

North Carolina Telecommunications Industry Association Program Development Committee

The Committee met on May 15, 2006 at the Wilmington Hilton, Wilmington, NC. Present were: Herb Long, Ellerbe, Chair; Hayden McKenzie, North State; Charles Pickelsimer, Citizens ; John Wengert, Star; John Wicker, Lexcom Telephone; Suzanne Wakefield, Sprint; Tom Brady, CIENA; Jim Humphrey, Tyco Electronics Power; Hal Carnes, CBW; Tommy Nelson, Power and Telephone; Richard Royal, Nortel Networks; NCTIA President Carole Woodward; NCTIA Program Director Rebecca Wyhof. Absent: Stan Pace, Verizon; Ann Simpkins, FairPoint..

Chairman Herb Long called the meeting to order and welcomed the group. Previous minutes were reviewed and discussed. Charles and Hal reported on discussions with the Board regarding the event's margin and whether funds may be used from year to year.

2006 Revenue Enhancement Activity - Herb Long reported that Grandover has given rates on Oct. 30 or Nov. 6 at a cost of \$75 pp. A box lunch is \$14. These rates will be good until June 14. 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 to be held at Magnolia Greens were reviewed. 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

Shirley Bloomfield (Carole reported she is not available)Richard Burr (John Wicker to contact and work on getting Burr until June 1) or Bob Etheridge, Jo Anne Sanford or Jim Kerr (Steve to contact), Sue Myrick (Stan to contact)

Competitive Landscape

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

Technological Innovation – (futuristic) –

Steven Shephard is confirmed.

Marketing - Panel to discuss the competitive landscape and the shifting demographics. Dana Baker, GVNW, Jim Weigert, FairPoint (Ann Simpkins will 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 preliminary budget was reviewed and discussed. Carole will check with Grove Park Inn regarding a site visit in August (27,28,29) or Oct. 23, 24.

Next Committee Meeting is June 27 in Sanford.