



Teleservices Council Operating Committee

Roger W. Risley, Chair



Roger W. Risley is VP of Sales at Market Central, Inc. Roger has over 23 years experience working in all aspects of the industry. For twelve years he managed outsourcing hundreds of thousands of outbound telemarketing hours monthly for such direct marketing companies as Cendant, MemberWorks, and Newfield Publications (a Primedia Company). Roger has a great deal of experience on the operations side of the industry, managing Client Services for TCIM and operations for Metris Companies. He has also realized success on the sales and marketing side of the industry, working for InterMedia Marketing Solutions and TeleSpectrum Worldwide.

Throughout his career, Roger has been active with industry organizations, including the American TeleServices Association, the Philadelphia Direct Marketing Association, and The Direct Marketing Association. He has been a regular speaker at industry conferences. Roger is Chair of The DMA Teleservices Council.

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Benjamin Harris, Vice Chair

Benjamin Harris is President of Unicall International, Lunar Cow Design, and Emtech Enterprises. These companies provide teleservices, interactive and direct marketing solutions to customers around the world. With over 21 years of experience in teleservices management, Benjamin has specialized competencies in the areas of call center design, implementation, and program development. He has focused on providing his services to both the Business-to-Business and Business-to-Consumer markets. Benjamin has been consulting with companies for several years, while providing expert advice for call center start-ups, audits, re-engineering, customized training, and computer telephony automation.

Benjamin currently serves as Vice Chair of The DMA Teleservices Council. He helps lobby against state and federal laws that effect the way ethical teleservices organizations conduct business, and speaks throughout the year at national seminars.

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Joan Mullen, Legislative Chair



Joan Mullen is Vice President, Special Projects & Industry Relations, for ORC ProTel, Inc. She is a past national president of the American Teleservices Association. Since 1986, her focus within industry organizations has been on legislative and regulatory issues that affect teleservices.

Joan is the Legislative Chair of The DMA Teleservices Council's Operating Committee and an active member of The DMA's TAS Committee. She received The DMA's Teleservices Excellence Award and has been recognized by the ATA and Customer Interface Magazine for her contribution to the teleservices industry.

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Thomas M. Rocca, Public Relations/Agency Liaison



Tom Rocca is Senior Vice President, Strategic Business Initiatives, at SER Solutions, which provides innovative software solutions to help companies achieve unprecedented efficiencies, maximize workplace productivity and enhance customer service. Tom's focus at SER is to strengthen client relationships and development new product & support opportunities. With over 20 years in consumer sales reengineering and development for outbound and inbound teleservices companies, Tom most recently served as Founder/Contact Center Consultant for KPI Group, LLC in Atlanta, Georgia. Prior to founding KPI Group, he was Vice President, Consumer Acquisition Services, for Assurant Group. Tom has been

an active member of the American Teleservices Association (ATA) since 1987 and currently serves at its Immediate Past Chair of the National Board of Directors.

Tom is a frequent speaker at regional customer service and consumer affairs seminars focused on contact center technologies. He has written many articles and participated in numerous speaking engagements on "Trends and Facts on Consumer Contact Center Technologies" and "Choosing an Outsourcing Partner." He serves as Public Relations/Agency Liaison for The DMA Teleservices Council.

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Mary Ann Falzone, Leaders Forum



Mary Ann Falzone, president of Falzone & Associates, is a call center consultant with a diversified background in both live representative and interactive voice response programs who also specializes in program development & management, performance enhancement, training, and publishing. Prior to forming her own consulting firm, Mary Ann previously served as Special Projects Director for TELERx Marketing, Inc., where she developed and managed a variety of live rep programs and a complete line of interactive voice response applications for the telemarketing services agency.

She is the co-author of *Effective Call Monitoring*, an audio/workbook training package for tele-sales and tele-service managers. She also has created and edited a variety of industry publications including Extensions newsletter, *Telemarketing Management* magazine, and *Telemarketing Insider's Report* newsletter. Her articles on telemarketing and automated call processing have appeared in numerous publications and she is a frequent speaker for conferences and trade shows in the U.S. and abroad. Mary Ann helps manage The DMA Teleservices Council's committee for Leaders Forum.

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Hayley Weinper, Newsletter Chair



Hayley Weinper is Senior Vice President, Sales & Marketing, for Influent Inc. She is responsible for managing and directing sales as well as overseeing marketing communications. She is also a member of their Board of Directors. Hayley has been in the direct marketing industry for 22 years, first with Time, Inc., and then Columbia House. She transitioned to account management with The DM Group and was appointed sales liaison to their teleservices arm, Response Communications Inc. She later became the agency's youngest ever Vice President and opened their first Midwest office in 1988. In 1991, Hayley became Vice President of Sales at APAC Customer Services, where she generated over \$300 million in revenue during her 11-year tenure.

Hayley speaks at industry events, has authored several articles and was named "Young Direct Marketer of the Year" by The Direct Marketing Association (DMA). She is Newsletter Chair for The DMA Teleservices Council.

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Craig Wyeth, Education Chair
Jon Hamilton, Teleservices Conference
Errol Davis, Annual Conference Programming Chair
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Sandy Pernick, Awards Program Chair
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