

North Carolina Telecommunications Industry Association

Marketing / Public Relations Committee

David Privette, North State, Chairman	Kyle Randleman, Star Telephone
Kay Dunn, Yadkin Valley	Sammy Roberson, Randolph Telephone
Kelly Gragg, Wilkes Telecom	Jenny Waisner, Lexcom
Daphne Jones, Atlantic Telephone	Paul Wilson, US LEC
Clifton Metcalf, BellSouth	Walter Winn, North State
Sandy Pernell, Sprint	Linda Young, CT Communications
Karen Powell, Skyline Telephone	
Tom Dreyer, MebTel, Board Liaison	Steve Parrott, Sprint, Board Liaison

NCTIA Strategic Plan - Marketing / PR Responsibilities:

- Increased Visibility and Image as a facilitator
- Increased visibility and credibility as an information source
- Create Marketing Materials
- Improve communications with customers
- Marketing Communications Program
- Define Customers and Audience
- Expand Networking and Dialogue Opportunities
- Market NCTIA as the Forum for Industry Leaders
- Increase attendance and member value at NCTIA events
- Decrease NCTIA's reliance on dues

A G E N D A

November 10, 2004

Conference Call

I. Call to Order/Welcome/Intros
David Privette
Chairman

II. North Carolina School of Telecom Open House
Special Invitees - replacement for Governor Easley
State Government-

Local Government -

Economic Development-

Education –

Military –

Telecommunications and NCTIA-

CCCC-

Invitations - Print and Distribution Schedule

Media Alert, Press Release and Media Kit

Special Events – Itinerary

III. Next Meeting / Agenda/TO DO Items / Location /Host / Adjourn