

# NAEO

## 2019 ANNUAL REPORT

### OUR MISSION

The National Amtelco Equipment Owners is an association dedicated to education, networking, and the development of best practices among members.

### OUR VISION

To be an indispensable resource for all Amtelco users.

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# PRESIDENT'S REPORT

As I sit here and reflect on this past year, I can't begin to tell what an honor it was to have served as NAEO President. It all started with a phone call back in 2014 when Past President Billy Peppard called and asked if I would be interested in filling a vacant role on the board. I jumped at the chance to serve and ever since then I've been active on the NAEO Board. For the past six years, I've had the opportunity to work with the most committed and intelligent colleagues in our industry and I've formed several enduring friendships along the way!

The board works tirelessly to bring you the goods and services, educational training and networking opportunities that we offer today. In addition to two (2) one-hour conference calls per month, we meet twice a year in person: Once in the spring for our "Amtelco Summit" and once in the fall at the upcoming conference hotel venue. Additionally, each member chairs or co-chairs a committee which further demonstrates their commitment to NAEO. I'd be remiss if I didn't acknowledge all the volunteers who put forth their talents to aid in our work as well. As you read the committee reports on the following pages, I think you'll notice that "it takes a village" to make NAEO the fine organization it is today!

My term as president started last March during our conference in Puerto Rico, where we welcomed our newest board members: Jamie Guidry from DexComm, Christina Stephens from Valley Health Winchester and Marvin Cooper from American TeleCenters, Inc. We also said goodbye to Rossi Fraenkel and Past President Lina Cunningham, as their terms on the board had ended. During this meeting, we also voted Adrian Treviño as our President-Elect.

May took us to our first in-person board meeting in Schaumburg, IL, where we worked on our committee groups and made sure were in alignment with the strategic plan put in place one year ago. We also had a change from tradition, where instead of the board going to a nice dinner, we all donned our blue jeans and the warmest clothes we brought with us to go watch a Chicago Cubs game in Wrigleyville! It was truly a once-in-a-lifetime experience for all of us and a unique opportunity for us to spend quality time together as a board in a casual environment. The following day we headed to McFarland, WI, to hold our Annual Meeting with Amtelco. This is always a great day for us as it helps solidify our relationship with our vendor and gives us the opportunity to discuss our challenges and successes and helps create our vision for the future.

Summertime saw our Professional Development (PDC) and Hospital User Group (HUG) committees hard at work. July was our annual "Summer Series" training program held in Atlanta, GA. This year's focus was on Intelligent Series programming, messaging and dispatch scripting. In September, our HUG Committee had a booth at the Amtelco 1Call Conference in Madison. The goal of attending this conference continues to be to attract new medical members to NAEO so they have

training and educational resources that currently aren't available to them.

Our fall in-person board meeting brought us to The Big Easy! This was a great opportunity for us to collaborate on the work each committee is doing and hear the progress that is being made. We also focus heavily on conference planning at this meeting because it's our first real opportunity to meet the hotel staff and get a layout of what rooms we will be using and where sessions will be held. It's always an amazing experience seeing how everything comes together from the initial planning to the final product!

To close out 2019, we held our annual election for board members. This year we had four candidates put their hats forward for three available openings. The three elected board members are: Kevin Ryan, first term and JoAnn Fussell and Alana Nikiforuk each to their second term. Congratulations to the three of you! I know you, along with the current board, will do great things and take NAEO to the next level!

I mentioned earlier that it takes a village to make NAEO the successful organization it is today. Thank you to everyone who's involved! Board members past and present, committee volunteers, our Executive Director Gigi Sutton and the Ewald team, our member companies and Amtelco. Thank you for being part of our village!



SUBMITTED BY:

**Robert Bennett,**  
*NAEO President*

## NAEO — DID YOU KNOW?

The last 35 people hired at Amtelco are younger than 35, and some of them never knew of a world without Google...

