

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

The Committee met on March 14, 2006 at the Cardinal Club, Wachovia Building, Raleigh, NC. Present were: Herb Long, Ellerbe, Chair; Charles Pickelsimer, Citizens; John Wicker, Lexcom Telephone (conference call); Suzanne Wakefield, Sprint; Stan Pace, Verizon ; Jim Humphrey, Tyco Electronics Power; Tommy Nelson, Power and Telephone; Richard Royal, Nortel Networks; Ann Simpkins, FairPoint; (call in); NCTIA President Carole Woodward; NCTIA Program Director Rebecca Wyhof. Absent: Hayden McKenzie, North State; John Wengert, Star; Tom Brady, CIENA; Hal Carnes, CBW.

Chairman Herb Long called the meeting to order and welcomed the group.

**2006 Revenue Enhancement Activity** - Golf Tournament sub committee members Hal Carnes, Herb Long, John Wicker and Jim Humphrey reported on additional information they had gathered. A format has been developed – play your own ball, no handicaps, club scoring. The consensus was to move the event to the fall – possibly October 16 or 30. Proposals will be gathered from Grandover, Washington Duke and Pine Needles, Pinehurst for this member appreciation event.

**2006 Annual Convention Program Planning-** The Dates for Convention have been changed to August 13-15, 2006. A Save the Date announcement was sent to the Membership.

The committee agreed to a casual resort format. Family activities will be developed and promoted through the event. The Sunday event will be held poolside, grand concourse and ballrooms.

Special Activities – Carole and Rebecca presented an attractions map and other CVB materials. There are so many activities to choose from. An excellent source for a city tour is Muriel of the CVB. Staff recommends an organized tour of the NC Aquarium at Fort Fisher for Monday afternoon. Monday evening will conclude, after the golf tournament with Dinner at Elijah’s and Telco at the Hilton. A silent auction and reverse raffle were also mentioned as possible revenue sources.

Associates Exhibits – There is limited space in the grand concourse for associate members to place an easel or small table with handouts. Ads running on the overhead projector and these hallway displays are a source of income for the event and provide an opportunity for vendors who may not participate in the other NCTIA exhibitor events.

The Draft Program presented by Steve Parrott at the last meeting was discussed:

**75<sup>th</sup> Annual Convention**

Theme: “The Telecommunications Voyage – Calm Seas or Troubled Waters?”

Adding Breakfast to the program and beginning General Sessions at 9:15 am was discussed

Legislative / Regulatory Perspective

Kevin Martin (Steve to contact), Richard Burr (John Wicker to contact) or Mike McIntyre (John Wengert to contact), Jo Anne Sanford or Jim Kerr (Steve to contact)

Competitive Landscape

Wireless vs. Cable (unbiased report about the industry by group such as The Yankee Group)

Technological Innovation – (futuristic)

Cisco / Nortel / Motorola / TCA (Richard Royal to contact Steven Shephard)

Marketing - Panel to discuss the company shift from providing dial tone to broadband, and dealing with a new kind of buyer (Ann Simpkins to contact)

Wrap Up Luncheon Keynote

Hugh Shelton (Leadership) Astronaut Tom Jones (Leadership, Teambuilding Vision / Purpose, Motivation, Inspiration) Dennis Connor (Art of Winning)

Gary Jobson (Steve Parrott to contact)

**Next Committee Meeting is April 18 in Wilmington.**