

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

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

May 18, 2004

Conference Call

- I. Call to Order/Welcome/Intros Tom Dreyer  
Board Liaison  
Info From the Board - Board Liaisons Tom Dreyer, Steve Parrott
  
- II. Committee Leadership
  
- III. Marketing / PR Brochure – Distribution Completed
  
- IV. Continuing the Strategic Plan for NCTIA Visibility  
Raise Profile - Free Registration to Events - Expo  
Board Positions  
Using Technology to our Advantage
  
- V. North Carolina School of Telecom Open House
  
- VI. Next Meeting / Hosts / Adjourn