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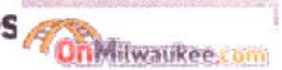
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Organization expands efforts to help local nonprofits

Racine-based CCB, Inc., works with 501(c)3 organizations to get them the best prices on technology related software, hardware and services. Most of the company's clients are located outside of the state, and now founder Chris Booth wants to give back to nonprofit organizations in the Milwaukee area too.

Booth started CCB, Inc. with his wife Patti almost 19 years ago after he spent much of his career serving on a software publishing association as an individual who helped coordinate and organize pricing for academic institutions.

"I always say I was called to do this," Booth said. "I have a passion for helping organizations who can't always afford to pay for the technology they need to function properly."

Booth recognized the nonprofit, charitable and religious organizations as a sector that also needed assistance servicing their technology needs.

"These organizations have budget frustrations going back even longer than my organization," Booth said. "They have always been faced by constraints and they have always struggled to stay current with their technology."

Booth has partnerships with manufacturers that can offer over 1,000 different brands of technology products for business including Apple, HP, Dell, Microsoft and others.

"My staff and I can work with local nonprofits to get up to 70 percent off the corporation price on some technology," Booth said. "Our one goal is to reduce their costs and increase their productivity."

According to Booth he has about 40 people who work for his organization on a full time basis and around 100 consultants.

"The biggest thing to realize is that we aren't trying to sell to these people, we try to serve these people by giving them the information they need to make an informed decision," Booth said. "We are able to take a look at what these organizations need and help them find the best solutions for them and try to provide them with an understanding of how they can save."

CCB can help nonprofit organizations decide which software, hardware or network solutions they need, and CCB employees can assist with installation, basic training and support, Booth said.

"We help others behind the scenes, always serving them and help them be better," Booth said.

"Technology is changing so fast, they want to be better but they don't necessarily have the where withal to buy the supplies they need at prices they can afford, and that's where we come in." For more information on how CCB can help your organization visit www.ccbnonprofits.com or call 1-800-342-4222.