



TechServe Alliance Celebrates One Year!
We asked. We listened. We responded.

It is hard to believe one year has passed since we adopted the TechServe Alliance brand. Equally striking is the positive feedback we have received from our members who recognized in this brand change our renewed commitment to helping them achieve their business goals as we advance excellence and ethics within the IT services industry.

We dedicated this first year to deeply exploring the needs of our members. **We asked. We listened. We responded.** Thanks to your insight and openness, we spent the past year enhancing the benefits members have enjoyed since our association's inception in 1987 while retooling services, improving programs and diversifying how we deliver support.

Inspired to Serve

The marketplace challenges of recent years, the rapid evolution of the industry and today's new economic realities have only inspired TechServe Alliance to expand how we educate and support our members. We have redefined what it means to be part of TechServe Alliance through aggressive and strategic expansion of our capabilities. For example, today TechServe Alliance is ...

- The voice of the IT services industry on Capitol Hill and before other policymakers. We are always monitoring legislative and legal developments and stand ready to defend our members' interests.
- The industry's performance benchmark expert, producing the annual Operating Practices Report and Sales & Recruiter Metrics Report.
- A resource for critical business services, including cost-conscious business insurance and legal support.
- A center of learning that provides members with pertinent webinars on important topics and, immediate access to valuable online education resources and e-learning at no cost.
- A vast network of professional resources that connects members through listservs and events, including the industry's premier Annual Conference & Tradeshow (October 6-8 in Orlando, FL this year).

Achieve More Together

As our industry embraces a new way of doing business, it is more important than ever for the IT services community to draw upon the power of collective action. Together we are stronger and will accomplish more.

Thank you for your membership in TechServe Alliance and your continued commitment to the association. For your commitment, we pledge to remain dedicated to launching new programs and services that are of value to members while remaining fully engaged in the fight to defend our industry's business model. Here's to a new year of succeeding together.

Best regards,

Mark Roberts
CEO, TechServe Alliance

P.S. Now that we have marked one year since our brand change, we will be moving away from the TechServe Alliance logo that includes the "formerly NACCB" line. The updated logo is now available for your download and use on the [Brand Central](#) page of the TechServe Alliance Web site.