

**North Carolina Telecommunications Industry Association  
Marketing / Public Relations Committee**

Kay Dunn, Yadkin Valley  
Kelly Gragg, Wilkes Telecom  
Daphne Jones, Atlantic Telephone  
Clifton Metcalf, BellSouth  
Meredith Mode, Lexcom  
Sandy Pernell, Sprint  
Tom Dreyer, MebTel, Board Liaison  
Steve Parrott, Sprint, Board Liaison

Karen Powell, Skyline Telephone  
Kyle Randleman, Star Telephone  
Sammy Roberson, Randolph Telephone  
Jenny Waisner, Lexcom  
Paul Wilson, US LEC  
Walter Winn, North State  
Linda Young, CT Communications

**NCTIA 2003 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**

February 19, 2004

MebTel, Mebane

- I. Call to Order/Welcome/Intros  
Tom Dreyer  
Board Liaison  
Welcome to MebTel, Appreciation for Hosting Meeting  
Info From the Board - Board Liaisons Tom Dreyer, Steve Parrott
- II. Committee Leadership
- III. Marketing / PR Brochure – Distribution Plan  
News Release / Cover Letter  
Newsletter
- IV. Continuing the Strategic Plan for NCTIA Visibility
- V. 2004 Action Items
- VI. 2004 Meeting Schedule / Hosts / Adjourn