

**North Carolina Telecommunications Industry Association
Program Development Committee**

The Committee met on February 27, 2008 at 1:30 p.m. at The Umstead Hotel in Cary, NC. Participating were: Herb Long, Ellerbe, Chair; Candy Finley, AT&T; Tracy Sternberg, Embarq; Jeff Shipp, Star Telephone; John Wicker, Lexcom Telephone; Tom Brady, CIENA; Hal Carnes, CBW; Richard Royal, Nortel Networks; Jim Humphrey, Tyco Electronics Power; Tommy Nelson, Power and Telephone Supply; Board Liaison Stan Pace, Verizon; Board Liaison Charles Pickelsimer, Citizens; NCTIA Board Chair Bill Craigle; NCTIA President Carole Woodward; NCTIA staff Rebecca Wyhof. Absent: Hayden McKenzie, North State; Ann Simpkins, FairPoint.

The meeting was called to order by Chairman Herb Long. January 28, 2008 minutes were reviewed and discussed. Tom Brady reported the NCTIA Board met today and discussed the financial proposal outlined at the December committee meeting. They agreed for the Committee to carry over up to 10% of the Annual Convention budget revenues for the coming year's Annual Convention to be used for additional programming expenses. This action is in addition to the \$10k speakers fund already established by the Board. Other activities of the Program Development Committee are reflected in the Seminars and Programs line item of the NCTIA Budget. The Golf Tournament should have a separate budget line item and the only funds to carry over are Annual Convention.

2008 Sales Seminar- The May 8-9 dates for the Measure X Customer Service and Sales Training to be conducted by David Saxby. Two days of training is approximately \$6,000. Wilkes Telecommunications will host the Thursday, May 8 Training in Wilkesboro for companies in western NC. ATMC will host the Friday, May 9 training for companies in the east. The cost is \$225 per person. Information is being distributed to the member companies.

Annual Golf Tournament - Tom Brady gave a report on a site visit to the UNC Finley Golf Course, the proposed site of the 2008 Golf Tournament. His findings included a no alcohol policy and limited facilities for golf. Following an extended discussion, Jim Humphrey moved the location for the 2008 NCTIA Golf Tournament be changed to Washington Duke Inn on Monday, October 20. John Wicker seconded the motion that carried. Following Board approval, Carole will contact Carl Sapp to advise him the Tournament is named in his honor The Carl Sapp Invitational Tournament. She will ask him to participate on October 20, 2008.

2010 – Carole shared information on Raleigh's growing hospitality industry and the additional facilities that will soon be available. August and September, 2010 proposals will be considered by the Committee from Pinehurst, Grandover, Raleigh. Committee members toured the Umstead Hotel, where the August 2010 rates are \$195.

2008 Convention - The 2008 Annual Convention will be held at Grove Park Inn on August 17-19, 2008. The room rate is \$195, golf rate - \$120. John Wicker moved the 2008 Annual Convention Theme be Green 2 / Gold with emphasis on conservation and the environment as well as financial progress for telecommunications companies. Tracy Sternberg seconded the motion that carried. Proposed speakers: Embarq consultant, Tom Friedman "Green is the New Red, White and Blue", Jim's VA wind and solar power program, Verizon's green spaces in FL, tax incentives for green, financial speaker regarding the balance sheet, Marketing Green to the Customer, Asheville / Western NC officials and Programs. These along with ideas mentioned last time were discussed and committee members will make followup inquiries: Going Green / Saving Money, Protecting Earth's Natural Resources, Being Successful – Facing the Competition, Homeland Security, Solar and Gas Power and Energy Sources, UNC-Asheville resources and what that area is doing, 3 star General who speaks on Emergency Management, John Gordon, The Energy Bus.

Next Committee Meeting: March 28 at 10 am in Wake Forest hosted by Embarq.