# CONFERENCE REPORT

Beautiful San Juan, PR, was the location of the NAEO Annual Conference at the InterContinental San Juan Hotel March 10-13, 2019. The location was a wonderful combination of convenience, beauty, accessibility and customer service. We had approximately 120 members in attendance with a full agenda to make a great conference true to our mission in, "...education, networking, and development of best practices among members". The 2019 registration cost and many of the normal costs of the hotel were lowered due to negotiations with the hotel by the conference chair and president. The NAEO Board appreciates the efforts made to pass those savings to the membership.

Our keynote speaker, Sarah McVanel, proved to be one of the most involved speakers we have seen. Her keynote presentation, *The FROG Factor: The Secret to Attracting and Retaining World Class Talent*, was an engaging and entertaining experience. FROG (Forever Recognize Others' Greatness) showed that we should recognize greatness in others during our day-to-day activities, in the workplace and even in our private lives. The topics for Advanced Technical Workshop, breakout sessions and roundtables were chosen by surveying the membership and considering what was important. As usual, the speakers proved that NAEO has some of the most generous and intelligent members of any organization.

At the business meeting, Rossi Fraenkel ended his term on the NAEO Board of Directors. Marvin Cooper, Jaimie Guidry, and Christina Stephens were elected to their first terms on the board. Ian Cooke, outgoing NAEO President, passed the gavel to our incoming NAEO President, Rob Bennett.

Honored this year at the conference was Gary Kerner as the Amtelco Employee of the Year for his efforts in being an advocate for our membership; Lina Cunningham with Extend Communications, Inc. received the President's Award; Jamie Hay from BearCom Ltd. received the Volunteer of the Year award; Kelly Shaver with Alliance Wireless was the Christina Collins Scholarship Winner; Justin Wiggins with Mainline Telecommunications was the Curtin Scholarship Winner, Robin Bailey and Jim Wagner were inducted into the Hall of Fame, and Larry Gignac was inducted into the Honorary Society.

Overall, the NAEO 2019 Annual Conference was a great success! Even before the 2019 conference came to an end, the amazing and dedicated volunteers on our conference committee began planning for 2020. They used comments shared, ideas that were mentioned, and started reviewing the survey responses to begin the planning of topics and trying to schedule speakers to provide the material that members are interested in. This amazing group of volunteers has been working all year to ensure the success of our 2020 Annual Conference, all while working within budget to ensure that our membership is well served.

We are happy to announce that, with the help of our volunteers and your feedback from last year's conference survey, NAEO is providing three full days of content by hosting an amazing keynote, 22 breakout/general sessions, 12 roundtable topics, and

30 speakers to share industry and user group relevant content. As Rob Bennett's term ends and Adrian Treviño's begins, we know that the NAEO membership will remain in good hands as we continue into the future with the tools and support we need to succeed in 2020!

## NAEO would like to thank our 2020 Conference Sponsors:

Platinum Sponsor	Amtelco
Keynote Speaker	People Praise
Welcome Reception Sponsor	Pulsar360
Breakfast Sponsor	ProHIPAA
Breakfast Sponsor	Phillips Consulting & Analytics

Thank you to the sponsors who signed up later and are not mentioned above. NAEO appreciates your support and we certainly hope to include you for 2021!

## NAEO would like to take a moment to thank our incredibly hard-working committee members and the companies that support their participation:

Adrian Treviño	Personalized Communications, Inc.
Deborah Anders	The Legacy Connection
Jamie Hay	BearCom
Jaimie Guidry	DexComm
Kurt VanderScheer	Answer United
Kim Lauer	Personalized Communications, Inc.
Laiyna Hohn	Bennett Answering Service
Lina Cunningham	Extend Communications, Inc.
Marie McGuire	AnswerTel of Athens
Megan Webster	Wagner Communications

As always, our conference content and format are completely directed by the results, comments, and suggestions of the previous conference surveys. Please be on the lookout as the surveys are scheduled to arrive in your inbox on the last day of conference.



