



Hello PACE Members.

I am so excited to write to you after recently returning from the 2018 PACE Annual Convention & Expo, otherwise known as ACX'18 at the Chateau Elan in Braselton, GA. The theme of this year's convention was "Exceeding the Expectations of the Connected Customer". The feedback we have received from Convention has been overwhelmingly positive and I wanted to share a few highlights with you.

Attendance this year was 14% higher than 2017.

Our Expo Hall was sold out this year and included several new exhibitors. We have already received numerous commitments for next year and several exhibitors said it was the best show for leads that they have ever attended.

ACX'18 featured three amazing keynote speakers. Jesse Itzler, former MTV rapper, founder of Marquis Jets and Zico coconut water, owner of the Atlanta Hawks and distance runner, shared his amazing insights from pushing himself beyond all imaginable limits in life and inviting a Navy Seal to live with him and train him to break down all boundaries.

We were also fortunate enough to hear a presentation from Louis Summe, CEO of LiveVox on the Digital Engagement Contact Center and Laurie Toscano, of the Related Companies and recently with Estee Lauder, integrated her musical talent with her passion for engaging support teams to teach us valuable lessons about the customer experience.

In addition to these great keynotes we had popular breakout sessions with speakers from leading brands, sharing their personal insights on the customer experience and the contact center. Sessions highlighted the use of emerging technology, employee engagement strategies, customer journey mapping and redefining strategies to delight customers amongst an ever evolving set of expectations.

Our Compliance and Advocacy Sessions provided critical updates on the DC District Court Ruling on TCPA and we offered updates on the efforts of the PACE led Communication Protection Coalition that is uniting all stakeholders, including federal regulators in the discussion around call labeling and blocking and the impact on legitimate business.

Our Featured Solutions session offered our sponsors and exhibitors an opportunity to interact with the audience and provide a demonstration of their products and services. The room was full and feedback on this session, from both our supplier community, as well as attendees looking for innovative solutions, was extremely positive.

A very special event at ACX'18 was the Call Centers CARE Session. Call Centers CARE is the philanthropic umbrella under which PACE unites members at a national and chapter level to support local nonprofits. This powerful and well attended session featured a presentation by Gary Puddles and Craig Radford who discussed how Connect Direct creates opportunities to make communication more efficient for the

hearing-impaired customer and creates career opportunities for hearing impaired employees inside of contact centers. Stephanie Millner, VP at Teleperformance, spoke about founding the Valley of the Sun 100+ Women Who Care which includes four chapters in Arizona. This women's philanthropy group exposes members to the work of local nonprofits and in just three years, Stephanie's chapter has raised \$253,000 for AZ based charities. There are chapters of 100+ Women Who Care across the country as well. Finally, Lillian Chege of Career Box, which partners with PACE member ERC, introduced us to how Career Box serves as a talent incubator in South Africa for leadership development that empowers underserved youth through career training in partnership with employers, such as ERC, to create economic security through skills development for career opportunities.

These three amazing stories were woven together in the spirit of Call Centers Care which was dedicated to Tim Searcy, the former CEO and Chairman of PACE who recently passed away. In Tim's memory, PACE partnered with the Indianapolis Lung Cancer Research Foundation's "Free to Breathe" Run/Walk. I am proud to say that donations from ACX'18 totaled \$3,350!

Convention also included great networking and events, including Expo Hall receptions, a breakfast for first-time attendees, the ever-popular awards luncheon where we honor the contributions of our members, the super fun casino night, a PAC event with winery tours and an 80's themed party filled with Madonna look-alikes.

I want to thank all of the sponsors and exhibitors, volunteers, the staff, the convention committee and all of the attendees who made this year's convention, ACX'18 an enormous success. I look forward to seeing everyone at our regional events around the country, the Washington Summit in September and ACX'19 in San Antonio.

Thankful for your membership....

Lori Fentem

PACE, Chair of the Board of Directors