



Jason Smith
Vice President

Technology Assurance Group Invites Jason Smith, Vice President of Midland Communications, to Offer His Views on the Latest Technologies Impacting the SMB Marketplace

Industry Leader to Lend His Expertise and Years of Experience to U.S. and Canada's Top Technology Providers at TAG's Annual Convention

DAVENPORT, IA — January 30, 2011 — Midland Communications, an industry leader in unified communications, announced today that Technology Assurance Group (TAG), an international organization of leading independently owned unified communications companies representing over \$350 million in annual sales, invited Jason Smith, Vice President of Midland Communications, to present on the latest technologies impacting small to mid-sized businesses (SMB) at the 11th Annual TAG Convention. Mr. Smith will share his extensive industry expertise and company's experiences with top technology providers located throughout the United States and Canada. TAG's 2011 Annual Convention will be held on March 16th – 18th in San Antonio, Texas.

With the growth of cloud-based technologies, the theme of the 2011 Annual Convention is "Find Your Silver Lining in the Cloud." SMBs have begun to fully understand the true value of cloud technologies and the market is set to explode. According to predictions by IDC Research, "By 2014, sales of cloud computing products or services will

generate almost \$56 billion in annual revenues." The expansion of cloud technologies will not only have a profound impact on the technology sector, but this growth will transform the manner in which SMBs conduct business across all industries. Smith will share his views on the future of cloud technologies, virtualization, hosted solutions, and managed services with other industry professionals. As a well-respected business leader in the industry, many of his peers will gain valuable insight on where the cloud is taking businesses.

"We've always placed the utmost importance on being on the leading edge of technology which is why we spend so much time and energy educating our employees," commented Smith. "When we truly understand where our industry is headed, it makes it much easier to increase our customers' profitability and give them a competitive advantage. An ancillary benefit to running our organization in this manner is that we are able to share our experiences with our colleagues at events like the TAG Convention."

"The TAG Convention brings the brightest minds and most innovative thinkers in our industry together to share best practices, learn from one another and plan for a successful future," stated Brian

Suerth, EVP and Partner of Technology Assurance Group. "We are honored to have Vice President Smith at our event, and we all look forward to learning from him."

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 international
organization of leading

independently owned unified
communications companies. 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.
TAG's mission is to increase its
Members' sales and profits through
education and to ease their
introduction of new technology to
the marketplace by leveraging their
combined intellect and purchasing
power. For more information on
TAG, please call 858-673-5800 or
visit www.tagnational.com.