SUBMITTED BY:

**Adrian Treviño,**  
*Conference Committee Chair*

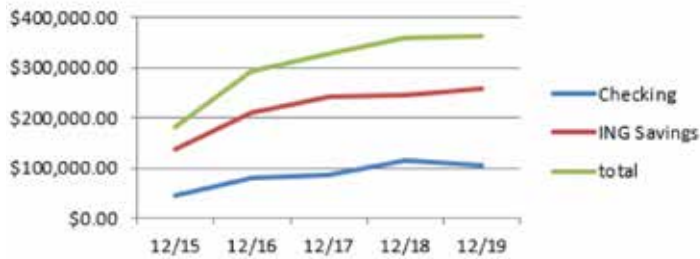


**Marie McGuire,**  
*Conference Vice Chair*

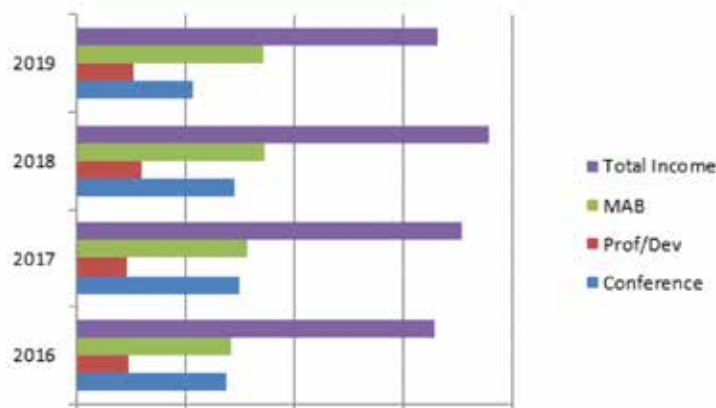
# FINANCIAL REPORT

NAEO remains a financially healthy organization with continued growth in fiscal strength and stability. Financial statements are prepared monthly and generally available by the 15th of the following month. Over the past several years, the Board has generated positive cash flow and continues to build capital reserves.

The graph below is the increase in the Checking and ING Savings accounts. As of December 31, 2019, NAEO had a total of \$361,483.05. Years ago, the board put into place during their strategic planning a goal to have 18 months operating expense reserve set aside (approximately \$270,000). As of December 31, 2019, we have \$257,108.43 in reserve — an increase of \$12,004. We are currently putting \$1000 in this account per month.



NAEO's operations/finances are organized into three functional areas: Conference, Professional Development (formerly Education/Workshops) and Membership/Administrative/Board (MAB). The graph below shows the income for each functional area for the past 4 years. The Membership income has decreased by 15.6% (-\$27,173) compared to 2018. The Membership Committee is working with Amtelco's OneCall division and TUNe to recruit new members. The largest factor for administrative expense is the management contract. This expense will continue to be the largest single item for the foreseeable future.



A comparative synopsis of 2019 vs 2018, and 2017 results plus the 2020 budget follows. There are several reasons for the negative income for MAB in 2019. First, the Membership income

dropped by \$27,173. Second, the Superior Agent Service Award income dropped by \$1,350.


Our HIPAA Training Revenue increased by \$4156 for 2019.

	Conference	Professional Develop.	MAB	TOTAL
<b>2017 Results</b>				
Revenue	\$150,619	\$46,837	\$184,291	\$381,747
Expenses	\$106,004	\$32,343	\$216,988	\$355,335
Net Income	\$44,615	\$14,494	\$(32,697)	\$26,412
<b>2018 Results</b>				
Revenue	\$146,142	\$59,483	\$188,987	\$394,612
Expenses	\$125,855	\$58,606	\$173,569	\$358,030
Net Income	\$20,287	\$877	\$(15,418)	\$36,582
<b>2019 Budget</b>				
Revenue	\$107,559	\$53,514	\$171,444	\$332,517
Expenses	\$100,189	\$44,592	\$183,434	\$328,215
Net Income	\$7,370	\$8,922	\$(11,990)	\$4,302
<b>2020 Budget</b>				
Revenue	\$134,000	\$53,000	\$159,000	\$346,000
Expenses	\$117,500	\$42,600	\$175,900	\$336,000
Net Income	\$16,500	\$10,400	\$(16,900)	\$10,000

The budgeting process is stable and the cost accounting system allows strong management of our finances. We are forecasting a \$10,000 profit in 2020 based on revenues of \$346,000 and expenses totaling \$336,000.

