

# Press Release



**Don Williams**  
President of Alliance Direct Marketing Services  
Receives  
The Fulcrum Award from the  
American Teleservices Association  
At ATA National Convention

Tim Searcy, ATA CEO (left), presents the Fulcrum Award to Don Williams

The American Teleservices Association (ATA) honored Don Williams, President of Alliance Direct Marketing Services with its 2006 Fulcrum Award, which recognizes a superior level of service provided to the Industry and Association by an individual. The Fulcrum Award is the Association's top annual honor.

The ATA National Convention & Expo was held at a Disney World Resort in Orlando, FL and was attended by 500+ industry leaders.

Williams said "...I'm humbled by the honor and receive this award on behalf of our ATA Board, my Alliance staff, and Committee Chairs without which this award would not be possible." Don Williams is the President of the South Central Chapter of ATA.

The American Teleservices Association ([www.ATAconnect.org](http://www.ATAconnect.org)) represents channel users and suppliers that initiate, facilitate, and generate telephone, internet, and email sales, service, and support. Contact centers offer traditional and interactive services that support the e-commerce revolution, provide specialized customer service for Fortune 500 companies, and generate annual sales of more than \$900 billion.

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