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MEDIA RELEASE

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NEW ASSOCIATION sets HIGH STANDARD for SMALL BUSINESS IT SUPPORT

With the increasing complexity and power of modern Information Technology infrastructure, the small business owner is often bewildered by the enormous range of choices and solutions on offer. Because most small business owners don't understand IT jargon and don't want to, many are suspicious of IT companies, regarding them as expensive, often untrustworthy and frequently unreliable.

To assist small business with their IT concerns, a professional Association has been formed. To become a member of the new association, individual IT companies and service engineers have to be experienced, qualified professionals who agree to be bound by a rigorous customer service charter and the Association's Code of Ethics. For example, members —

- must not misrepresent their skills or knowledge
- must give opinions which are as far as possible unbiased and objective
- must protect and promote the health and safety of those affected by their work
- must consider and respect people's privacy when working with their data
- must not knowingly engage in any dishonest or fraudulent practice
- must agree to support fellow members and their clients when required.

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Association President Mr. Alan Lunghusen expects that small business clients who employ members of the new association can do so with the assurance that members can be trusted to not only offer sound advice, but also to implement the most appropriate IT strategy for their client's business growth. He said that Association members are able to leverage their collective experience to —

- *make small business owners aware of the availability of quality, professional IT support*
- *offer clients uniform and superior standards of competency*
- *quote competitively with no hidden extras*
- *develop a higher level of client trust in the industry.*

Alan said that Association members were offering their clients a “Virtual IT Department”, backed with the experience, skills and resources of the combined membership. The Association plans to support its membership through regular training and information sessions. In addition, the new Association has established links with major IT vendors such as

- Microsoft
- HP,
- Trend-Micro
- Symantec

giving members rapid access to information and updates on vendor products.

Further information about the new association can be obtained by contacting one of the committee office-bearers listed below:

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Founding Members, 2005

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