Each member of the board and all of our committees continue to be good custodians of NAEO's resources.

A detailed summary of NAEO's financial performance is included in the following pages.



**SUBMITTED BY:**  
**JoAnn Fussell,**  
*NAEO Secretary / Treasurer*



# FINANCIAL REPORT CONTINUED

# FUTURE DIRECTIONS COMMITTEE REPORT

## BALANCE SHEET

	As of 12/31/19
<b>CURRENT ASSETS:</b>	
<b>CHECKING/SAVINGS</b>	
Checking — Wells Fargo	98,520.34
Curtin Scholarship Fund	5,854.28
Total Checking	104,374.62
ING Savings	257,108.43
<b>Total Checking/Savings</b>	<b>361,483.05</b>
<b>Accounts Receivable</b>	<b>9,846.25</b>
<b>Prepaid Expenses</b>	<b>19,056.20</b>
<b>Undeposited Funds</b>	<b>1,165.00</b>
<b>Total Other Current Assets</b>	<b>20,221.20</b>
<b>Total Current Assets</b>	<b>391,550.50</b>
<b>Fixed Assets</b>	
Accumulated Depreciation	-7,640.32
Equipment	7,640.32
Total Fixed Assets	0.00
<b>Total Assets</b>	<b>\$391,550.50</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Current Liabilities:</b>	
Accounts Payable	309.98
Other Current Liabilities	-
Deferred Revenue - Conference	14,010.00
Deferred Revenue - Dues	88,353.80
Deferred Revenue - Operator Rel	5,046.00
Speaker Credits	5,400.00
Total Other Current Liabilities	112,809.80
<b>Total Current Liabilities</b>	<b>113,119.78</b>
<b>Total Liabilities</b>	<b>113,119.78</b>
<b>Equity</b>	
Retained Earnings	274,684.19
Net Income	3,746.53
<b>Total Equity</b>	<b>278,430.72</b>
<b>Total Liabilities &amp; Equity</b>	<b>391,550.50</b>

This was a great year for the Future Directions Committee (FDC). We have worked diligently to listen and communicate the needs and concerns of all of our members to Amtelco leadership. We will continue to do this in the upcoming year. Recognizing the software needs of our members continues to be a top priority for the FDC. I look forward to continuing to work with the dedicated members of the FDC, Kevin Beale and his team in 2020.

This has been an active year for the FDC. Over the past year, the FDC has worked with the PDC and Amtelco to host multiple webinars. We look forward to hosting additional FDC Presents Webinars in the upcoming year as well as continuing to work with the Professional Development Committee to host webinars on a wide range of topics.

This past year the FDC hosted an Owners/Executives call. This call took place post-conference and provided a platform for owners and executives to have their opinions heard despite being unable to attend the session personally at conference. The information gained from this call was presented to Amtelco. In addition to the Owners/Executives call, the FDC extended an invitation to the Beta Team to participate in a monthly call which proved to be a great success. The Beta call took place in January 2020 and the information from this call was directed to the Amtelco application development team.

This year has brought many new developments from Amtelco. The FDC has been a voice for the NAEO membership to provide feedback about current developments and guidance as to what features would benefit member companies most. We look forward to continuing this in 2020.

