

Company Employee Newsletter Article

For Immediate Release

Contact: Kay Midthun

Commercial Marketing Starts Webinar Series

Commercial Marketing has launched an Internet Security Webinar Series for business customers and prospects. The Security Series includes monthly webinars from June to September. More than 500 people registered for the June 23 webinar, *What Business Leaders Need to Know about Internet Security*.

The speaker for the Series is Dr. Johannes Ullrich, Chief Technology Officer for the SANS Internet Storm Center. SANS, as well-known and respected organization, provides security training throughout the world.

The Security Series is geared to:

- Educate business leaders
- Differentiate TDS from competitors and add value
- Position TDS as a source of security information for the media
- Identify business leaders who have security needs
- Provide security content businesses can use to make a purchase decision

“Based on feedback from customers and Business Sales, many business owners don’t understand security, don’t realize the extent of their security risk, and don’t know how to approach the issue,” says Kay Midthun. “Business leaders often mistakenly believe their business isn’t a likely target because it’s not a large enterprise.”

The Security Series began with an overview of Internet security. Future topics will relate to PC security, network security and the danger businesses face due to employees’ Internet access and activities. All sessions will focus on education, yet will coincide with TDS security product offerings.

To learn more about the Webinar Series, contact Kay Midthun or visit the TDS Security Center at tdsbusiness.com/securitycenter.

#