



Jason Smith
Sales Manager
Midland Communications

Jason Smith, Sales Manager of Midland Communications, Speaks at Technology Assurance Group's Regional Meeting

Midwest's Elite Business Communications Providers Discuss Issues Impacting Their Industry

DAVENPORT, IA – June 28, 2007 - Midland Communications, the region's leader in business communications, announced today that the company's sales manager, Jason Smith, spoke at Technology Assurance Group's Midwest Regional Meeting recently held in Chicago. Technology Assurance Group (TAG) is an organization of independently owned business communications companies representing over \$385 million in products and services in both the United States and Canada. Mr. Smith shared his expertise and valuable insight on a number of issues impacting the Midwest's elite providers and their customers.

Mr. Smith discussed such topics as the impact of the latest technology like VoIP, how to enhance employee performance through mentoring, how to exceed customer expectations by increasing their profitability and giving them a competitive advantage, and utilizing marketing to effectively communicate to the target audience. Mr. Smith is an expert in each one of these subject areas and was able to share specific examples from his own business experiences.

"Mr. Smith was a natural fit to participate in this valuable meeting. His reputation far exceeds those of

his competitors and this is directly attributable to the better business practices he has implemented over the years," commented Dale Johnson, CEO of TAG. "Jason is dedicated to exceeding customer expectations and has built a team of knowledgeable professionals committed to this philosophy."

"It was a privilege to share our experiences and offer advice to our colleagues," stated Mr. Smith. "We are proud at what we've accomplished over the years serving the area's businesses and speaking engagements like this is one way we can help others learn from the manner in which we conduct business."

ABOUT MIDLAND COMMUNICATIONS

Midland Communications began more than 60 years ago in 1946 as the Worldwide Marketing Arm of Victor-Animagraph Projectors. In 1977 a communications division was formed due to a partnership with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Communications has a customer base of more than 3,000 satisfied customers that include general businesses, government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including

VOIP, PBX and key systems, Wide Area and Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is simple, provide quality products at a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Communications, call (563) 326-1237 or visit www.midlandcom.com.

ABOUT TECHNOLOGY ASSURANCE GROUP (TAG)

Technology Assurance Group, LLC (TAG) is an organization of independently owned telecommunication companies representing over \$385 million in products and services in both the United States and Canada. TAG provides its members with the competitive advantages necessary to achieve a dominant position in their marketplace. Members benefit from programs including strategic partnerships with communication solution providers, best business and management practices, and advanced sales training programs. For more information on TAG, please call 858-673-5800 or visit www.tagnational.com.