### Committee Members:

- Jason Miller – Chair
- Mike Crossman – Vice Chair
- Alan Tucker – retired Dec 2019
- Chris Bach
- Darren Stevens
- Gloria Fruit
- Greg Beale
- James Sneed
- Jaimie Guidry
- Kevin Beale
- Kurt VanderScheer
- Matthew Crocker
- Michael Goumas
- Theran Mossholder



SUBMITTED BY:

**Jason Miller,**

*Future Directions Committee Chair*



# HEALTHCARE USER GROUP REPORT

Since 2016, when we became an official committee, we have identified some of the core NAEO benefits that Hospitals can more readily take advantage of, as well as some of the unique challenges facing the not-for-profit Healthcare systems.

In 2019, just three short years, we remain committed and our progress speaks for itself. Here are a few of the programs initiated focused on hospital inclusion, education and value for our members!

Our goals remain:

1. Improve the experience for all HUG members
2. Demonstrate the value of NAEO to 1Call members
3. Increase the number of organizations and members in HUG

## RYVER:

In 2018, RYVER was rolled out as a benefit for the entire NAEO membership. This allowed the HUG and 1Call members to network and interact with other like-minded people in real time.

## Virtual Education Series:

NAEO catered to the Hospital/Medical Services by offering a Biannual Virtual Series. Spring (April) of 2019 was our first Virtual Education Series and was very successful and well attended. Like IS Summer series, this virtual series will give access to those HUG members and 1Call members who normally are not able to attend due to travel and budget issues. The series is three full days of intense learning in a virtual setting. No need for hotel rooms or travel expenses. And the price is built into the 1Call membership. Because the Spring session was such a hit, the Fall Virtual Education Series took place in October.

## Hospital Webinars:

Monthly webinars geared towards our hospital and healthcare members began in December 2018 and had a strong attendance presence for 2019. January 2020 started off in full swing and we are currently looking for topics and presenters to share information!

January	Getting Ready for Genesis
February	Hospital Education : Mergecomm
March	Hospital Education : Features/Benefits
April	Learning Management System
May	Getting to Know Genesis, Part 1 of 3
June	Getting to Know Genesis, Part 2 of 3
July	Getting to Know Genesis, Part 3 of 3
August	Building a Script
September	IS and Crystal Reports

October	Mergecomm
November	Holiday
December	Holiday

## 1Call SIG Group:


NAEO dispatched Tifani to the 1Call seminar in Madison, WI, to represent and staff a booth loaded with NAEO giveaways and information. This year, the NAEO booth was included in the main session room, encouraging more interaction with the attendees. The overall perception that NAEO is a division of Amtelco was clarified by our presence and PowerPoint presentation by Tifani and Christina. A drawing for a Bose SoundLink speaker helped attract more attention from 1Call attendees. As mentioned, the drawing enabled us to collect contact information from attendees for follow-up after 1Call. We have gained 18 new hospital members with more on the horizon.

In 2019, HUG met monthly to discuss:


1. What your department is currently focusing on
2. Any challenges you may be facing that your member peers may be able to help you with
3. New ways of executing hospital processes that are more efficient
4. Different types of calls taken in a hospital environment and coordinating workflows
5. Suggestions for webinar topics
6. Other topics identified on the agenda

These meetings are a great way for Hospital members to collaborate with like-minded individuals. We can bounce ideas off one another and share best practices.

I would like to take this opportunity to thank all our HUG members for all their hard work and diligence during this term. Your input was invaluable to keeping us current and successful. Looking forward to another strong year of growth, education and progress!



**SUBMITTED BY:**  
**Christina Nowell,**  
*HUG Committee Chair*



**Tifani Leal,**  
*HUG Committee Vice Chair*

# MEMBERSHIP REPORT

Annual membership expiration is on December 31 each year.

The Membership Committee under the leadership of Chair Tifani Leal and Vice Chair JoAnn Fussell diligently worked to maintain and improve the status of our organization.

They jumped into action to retain as many existing member renewals as possible. Focusing on members on the fence about rejoining was their first priority with a huge effort to reduce churn.

Next, their goal was to reach out to previous members and new owners to reel them in to allow them to enjoy the many outstanding perks of being a member of NAEO. Hospitals using Amtelco equipment was also a big target base they utilized.

