

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

The Committee met via conference call on April 23, 2007 at 9:30 a.m. via Conference Call. Participating were: Richard Royal, Nortel Networks; Ann Simpkins, FairPoint ;Board Liaison Stan Pace, Verizon; Hayden McKenzie, North State; Jeff Shipp, Star; Tracy Sternberg, Embarq; John Wicker, Lexcom Telephone; Jim Humphrey, Tyco Electronics Power; Hal Carnes, CBW; NCTIA President Carole Woodward; NCTIA staff Rebecca Wyhof . Absent: Herb Long, Ellerbe, Chair; Tommy Nelson, Power and Telephone Supply; Tom Brady, CIENA; Board Liaison Charles Pickelsimer, Citizens.

The meeting was called to order.

March 26, 2007 Minutes - The previous minutes and committee action items were reviewed.

2007 Annual Golf Championship - Caroline Cauthen, Membership Sales Director of the Rock Barn Golf and Spa is working with Carole regarding the contract and event details for the October 15 Annual Golf Championship. The cost for the Robert Trent Jones course is \$60 per golfer, 80 golfers are reserved. Coffee and Danish will be available prior to the 9 am shotgun start. A late lunch (around 1:30) will wrap up the event and allow for announcements of winners. Door prizes will be offered, in addition to team prizes. The room rate at the Holiday Inn Express is \$69. 70 rooms have been contracted and will be released after Oct. 3. The Committee will travel to Hickory in late August (28 or 29), stay at the Holiday Inn Express and meet with the Rock Barn Staff. Some members may play the course. Staff will gather information on the spa, wineries and other area attractions for non golfers and spouses who may not play golf, but attend the October 15 event. The Event's budget and promotional materials will be developed for committee discussion at the May meeting. The Committee will ask the Board to promote the event as a Customer Appreciation opportunity.

2007 Annual Convention Contract- The 2007 Annual Convention is scheduled at Pinehurst on August 19-21. The room rate is \$140. Carole, Herb, Tracy and Jim will meet with Wayne Kearney regarding the golf rate and the available courses. Herb, Jim and Tracy will meet with the golf pro and work out details of the NCTIA Convention Associates Golf Tournament.

2008 - A proposed Contract with Grove Park Inn for Annual Convention and golf tournament on August 19-21, 2008 has been received. The room rate is \$195. Charles Pickelsimer was able to negotiate a better rate with the golf coordinator - \$120.

**The 76th Annual Convention Program and Theme was discussed at length
Monday, August 20**

Technology - A Business Plan the Leads to Video - Panel Discussion

(Stan Pace will ask a Verizon rep to serve)

Competition - Nido Quebin (he is confirmed for a negotiated rate of XXXX)

(thank you Hayden)

Tuesday, August 21

Legislative / Regulatory Jim Kerr , NCUC / NARUC

National Legislative / Regulatory Shirley Bloomfield, NTCA

Transitioning A Customer Service Team into a Sales Force - Panel

(Measure X, Embarq, FairPoint)

Chairman's Awards Luncheon Keynote- Stuart Scott (UNC) or Trey Wingo – ESPN personalities will be in town for the Jimmie V and may be available to speak. Tracy also has a contact for a “Get Fired Up” speaker. She will check on her and Carole will check with Speakers Network for others.

Registration Materials - A target “Save the date” correspondence has been sent and dates on website.

Future Committee Meetings: May 14 Nags Head, June 25 in Pinehurst.