

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

The Committee met on March 31, 2008 at 10:00 a.m. at Embarq in Wake Forest, NC.

Attending were: Tracy Sternberg, Embarq; Candy Finley, AT&T; Jim Humphrey, Tyco Electronics Power; NCTIA President Carole Woodward; NCTIA staff Rebecca Wyhof. On conference call: Jeff Shipp, Star Telephone; John Wicker, Lexcom Telephone; Tom Brady, CIENA; Hal Carnes, CBW; Ann Simpkins, FairPoint; Richard Royal, Nortel Networks; Tommy Nelson, Power and Telephone Supply; Board Liaison Charles Pickelsimer, Citizens. Absent: Herb Long, Ellerbe, Chair; Hayden McKenzie, North State; Board Liaison Stan Pace, Verizon.

The meeting was called to order by Carole Woodward for Chairman Herb Long who had a scheduling conflict. Tammy Jeffries and Julie Brakenbury of the Greater Raleigh Convention and Visitor Bureau gave an informative presentation on the quality of life and business amenities that have created a very favorable business climate for the Raleigh area and lead to Raleigh being one of Successful Meetings Magazine's top 10 destinations to watch for growth and opportunities. The new retail and residential facilities at North Hills along with the new Renaissance Hotel make this an attractive area for events. The world class Umstead Hotel and Spa in Cary are also interested in hosting NCTIA's Annual Convention. The new Westin Soleil will add to the many attractions and amenities at Crabtree Valley area. Many galleries, museums, trolley service, restaurants and the governmental center make downtown an attractive area. Ms. Brakenbury reviewed proposals from Embassy Suites RDU, Hilton North Raleigh, Marriott Raleigh Crabtree, Renaissance Raleigh Hotel, Sheraton, and The Umstead. Carole had received an email proposal from the new Marriott City Center that is adjacent to the new Civic Center. All the proposals were reviewed and discussed. The question was posed about Raleigh properties not being a resort destination such that our members are accustomed to. Rebecca shared feedback from the member survey which indicated members are not willing to spend more at a resort or during a properties' prime season. They would rather take advantage of off-season rates and/or stay at a non-resort property. The committee consensus was to stay in downtown and take advantage of all the facilities available within a short distance rather than spread out the convention activities involving more travel. The new Raleigh Marriott City Center is a desirable location with 2010 rate of \$149. The area golf courses were briefly discussed. The CVB will provide rates and information on the various options. Convention returning to Pinehurst was also discussed. Candy Finley moved to hold 2010 Annual Convention in Pinehurst, barring an unfavorable hotel rate (which is unknown at this point) and come to Raleigh in 2011. Jim Humphrey seconded the motion that carried. As Wayne Kearney sends Pinehurst rates, Carole will send it.

2008 Sales Seminar- Attendees are signing up for the May 8-9 Measure X Customer Service and Sales Training. No one is signed up yet for the Thursday, May 8 session to be hosted by Wilkes Telecommunications for companies in western NC. Ten are registered for the session at ATMC on Friday, May 9 - training for companies in the east. The cost is \$225 per person. Committee assistance was requested to sign up the member companies.

Annual Golf Tournament - The contract was changed for the 2008 NCTIA Golf Tournament to be held at the Washington Duke Inn on Monday, October 20. Carole has tried to contact Carl Sapp to advise him the Tournament is named The Carl Sapp Invitational Tournament. She will ask him to participate on October 20.

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. Considerable discussion was held regarding the theme and prospective speakers. A cover for the Registration materials was selected.

Proposed speakers: Embarq consultant, Gen. Hugh Shelton, Daniel Burrus, Dave McClure, 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, Competition, General who speaks on Emergency Management John Gordon "The Energy Bus", UNC -Asheville / Western NC officials and Programs relating to our them of conservation and managing a profitable company.

Next Committee Meeting: April 30 at Noon in downtown Raleigh hosted by AT&T.