.

We are looking forward to having another great year for PACE and our members. If you are a member, become more involved. If you are a lapsed or non-member, take advantage of all of our benefits! For as low as \$1495 per year, 1,000 of your employees will have access to important industry information, news, educational webinars on compliance and operations and discounts to in-person national and regional events.

Join us in Atlanta on February 28 for our first Regional Summit of 2019, and ACX'19, the PACE Annual Convention & Expo, March 31-April 3, 2019 in San Antonio.

Information for all PACE events and benefits can be found at www.paceassociation.org.

If you would like to learn more about PACE and the benefits of a membership, feel free to reach out to me anytime!

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