

North Carolina Telecommunications Industry Association Program Development Committee

The Committee met on April 18, 2006 at the Wilmington Hilton, Wilmington, NC.

Present were: Herb Long, Ellerbe, Chair; Hayden McKenzie, North State; Charles Pickelsimer, Citizens (conference call) ; John Wengert, Star; John Wicker, Lexcom Telephone; Suzanne Wakefield, Sprint; Tom Brady, CIENA; Jim Humphrey, Tyco Electronics Power; Hal Carnes, CBW; Ann Simpkins, FairPoint; Board Liaison Steve Parrott (via Conference Call); NCTIA President Carole Woodward; NCTIA Program Director Rebecca Wyhof.

Absent: Stan Pace, Verizon; Tommy Nelson, Power and Telephone; Richard Royal, Nortel Networks.

Chairman Herb Long called the meeting to order and welcomed the group.

2006 Revenue Enhancement Activity - Herb Long reported for the Golf Tournament sub committee that Grandover is available on Oct. 30 or Nov. 6 at a cost of \$75 pp. A box lunch is \$14. Stan Pace is checking with Washington Duke. Steve Parrott will check with Pine Needles, where the Women's Open will be played about 8 months later. Pat MCGowan may do a golf clinic at Pine Needles. Golf Tech, a teaching organization from Raleigh may offer free clinics as well.

2006 Annual Convention Program Planning- A Draft of the invitational brochure was reviewed and the format was discussed. The Welcome Reception will be by the pool on Sunday with heavy hors d'oeuvres and featuring a band. A casual, family theme will include children's activities. TELCO will be moved to Sunday evening at 9 pm. A breakfast buffet is added both mornings. The tour of the NC Aquarium at Fort Fisher is Monday afternoon, for the non golfers. Details of the Golf Tournament were reviewed. Jim Humphrey signed a contract for the event to be held at Magnolia Greens. Monday evening will conclude, after the golf tournament with Dinner at Elijah's. Children's registration cost is \$100, \$175 full registration for spouses and \$350 for members. The featured speaker for the Chairman's Luncheon on Tuesday may be Hugh Shelton. The Distinguished Service Award and others will be recognized at the Luncheon. The brochure will be sent in mid June when registration on line should be available for members. The program and speakers were discussed at length.

75th Annual Convention Draft Program

Theme: "The Telecommunications Voyage – Calm Seas or Troubled Waters?"

Legislative / Regulatory Perspective

Richard Burr (John Wicker to contact) or Bob Etheridge or Elaine Marshall, Jo Anne Sanford or Jim Kerr (Steve to contact), Sue Myrick (Stan to contact) Shirley Bloomfield (Carole- contact)

Competitive Landscape

Wireless vs. Cable (unbiased report about the industry by group such as The Yankee Group)

Technological Innovation – (futuristic)

Cisco / Nortel / Motorola / TCA (Richard Royal to contact Steven Shephard)

Marketing - Panel to discuss the competitive landscape and the shifting demographics. Dana Baker, GVNW, Jim Weigert, FairPoint (Ann Simpkins to coordinate)

Wrap Up Luncheon Keynote

Hugh Shelton (Leadership) Astronaut Tom Jones (Leadership, Teambuilding Vision / Purpose, Motivation, Inspiration) Dennis Connor (Art of Winning)
Gary Jobson (Steve Parrott to contact)

Budget - A complete budget will be reviewed at next meeting. One day parking charges will be added to the Master Account. Committee members are to assist with checking name badges for the various events. A comparison with Pinehurst's total cost will be done. Board members will be asked to send another representative due to decreased overall cost to attend. Charles and Hal will discuss with the Board, the event's margin from year to year and if these funds may be available to make Convention better.

Next Committee Meeting is May 15 in Sanford.