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InfoCision executive appointed to Direct Marketing Association Nonprofit Federation Advisory Council

Akron, Ohio, June 24, 2009 – [Ken Dawson](#), chief marketing officer for [InfoCision Management Corporation](#), has been appointed to the [Direct Marketing Association](#) Nonprofit Federation's advisory council, effective July 1, 2009. Ken joins 22 other professionals from nonprofit organizations and direct marketing corporations as part of the council. He is one of three new appointed council members.

[The Federation](#) has been an advocate for the charitable fundraising community since 1982, and has successfully used interactive and direct marketing to correspond with donors. Each member of the advisory council serves a two-year term and may serve as many as three terms. The council is responsible for giving direction to the Federation and raising awareness about key issues affecting fundraising and nonprofit marketing.

Dawson has devoted his time and effort to various nonprofit organizations over the span of his career. Since joining InfoCision 12 years ago, Dawson has significantly contributed to growth in volunteer recruitment campaigns by developing creative strategies and management tools. His innovative use of technology and commitment to customer service has helped position InfoCision as an advanced industry leader in volunteer recruitment programs and nonprofit fundraising.

About InfoCision

Founded in 1982, InfoCision Management Corporation is the second largest privately held teleservice company and is a leader in customer care services, commercial sales and marketing for a variety of Fortune 100 companies and smaller businesses. InfoCision is also a leading provider of inbound and outbound marketing for nonprofit, religious and political organizations. Headquartered in Akron, Ohio, InfoCision operates 30 call centers at 12 locations in Ohio, Pennsylvania and West Virginia. InfoCision has been named one of the top ten best employers in Ohio by the state chamber of commerce. For more information on InfoCision please visit www.infocision.com.

