



How Important is First Hand Information

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You can't always advocate for yourselves. Sometimes it takes effort, much of it thankless. But, that's why PACE exists and why you should register for the [PACE Washington Summit](#), September 23 – 25 at the InterContinental at the Wharf, in Washington, DC.

It is the best place, the only place really, to find out about the wave of Federal and State legislation and regulations that have been proposed or are already in existence. The space where the volunteer members of your Government Affairs committee and its four councils are paying attention and advocating for our members on a daily basis.

It is important to get your information first hand. Why? Because first-hand knowledge helps keep your business up-to-speed and in compliance. The other evening, I was at a reception hosted by one of our distributors in the health-care industry, when I met a very nice gentleman. He is the owner of a collection agency and a very proud member of a collections association. The conversation shifted to the recent TCPA appeal ruling and I must admit, I was beating my chest a bit over the win. (But, as Michele Shuster points out, this is not a drop the mic win, there is still a threat of additional action).

The gentleman then proceeded to explain to me how the ruling allowed him to legally set his "robo calling machine" to contact people that owed money. He would wait for voicemail, leave a message and simply call everyone back the next day. He told me he got permission from something he read in the association newsletter. Knowing that association, I can promise you if he read that, he misread it!

My disappointment could not be measured. As the Chair of the PACE Government Affairs Committee, I naturally assume members of that industry are as tuned in as the members of PACE. But, sadly, they are not. They do not completely understand the impact of legislation and regulations.

What should I do?

1. Call the guy and tell him he is violating the TCPA,
2. Tell my distributor to call the guy and tell him he is violating the TCPA,
3. Call the FCC and tell them he is violating the TCPA,
4. Assume there is more to his process than he described,
5. Ignore it altogether.

Let me know what you think. I can be reached at bobkobek@customercount.com