



NATIONAL SPEAKERS ASSOCIATION

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Call Center Ideas' Co-Founder and President Selected As A Professional Speaker in the National Speakers Association

Memphis, TN – MAY 28, 2003 – The National Speakers Association (NSA), the leading organization for experts who speak professionally, recently accepted Bob Furniss, Call Center Ideas (www.callcenterideas.com) co-founder and president, as a professional member of the association. To become an NSA member, Furniss had to provide documentation of his professional speaking experience and agree to a strict code of ethics.

NSA's 4,000 members include experts in a variety of industries and disciplines, who reach audiences as trainers, educators, humorists, motivators, consultants, authors and more. Since 1973, NSA has provided resources and education designed to advance the skills, integrity and value of its members and speaking profession.

"I am not only excited, but honored to be a part of such a prestigious group. Learning and sharing with other members will truly benefit my audiences," says Furniss.

Furniss is a practiced speaker who focuses on customer service, call centers and improving the customer experience. He has been a featured speaker at various customer care conferences and expositions including TopRep, Call Center/CRM 2001, etalk Customer Forum, CTIA World of Wireless, American Marketing Association and Call Center Canada. His unique speaking style brings to life the day-to-day struggles in the call center. Furniss weaves motivation and inspiration into the mix to impact his messages. His goal is to create in audiences the desire to change, the confidence to act and the tools to succeed.

About Bob Furniss

As co-founder and President of Call Center Ideas (www.callcenterideas.com), a source for call center executives, managers, supervisors and agents - providing simple "to the point" ideas that offer a fresh approach to managing and working in today's high-energy call centers, Bob Furniss brings more than 22 years experience in the customer service field. He is also in the process of co-writing a book, "*Ideas That Matter*," with long-time partner Scott O. Thomas, which comprises a unique gathering of hot new ideas for call centers.

About NSA

As the leading organization for experts who speak professionally, NSA provides resources and education to advance the skills, integrity and value of its members and the speaking profession. NSA is the recognized voice of the speaking profession and sets the benchmark for platform excellence worldwide, impacting how people work and live.