



**Congratulations to Trish Brown**

*Canadian Call Management Association* FOR IMMEDIATE RELEASE

***The 2010 DSEE, Donald Swift Education Endowment Recipient***

**Grimsby, ON, October 25<sup>th</sup>, 2010** Introduced in September 2008, the Donald Swift Education Endowment (DSEE) is borne of the belief that if an individual was given an opportunity not normally available to them, a motivated personality would deliver amazing results. The award is presented to the person who is deemed to most exemplify the mission statement and values promoted by CAM-X.



Speaking to that exact definition, Trish Brown of Connections Call Centre in Squamish, BC was honoured the 2010 Donald Swift Education Endowment award and attended, for the first time, the Annual CAM-X Convention & Tradeshow, recently held at the Hard Rock Hotel in Las Vegas, NV.

The DSEE was designed to assist one dedicated person from a member organization, who may not normally attend, the opportunity to experience the value of a CAM-X Convention. The trust fund has been established to cover the expense of the attendee; including conference registration, accommodation and travel.

Trish Brown & Carey Swift

“I was truly honored to be selected for the DSEE for 2010, and attend the CAM-X conference in Las Vegas. For years I have heard my Mom (Lil Lyle) recount stories of conventions and speak so highly of all the new friends she has made. It was an honour to meet so many of the people that I have heard about for years, and found that many of them already knew so much about me. The opportunity to meet and network with some of our industry’s finest was phenomenal. I would like to thank the DSEE for making my first CAM-X conference a reality.”

Trish Brown

**About CAM-X**

Based in Grimsby, Ontario CAM-X is a Canadian based trade association for the Call Management industry which includes: call centres, telephone answering services, voice-mail services, telemarketing services, and other communication services. Their goal is to contribute to their members’ profitability by fostering a willingness to exchange ideas, experiences and solutions while promoting the general welfare and ethical standards of the industry. ([www.camx.ca](http://www.camx.ca))