

Hawaii Call Center News: TC Kokua LLC

## Press Release

### **Maui Company President Named Chairman of the Board of Maui United Way**

**MAUI, Hawaii June 14, 2008** - TC Kokua LLC, a Maui company that provides inbound call center services to multiple industries, today announced that Max Tsai, President and Owner, has been appointed to Chairman of the Board position for Maui United Way.

Maui United Way, a part of the United Way national organization, has been in existence since 1944 and serves over 26 partner agencies through its varied community programs. "Maui United Way provides critical resources to community organizations that help people build productive lives. In fact, and 1 in 2 people on Maui is touched by the one of the services provided by Maui United Way partner agencies", said Tsai.

Volunteering is nothing new for Tsai. He currently serves on the Maui board of the American Heart Association, Maui Onstage/Iao Theater, Maui Chamber of Commerce Political Action and Business Education committees, and is a member of the Kahului Rotary.

Tsai was also the immediate past president and board member of the Maui Young Business Roundtable, past Maui Chair of the Hawaii Technology Trade Association, and past board member of Maui Big Brothers/Big Sisters.

### **About TC Kokua LLC**

TC Kokua has been managing customer call center operations for its clients since 2001 which to date have come from industries including high tech, activity, entertainment, real estate, healthcare, food and beverage, non-profit and state and local government. TC Kokua's call center uses proven internet and telephony technologies to manage multi-modal phone, email and chat daily volumes up to 5,000 contacts per day. TC Kokua is based in Kihei, Maui, Hawaii.

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