It is imperative that we improve membership participation to survive with the many changes and mergers continuing to affect our industry.

The year 2019 began with 143 members. The committee's efforts harvested a recovery of 5 past members and 17 new members. With the loss of a total of 8 members during the year, we began with 152 dues paying members for 2020.

Early 2020 is not faring well, however. Three cancellations due to mergers and equipment changes and 25 non-renewals have greatly affected our numbers. The Membership Committee will continue its efforts to contact and re-connect with our recent losses.

Reaching out with emails and phone calls is already in progress to remind them of the many privileges included in membership they would be missing and potential new members to advise them of all we have to offer.

The next task was to scrub the NAEO ListServ, PDC Library and

RYVER of non-eligible participants. Alerting Amtelco of their non-participation in the group caused them to forfeit the 10% Service Contract Discount that is an exclusive benefit for being a member of this association. This usually results in the recovery of those slow to renew.

Focusing our attention on more benefits for NAEO members, strategizing to attract **SIG (Special Interest Group)** memberships, developing more hospital participation define our goals for the future.

## HIPAA Certification Program

This program was rolled out at our 2018 conference in Fort Lauderdale and has aroused a lot of attention. In our freshman year 530 agents were certified. In our sophomore year there have been 253 certified agents.

## Special Interest Groups (SIG):

### TUNe Conference

Tifani Leal and Linda Wilson attended the TUNe annual conference in New Orleans in April 2019 to showcase NAEO benefits in hopes of recreating the magic and success of our 1Call attendance! We gained five members. We have been notified by TUNe President Gary Edwards that aside from the annual conference, the TUNe membership does not find value in any other benefits NAEO has to offer at this time and they will not renew their memberships. Our efforts will continue to "romance" our co-members of TUNe.

We are beginning to see some growth from the 1Call/Hospital members this year, with the inception of the Virtual IS Series in April (Spring) and October (Fall). At present, we have 28 1Call/Hospital members.

### 1Call Conference

NAEO again dispatched Tifani to the 1Call seminar in Madison, WI, accompanied by Jimmy Lewis (A1 Prof IT) to represent and staff a booth promoting NAEO, touting the opportunities afforded them by membership. The NAEO booth was included in the main session room, encouraging more interaction with the attendees. The drawing for a Bose SoundLink speaker enabled us to collect contact information from attendees for follow-up after 1Call.





## Preferred Vendor Program

One of our biggest projects of the year was to look for more member benefits in the form of new vendors for our Preferred Vendor Program. Below are our current Preferred Vendors:

- Amtelco
- KnowBe4
- NotifiUs
- Infinite Convergence
- PeoplePraise
- Philips Consulting Analytics
- ProHIPAA
- Pulsar360

Positive effects of NAEO Membership expansion will help us reach the following goals:

- Avoid increased membership dues
- Opportunities to learn from different perspectives
- Decreasing conference fees
- Increasing Networking and Collaboration

Newslinks, over the course of next year, will be spotlighting exclusive member benefits as well as Member Companies. If you would like to *share your story*, please contact us at [membership@naeo.org](mailto:membership@naeo.org). We look forward to highlighting your accomplishments.

Remember, *all* members can assist in the recruitment of NEW members. You do not have to be on the Membership Committee to do so; however, please consider joining the committee as all help is greatly appreciated and a step towards becoming a NAEO Board member.

The Membership Committee meets monthly by conference calls at no cost to you. Members lead and participate on various projects and seek new opportunities to improve the existing benefits. Please send any inquiries about volunteering for this committee or having your company spotlighted in Newslinks to [membershipcommittee@lists.naeko.org](mailto:membershipcommittee@lists.naeko.org).

I would like to take this opportunity to thank all our Membership Committee members and my Vice Chair, JoAnn Fussell, for all their hard work and diligence during this term. Keeping me informed and sharing your input was vital to our success.

