

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

The Committee met on December 11, 2007 at 9:00 a.m. at Grove Park Inn in Asheville, NC. Participating were: Herb Long, Ellerbe, Chair; Jeff Shipp, Star Telephone; Tracy Sternberg, Embarq; John Wicker, Lexcom Telephone; Tom Brady, CIENA; Hal Carnes, CBW; Richard Royal, Nortel Networks; Jim Humphrey, Tyco Electronics Power; Ann Simpkins, FairPoint; Board Liaison Charles Pickelsimer, Citizens; NCTIA President Carole Woodward; NCTIA staff Rebecca Wyhof. Absent: Hayden McKenzie, North State; Tommy Nelson, Power and Telephone Supply; Board Liaison Stan Pace, Verizon;

The meeting was called to order by Chairman Herb Long. August 28 minutes were reviewed.

Annual Golf Tournament - The attendee feedback and the event financials were reviewed and discussed. The event had a margin of over \$2000 and those participating provided positive feedback regarding the event format and the Rock Barn facilities. Proposals will be obtained from Grandover and Washington Duke for consideration of the October, 2008 Golf Tournament.

2007 Convention- 2007 Annual Convention participant evaluations and the financial report were reviewed and discussed. Associate and telco member support for the event was discussed. Charles Pickelsimer reported from his proposal to the Board on the concept of equal Telco Member Support for Convention either through a support assessment (10% of dues) or a commitment to support the event through sponsorship levels and/or attendees. Three concepts were discussed by the Board: 1. equity across companies by a flat fee of 10% of annual dues, 2. \$ X for each company to be co-sponsors of Convention, 3. a guarantee of ___ people to attend based on a sliding scale according to company size. No decision was reached by the Board. Gold, platinum and silver sponsor levels, with every company participating in a minimal level were discussed. With the \$10k speaker fund already approved by the Board added to the Associate Members fund that would carry forward \$10,000 from the previous Convention, the event has a good base of support. The Committee would like to ask the Board about becoming a self funded event, where the margin is carried forward to help with Convention expenses. The \$3,568 funds above the \$10k in associates fund could be used as seed money for 2009.

Member Survey- Rebecca reviewed member feedback from the annual survey which indicates the member companies do not want to pay more for Convention to be held at a premier resort in September.

2009 / 2010 – Pinehurst rates are August 16-19, 2009 \$160 single, \$101 double; Sept. 12-15, 2009 \$260 single and \$152 double. Wilmington rates are August 16-19, 2009 \$139 and Sept. 27-29, 2009 \$129. Jeff Shipp moved the NCTIA 2009 Annual Convention be held at the Wilmington Hilton on August 16-19. Ann Simpkins seconded the motion that carried. Carole will get quotes from the following resorts to compare August and September prices for 2010: Pinehurst, Grandover, Raleigh.

2008 Sales Seminar- A Customer Service and Sales Training Proposal from David Saxby, Measure X was reviewed. Two days of training is approximately \$6,000. Companies may support a one-day training in the east followed by the same training to be held in the western part of the state.

2008 Vision and Program of Work – Carole reviewed the development of the 2008 Program of Work by the Board of Directors using the issues identified in the member survey. The NCTIA 2008 Vision and Opportunities were also reviewed and discussed.

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. Christy Ball from the hotel gave a brief overview and tour of the banquet facilities that will be available for the event. The golf sub committee met with the golf staff regarding the Convention tournament.

Next Committee Meeting: January 28 in Sanford, February 29 in Wake Forest hosted by Embarq and March 28 possibly at Fearington.