

**Televerde**  
4636 E. University Drive, Ste. 150  
Phoenix, AZ 85034  
888-925-7526  
[www.televerde.com](http://www.televerde.com)



## **FOR IMMEDIATE RELEASE**

### **CONTACTS:**

Jan Shulman, 480.664.8412, ext. 12, [jshulman@ACmarketingPR.com](mailto:jshulman@ACmarketingPR.com)  
Jodi Amendola, 480.664.8412, ext 11, [jamendola@ACmarketingPR.com](mailto:jamendola@ACmarketingPR.com)  
Amendola Communications for Televerde

### **MICROSOFT CEO STEVE BALLMER TO ATTEND VIP RECEPTION SPONSORED BY TELEVERDE HONORING ARIZONA TECHNOLOGY COUNCIL AND NPOWER**

*Gov. Janet Napolitano and prominent guests to attend special event supporting the ties  
between technology and philanthropy in Arizona*

**Phoenix, Ariz. – Feb. 22, 2007** – As part of its mission to bring high value to its customers while investing in the education and training of its workforce to benefit the local community, [Televerde](http://www.televerde.com), a Phoenix-based marketing services company that focuses on high-technology clients, will be the exclusive sponsor of a by-invitation-only VIP reception that precedes the inaugural Byte Night Arizona 2007, hosted by Microsoft Corp. The events recognize organizations and individuals who have used their success in the technology sector for the greater social good. The reception is limited to 75 to 100 prominent guests, and will be held at Camelback Inn in Scottsdale, Ariz., on Tuesday, March 13, 2007, from 5:30 p.m. to 6:30 p.m., followed by Byte Night, from 7 p.m. to 10 p.m.

The black-tie optional reception will provide an intimate setting where guests can meet Microsoft CEO Steve Ballmer, keynote speaker of Byte Night; Arizona Gov. Janet Napolitano; and congratulate the recipients of Arizona Technology Council's and NPower's "Techanthropic Awards," including Craig Jackson, CEO of Barrett Jackson; and Don Budinger, founding director of Rodel Charitable Foundation of Arizona. The award honors those who use technology in a manner that benefits philanthropic causes in Arizona.

"Televerde shares Microsoft's vision to strongly support education and training in high technology to create a more motivated and productive workforce that will help local businesses prosper with a socially conscious strategy. As the exclusive sponsor of this high-profile reception, we hope the VIP guests will become a driving force in the critical need to retain and develop socially responsible technology leadership within the state," says James H. Hooker, Televerde's president and CEO, and co-chairman of the Workforce Development Committee of the Arizona Technology Council.

“Televerde is the Arizona Technology Council’s perfect embodiment of a company that continually invests in its workforce to reach its maximum potential while using cutting-edge technology to bring high value to its customers. By attracting members of Televerde’s high caliber and dedication, we hope to realize our vision of Arizona becoming recognized as a top-tier technology state that offers value to business customers,” says Donna J. Kent, president and CEO, Arizona Technology Council.

Byte Night proceeds will benefit the Arizona Technology Council and NPower Arizona, two organizations dedicated to strengthening Arizona’s economy by building its technology community and ensuring all nonprofits use technology to better serve their communities.

#### **About Televerde**

Televerde is a premier provider of actionable market intelligence, qualified sales leads and integrated marketing solutions that collectively accelerate sales revenue and generate new customers in the business-to-business marketing arena. Televerde has developed specialized expertise in the IT/high-tech sector through more than 10 years of high-level dialogs with company decision-makers. By leveraging best practices, new technologies, intuitive reporting tools and continuous training, Televerde delivers fully measurable ROI in a performance-based pricing environment. Core services are focused on end-to-end sales and marketing requirements, including lead generation, lead qualification, lead management, market research, event recruitment, sales support, win-loss analysis and outsourced sales. For more information, call 888-925-7526, visit [www.televerde.com](http://www.televerde.com) or contact [info@televerde.com](mailto:info@televerde.com).

#### **About Arizona Technology Council**

Since its inception in 2002, the Arizona Technology Council has been the largest association of technology companies in Arizona, whose shared vision is for the state to be recognized as a top-tier center for technology-based businesses. The Council works to carry out this vision by driving partnerships, policies and programs that advance the business climate for Arizona’s technology community and by representing, supporting and advocating for member companies through initiatives, advocacy, networking and effective communications. The Arizona Technology Council represents 235,000-plus employees at more than 400 of the leading technology companies across Arizona. Represented industries include advanced manufacturing, aerospace, biotechnology, e-learning, environmental technology, software, Internet applications, semiconductors, and telecommunications.

#### **About NPower**

Established in 2003, NPower Arizona is an affiliate of the [NPower Network](#), a national network of local nonprofits that help other nonprofits use technology to better serve their communities. In addition to [Microsoft Corporation](#)’s visionary and founding support of the NPower Network, NPower Arizona received start-up funding from the Arizona Community Foundation, Nina Mason Pulliam Charitable Trust and the Virginia G. Piper Charitable Trust. NPower has supported more than 250 nonprofits through training, consulting, community events and technology planning; facilitated donations of nearly \$500,000 in Microsoft licenses to local nonprofits, and hosted more than 1,500 student hours of training and community education events. Its focus is primarily on Maricopa County, but will expand to other regions in the future.

###

**Televerde**  
4636 E. University Dr., Ste. 150  
Phoenix, AZ 85034  
888-925-7526  
[www.televerde.com](http://www.televerde.com)