Jana Olson with Amtelco has been an integral part of our group for the last several years and we owe her enormous debt of gratitude as her support and commitment are incomparable.

## Membership Committee Members

- Tifani Leal, Chair
- JoAnn Fussell, Vice Chair
- Robin Bailey
- Rob Bennett
- Alana Nikiforuk
- Jolie LeBlanc
- Whitney Murray
- Jana Olson, Amtelco Liaison (Rock Star)



SUBMITTED BY:

**Tifani Leal,**  
*Membership Committee Chair*

## NAEO — DID YOU KNOW?

The original founding group was made up of “owners only,” no managers or other staff.

# PROFESSIONAL DEVELOPMENT REPORT

The Professional Development Committee (PDC) has had another busy, productive and exciting year! As a Committee we focus on four major projects: adding more content to the Professional Development Library, scheduling educational webinars for the year, the Summer Series Workshops and the Advanced Technical Workshop. All the success comes from the hard work and dedication of the Committee members.

## Professional Development Library

The Professional Development Library gives all members access to the educational videos created by members of the PDC as well as create your own in-house online learning center — and it's included in your NAEO membership. Our current focus is to update and produce videos to include in the Intelligent Series.

## Webinars

2019 was a jam-packed year with year of every-other-week educational, operational and technical webinars. A huge thank-you to all our webinar presenters and hosts! We couldn't do it with you, and we appreciate you all sharing your knowledge, expertise and time. The 2020 schedule is filling up with more great webinar topics. Keep an eye on the ListServ and the NAEO website for updates.

## Summer Series

The 2019 Summer Series was held July 29-31 in Atlanta, GA, at the American Hotel. It was a successful year with 64 attendees! This year consisted of three tracks: IS 101 (Beginner/Intermediate), IS 102 (Intermediate/Advanced), and Supervisor Leadership. I would like to thank all our instructors for sharing your knowledge and experience: Marie McGuire of AnswerTel, Stephanie Woodford of Personalized Communications, Jaimie Guidry of Dexcomm, Rob Beattie of AnswerPlus, Brian Doherty of Crocker Communications and Jamie Hay of BearCom Canada. We couldn't have done it with you!

We would also like to thank Amtelco for lending us the talents, knowledge and assistance of Michael Quimby, Pat Dye and Amber Shroedl. And of course, thank you to our sponsors Amtelco! We enjoyed a wonderful buffet style meal at Pitty Pat's Porch, with some delicious Southern-style food. It was another great evening filled with lots of food, laughs, and networking.

We are hard at work developing the 2020 Summer Series, which is headed to Charlotte, NC! This year's Summer Series will still be split into three tracks, but all three tracks will be IS classes. We will have an IS101 for beginners and those just starting out with their journey to programming. IS102 will be focused on Contact Based Architecture and IS Dispatching. IS103 is designed for seasoned scriptors and will teach methods of expanding on scripts with outside interfaces, Mergecomm and more.

In lieu of an Advanced Technical Workshop for 2020, an Amtelco U session will be held on Sunday, March 15. The topic is "Billing Link" and is presented to you by Amtelco's Jana Olson and Gary Kerner, and Jeff Farber of A-B Communications. Covered topics will be: New Features, QuickBooks Integrations, Hidden Shortcuts, Reports, Rounding, ProForma schemes and much more!

This year we welcomed new committee members and continue to extend an open invitation to you. We're always looking for webinar ideas, webinar presenters, and assistance with our workshops. Please email [professionaldevelopment@naeo.org](mailto:professionaldevelopment@naeo.org) with your ideas, feedback, to volunteer to present on a topic or to join the committee. We'd love to have you join us!

Finally, I'd like to thank all our member companies that have lent us their star employees. A huge thank-you to this year's committee members for volunteering your time, talents and efforts to benefit the NAEO membership. I can't thank you enough for all your commitment and hard work. Again, we could not do it without you. It's been an honor and absolute pleasure working with all of you!

