

# A New Market in Compliance Assistance

**T**elemarketers may have fallen on tough times, but those firms that assist companies in complying with the new federal do-not-call legislation are busy.

The Federal Trade Commission reports that telemarketers have been complying with the law. The Washington-based American Teleservices Association, the trade group for telemarketers, has hosted 10 compliance seminars around the coun-

try is providing a hotline for members for answering compliance questions.

Indianapolis-based Call Compliance Inc. is one company that is helping telemarketers comply with the law. Call Compliance's TeleBlock product screens and blocks outbound calls by matching telephone numbers against those on federal, state, third-party and in-house do-not-call lists, says Dean Garfinkel, company chairman. Garfinkel says the product costs

roughly half a penny per call.

The company offers the service to phone companies, which then pass it along to companies that telemarket. Garfinkel says business has boomed since the do-not-call list took effect late last year, but he would not give figures.

"You have Fortune 100 companies that won't admit they're telemarketing, and we have mortuaries that telemarket," Garfinkel says. "Every kind of business imaginable telemarkets." ■