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## **InfoCision Chief Marketing Office Ken Dawson appointed to Direct Marketing Association Board of Directors**

*Akron, Ohio, October 23, 2009* – On Monday, October 19, 2009 the Direct Marketing Association (DMA) announced the election of [InfoCision](#) Chief Marketing Officer [Ken Dawson](#) as a new Board member for 2010-2011 at the DMA's Annual Business Meeting in San Diego.

Dawson is the only person out of 42 current DMA Board members representing the teleservices industry.

"It's really an honor to be named to the DMA Board of Directors. InfoCision is the only contact center company to have a representative on the DMA Board, and we are excited to be the company the DMA chose to represent the teleservices industry. I think it says a lot about the reputation for quality and excellence that InfoCision has built, and I look forward to sharing our ideas with other DMA Board members," commented Dawson.

The DMA is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. Founded in 1917, the DMA represents more than 3,100 companies from dozens of vertical industries in the U.S. and 48 nations, including half of the Fortune 100 companies, as well as nonprofit organizations. For more information on the DMA, visit [www.the-dma.org](http://www.the-dma.org).

### **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](http://www.infocision.com).