## Committee Members 2019

- Alana Nikiforuk, past PDC Chair and Educational Contributor
- Tifani Leal, past PDC Chair and Educational Contributor
- Kaylin Cowherd, past IS Instructor and Educational Contributor
- Andrea Martin, Educational Contributor
- Joe Belfeuil, Educational Contributor
- Justin Wiggins, Educational Contributor
- Kelly Cammack, Educational Contributor
- Marie McGuire, IS Instructor and Educational Contributor
- Michael Goumas, past IS and ATW Instructor and Educational Contributor
- Taylor Fawks, past ATW and Educational Contributor
- Michael Quimby, Amtelco Liaison



SUBMITTED BY:

**Jaimie Guidry,**  
*PDC Chair*

# COMMUNICATIONS REPORT



The Communications Committee's primary goal is to keep our members up to date with what is happening within NAEO and our industry. With this in mind, early on, we started off by creating a committee logo with the tagline "Connecting Our Community" as a visual reminder of our mission!

We have worked hard to get Newlinks to your inbox within the first week of every month. We've added regular new content from our industry friends like TUNe, ATSI, CAM-X, WSTA, GLTSA and ASTAA, snack-sized news from the NAEO committees, recurring articles on games in the call center, phone etiquette tips, member benefit spotlights, ICYMI (In Case You Missed It) posts from the listserv and social media as well as Tip of the Month for NAEO's Superior Agent Service Awards. All of this is on top of the great submissions from our regular contributors Kevin Procter (Extend Communications), Michael Goumas (AnswerFirst), Amtelco staff (supplied by David Drenk) and our dose of inspiration by Gary Blair (i24 Call Management Solutions). In August we also made the change so that anyone can sign up on our website to receive Newlinks, even non-members!

Our social media presence has continued to grow this year! We started an Instagram account. Our Facebook page is active with new posts almost daily about upcoming events like Conference, Summer Series and webinars, #TBT and #NameThatNAEO'r photos, STEP challenges, birthday shout-outs, and fun photos of things that our members do in their office like for Halloween. Our Twitter and LinkedIn accounts are also active with similar posts. If you haven't already, be sure to follow our social media accounts and join in on the conversation!

Facebook: <https://www.facebook.com/joinNAEO>  
Twitter: <https://twitter.com/joinNAEO>  
Instagram: <https://www.instagram.com/joinnaeo/>  
LinkedIn: <https://www.linkedin.com/company/national-amtelco-equipment>

This year we connected with and began a structured program of submitting press releases to TASTrader and Connections magazines to keep the larger telephone answering industry

aware of the exciting things going on with NAEO. Vice Chair Marvin Cooper has done great work making sure that we provide monthly press releases to both magazines.

The Communications Committee welcomed a new member this year and has an incredibly strong core of highly motivated, dedicated members. If you or someone in your office has a talent or passion for writing articles, posting on social media or just a general knack for communication, please consider contributing articles or better yet, joining us! We can be reached via [communications@naeo.org](mailto:communications@naeo.org).

In closing, I'd like to say thank you to this year's committee members for volunteering your time and sharing your unique strengths to connect our NAEO community and keep them in the know. I can't thank you enough for all you have done and continue to do!

## Committee Members 2019

- Marvin Cooper, Vice Chair (American TeleCenters)
- Jamie Hay (BearCom Canada)
- Kaylin Cowherd (Advanced Answering Center)
- Sharon Brainard (Personalized Communications)
- Jolie LeBlanc (A1 Professional Answering Service)
- Rob Bennett (Bennett Answering Service)



SUBMITTED BY:

**Alana Nikiforuk,**  
*Communications Chair*



**Marvin Cooper,**  
*Communications Vice Chair*

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**EXECUTIVE DIRECTOR Gigi Sutton**

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## 2021 ANNUAL CONFERENCE

— SAVE THE DATE —  
**MARCH 8-10, 2021**

*Details coming soon at [naeo.org](http://naeo.org)*