

North Carolina Telecommunications Industry Associations Marketing/Public Relations Committee

Conference Call Minutes from November 10, 2004

In attendance: David Privette – North State; Carole Woodward – NCTIA; Daphne Jones – Atlantic Telephone; Linda Young – CTC; Jan Rider – CCCC; Preston Sellers, CCCC; Janet Gresham – NCST; Kyle Randleman, Star Telephone; Sandy Pernell – Sprint

Chairman David Privette called the meeting to order. He reviewed the purpose of the meeting which was to review to do list of items for the Grand Opening Ceremony for the NC School of Telecommunications scheduled for Wednesday, April 13, 2005 at 10 am.

Tom Dreyer gave the Committee's report at the September 19 NCTIA Board Meeting and asked member companies to donate funds or services to support the event and the school's relocation.

Janet Gresham gave an update on the status of the new building. It passed inspection. Nortel decommissioned, moved and upgraded the software for the DMS10 switch. The faculty and staff will be busy moving in over the holidays.

Speakers - the masters of ceremonies will be Steve Parrott, NCTIA president and Matthew Garrett, CCCC president. Sandy Pernell will contact Lt. Gov. Beverly Purdue as the keynote speaker. Other speakers mentioned were Elaine Marshall, Doug Byrd (NC Dept. Commerce), and local dignitaries. A draft of the program will be developed next meeting.

Invitations – A mailing list is being developed in order to determine the quantity of invitations needed. The list includes Elected Officials: local, state and national; Press, Economic Development officials, Education officials, Military, CCCC dignitaries and NCTIA members. Sandy Pernell developed a draft Invitation, Media Alert and Press Release. Carole will share copies with the Committee. CCCC will design the Invitations / Programs and obtain quotes from printers. Target mail date is **February 14**.

Press – Media Alert will be sent six weeks in advance. Media Kit will be developed using the glossy folders from NCTIA Telecommunications in North Carolina brochures.

Special Events – in conjunction with the Ribbon Cutting Ceremony / Open House tours will be developed and special displays featuring historic artifacts will be on display.

Specialty promotional giveaway items will be explored. Jan will price letter opener, picture frame, desk organizer, cozies, coasters, phone shaped jar opener.

Staging / Logistics / Refreshments– Jan will gather information regarding staging, sound, tent, seats, refreshments.

**Next Committee meeting conference call is set for:
January 11, 2005 @10:30 am**