

**Pacific Telecommunications Council
Advisory Council**

(DRAFT) MINUTES

Annual Meeting
Sunday, January 13, 2008
10:00am-1:00pm
Honolulu Suite
Hilton Hawaiian Village, Honolulu, Hawaii USA

Present: Ab Rahman, Cooper, Fox, Frieden, Gillette, Hudson, Hukill, Janowiak, Kusuda, Logue, Michaud, Newby, Sato, Simnett, Spence, Tanaka, Ubayama

Attending: David Lassner, ex-officio (BG Chair), Sharon Nakama (Executive Director), Steve Rich (Legal Counsel)

Apologies: Bross*, Felbaum, Gassot, Hayashi, Mao, Onoda, Guan, Salkever, Shoji, Spinelli, Vonwiller, Zhang, Zhao, Zhen

* Was to participate via voice teleconference, however the connection could not be established.

The meeting was called to order at 10:13am.

1. *Approval of the agenda*

The agenda was approved without modifications.

2. *Approval of the minutes (from Jan 14, 2007)*

Approved.

3. *Chairman's comments*

Ed Simnett highlighted the role of the AC, the need to improve communications, the need to bring action to AC advice and bring forward solutions. Conference is the primary vehicle for delivery of PTC objectives, however there is a need to bring year-round value to the membership and increase activities. Use of 21st century social networking tools and technology may be an appropriate means to improve all of the above. As the AC is ~8% of the membership, it needs to build a reputation as providing solid guidance and advice.

4. *Recognition*

Certificates of Appreciation for service on the AC were prepared for Morley Winograd and Maui Sanford who were elected to the Board of Governors and therefore leaving the AC. The certificate for Winograd was presented by Simnett. [As Sanford was not able to attend the AC meeting, Simnett subsequently presented the certificate during the Wed 16 Jan meeting of the BG.]

5. *PTC 2008*

Ken Zita (not present) was recognized as having done an excellent job in preparing the conference program.

Comments included a request for more precision on issues and time-frames in conference planning.

6. *Finance report (Linda Ristow, PTC Fiscal Manager)*

Ristow presented the overall position of PTC finances and the external auditor's (James Jennings, Inc.) report for the fiscal year to June '07. Attendance and revenue is up ~20% this year with expenses in-line with the budget. This is the first year attendance is over 1000 since 2002. However, a cautionary note on the overall fund balance and reserves was given. While improving since 2007, fund balance remains well below pre-2002 levels. Members were reminded that the audited statements of PTC are available in the members section of the PTC website.

Nakama was thanked for her outstanding efforts to make PTC'08 a success and it was advised that a one-year budget reserve would be an appropriate benchmark to achieve going forward. This also needs to be balanced with achieving appropriate staffing levels and looking to potential alternate sources of revenue.

7. *BG comments (David Lassner, Board of Governors Chair)*

PTC ended fiscal 2007 in the black and will also end the 2008 fiscal year in the black. The '07 midyear seminar in Tahiti was a success and such seminars are designed to serve a part of our constituency. The seminar was a financial breakeven thanks to sponsorships and the host, OPT-French Polynesia. 40% of attendance from French Polynesia and about one-third from outside the Pacific Islands. Highlights from the President's Report: Permanent ED hired in 07, By-law modification recommendations going forward to the BG with additional attention to the geographic distribution formula. Lassner also highlighted the new BG vice-chairs for 2008 and the new contract with the Hilton as the site for the annual conference through 2015.

8. *Secretariat comments (Sharon Nakama, Executive Director)*

Nakama highlighted the need for greater communication and requested the AC to make timely suggestions on how best to move forward and be involved in the planning processes. Noted 50% turnover in staffing this year with 4 new people and 2 interns going into PT'08.

