



Jeff O'Neill, VP of Sales/Owner  
Technolink of the Rockies  
720-895-4702  
jeff@asktechnolink.com

Cheryl Kassner, President/Owner  
Technolink of the Rockies  
720.895.4705  
[cheryl@asktechnolink.com](mailto:cheryl@asktechnolink.com)

## **NEWS FOR IMMEDIATE RELEASE**

### **Teleco of the Rockies Changes Name to Technolink of the Rockies**

#### ***Leader in Unified Communications Rebrands to Evolve With the Industry***

Englewood, CO — March 17, 2015 — Teleco of the Rockies, a leader in unified communications, announced today that the company has changed its name to Technolink of the Rockies. Top management decided that it was time for a name change in order to more accurately reflect the additional products and services the company will be adding to their repertoire in the near future. Technolink of the Rockies has built a strong reputation in the business community over the past 30 years by focusing on customer-centric solutions and by linking businesses to advanced technologies. Customers can expect to see the same faces, hear the same voices and continue to enjoy the same elite caliber performance that Technolink of the Rockies has built its name upon. The new name is merely reflective of the new solutions that customers will begin to see on the technological horizon.

“The future is here,” states Cheryl Kassner, President of Technolink of the Rockies. “Over the years, we’ve seen our fair share of ups and downs and we’ve really asked ourselves what’s the secret for sustained business success? The answer is incredibly simple. There’s no business strategy or management tactic more powerful than to *genuinely and passionately care about the well being of your customers’ businesses*. That’s it. Focus on serving your customers and the rest will take care of itself.”

She later added, “Some of our competitors lost sight of this customer-centric mindset during the last recession and their organizations simply faded away. Putting customer service at the heart of our organization is a focus that continues to pay dividends. It goes so far beyond customer service in the traditional sense, it’s about *protecting our customers as if they were part of our own company.*” This kind of mindset is rare in any industry.

“Any business owner knows that their success is directly correlated to their level of focus,” states Jeff O’Neill, VP of Sales. “Most business owners are simply too busy running their own organizations and they don’t have time to understand new technologies and experiment with all the different options available. It’s our obligation to stay on top of emerging technologies and to *proactively* recommend solutions to our customers *only* when we know it will positively impact their bottom-line or increase their productivity. As businesses continue to embrace cloud-based technologies, it’s only becoming more important for every organization to have a strong, reliable enterprise-grade network that can handle growth.”

Lots of organizations understand the need to evolve; yet Technolink of the Rockies’ rebrand is a way that they can show the rest of the business community that they are investing in the future. Where others talk the talk, Technolink is walking the walk. This name change is a reflection of the organization’s ability to adapt to the ever-changing technological landscape in order to better serve their customers, without losing sight of the key core values that have propelled it to success for the past several decades.

## **ABOUT TECHNOLINK OF THE ROCKIES**

Founded in 1983, Technolink of the Rockies is able to fulfill all of its customers’ technology needs. The company is the premier resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT Services, Network Security, Video Conferencing and Disaster Recovery. Technolink of the Rockies has built a team of professional voice and data specialists whose goals are maximum customer satisfaction through total customer service. The company designs, implements and monitors end-to-end solutions.

Technolink of the Rockies delivers the future by linking business technologies today! For more information, please call 303-790-8700 or visit us at [www.asktechnolink.com](http://www.asktechnolink.com).