9. *Committee and similar reports*

a. *SPC report (Tim Logue)*

Logue provided a written report of the election process this year with Tim Logue and Chris Vonwiller as the Succession Planning Committee (SPC). The election produced 6 new members to the BG and one incumbent

member re-elected. Discussion on concerns about the election brought by some members were tabled to item 14 below.

b. Appeals committee report (John Spence)

The committee's role was highlighted and it was noted that no appeals were brought forward this year.

c. Bylaws report/comments (any final follow ups from the con call in November)

No further comments. The BG is considering the recommendations during its meetings at PTC'08. Decisions to be confirmed during the Wed 16 Jan '08 meeting of the BG.

d. Mid-year

The 2008 PTC Mid-year Seminar is being planned for Singapore alongside CommunicAsia during the week of 17 June 2008. Exact dates to be determined, but likely the day or two before the start of CommunicAsia. Topics being considered to be complimentary but not duplicates of CommunicAsia and bring out the diversity of PTC. May include, undersea cables, future of carriers, regulation, etc.

10. Japan chapter update (to include other chapters if possible)

Shuji Kusuda Chairman, PTC Japan Committee (PTCJ) and AC Vice-Chair, provided a summary of a written report of the history and activities of PTCJ including their annual conference. Challenges highlighted included recruiting new members such as internet companies and financial stability.

N.K. Chibber, Chairman, PTC India Foundation was also present at the meeting and AC Chair Ed Simnett invited him to the table to make a brief report. Chibber reported on the India annual conference and the need for renewal in membership. He echoed Kusuda's comments as India members are basically incumbent telco companies at present.

Both chapter chairs encouraged a greater attention to chapters and their connection to the rest of PTC and potential participation of chapter members in the PTC annual conference via the Internet.

11. Getting involved in 2009

AC members were encouraged to take an active part in the development and planning for PTC'09 and in other activities. A form was circulated for members to provide an indication of interests to engage in activities.

12. *How can we make sure the conference appeals to “our audience” (and) pulls in the sales activities that happen around the conference.*

a. Do we have suggestions on how to reflect the change that the programs for the last years have reflected in the conference itself- are we moving fast enough/too fast/too slowly?

Have more invited sessions by member experts in different areas.

Focus on news and ideas to come.

Select proposals for inspiring content.

b. Are there specific suggestions we have to broaden PTC’s appeal, or to change who “our audience” is?

Suggestion to structure components of the program to show how participants can learn when they come to the conference.

AC members should propose sessions/topics/speakers that they think the PTC community needs.

Provide a more relevant call for participation.

Conference proceedings seem diminished. [Note: all papers and presentations are available on the PTC website, no password needed.]

Lassner emphasized that what is most important is that AC members propose sessions/speakers in their areas and provide these suggestions early.

13. *Communications and involvement*

Within the AC

PTC BG/Secretariat/AC

Suggestions included the use of social networking tools including but not limited to LinkedIn and Facebook.

14. *Communication about, clarification and simplification of the election process*

Suggestions highlighted for improvement: clarification of distribution formula on ballot, indication of terms of those continuing. Need to try to get more to vote: use postal ballot? Hold election at annual meeting?

15. *Choosing breakout areas (see choice below, influenced by discussion above)*

4 breakout groups were formed to discuss social networking, election processes, chapters and relations with other organizations and finance.

16. *Working lunch/breakout*

Using social networking more effectively for PTC

Mid year and other event strategy

Broadening PTC chapters and working with other organizations around the world
Membership (deepening engagement with members, and increasing membership)
How can PTC reach out to large non-telecom corporates?
Other revenue sources for PTC
The role of research in PTC

Modified as indicated in 15 above. Groups meet for approximately 20 minutes.

17. *Report out on breakouts*

Social Networking: suggested as a content area for conference; use in organizing the conference; as a part of the conference; and as a PTC blog.

Election: Re-iterated items in 14 above. Suggested randomizing order/names on ballot; specifying the max of 3 per category; have the auditor report directly to the membership.

Chapters and Relations with other Orgs: Suggested sharing best practices, form a new chapter in SE Asia?, chapter leader meeting at annual conference,

Nakama noted the already strong relations with other organizations with agreements, trade-outs and cross-promotions that are used to more effectively build the conference and as part of invited sessions including WTA, ICF, Telegeography, ASPCC, PITA, etc.

Finance: While fiduciary responsibility lies with the BG, suggestions for potential new revenue includes linking conference website content and the meeting system with ad support.

18. *Action items summary*

[This agenda item was not directly addressed. Implied action from reports in 17 above.]

19. *Any other business*

As there was no other business, the meeting was adjourned at 1:12 pm.

Submitted by Mark Hukill. Some additional notes provided by Jay Gillette.