



January 21, 2009

Dear Friends of CTAM Texas:

Welcome to CTAM Texas!

Our members benefited from what was recognized as the Chapter Educational Event of the Year in 2008 – TexTAM '08 – and five other educational and networking opportunities as well. We're up to the challenge of topping 2008 with even better opportunities for learning and networking with Texas sales and marketing professionals in 2009. Our Board met in December to establish our goals for the year and I am pleased to share them.

#### 2009 CTAM Texas Chapter Goals

1. Become better communicators about the sales and marketing and networking opportunities offered by our Chapter.
  - CTAM Texas is committed to keeping our members up to date about the exciting programs we'll be offering in 2009, and keeping the lines of communication open to facilitate ongoing improvement and member satisfaction with them. We will be renovating and updating our website regularly – and if you visit our website and find any portions of it outdated or if you would like to suggest improvements, please feel free to contact our communications chairs, Lyle McGee and Catherine O'Bryant Freeman, utilizing the contact information provided below. We will also re-introduce our chapter newsletter in new and improved format, with the first edition scheduled to be delivered electronically in early March.
2. Continue to strengthen the Chapter's relationship with the Texas cable community by providing 4 quality educational opportunities, scholarship opportunities for our members, and recognition to a Texas member who exemplifies sales and marketing leadership.
  - Last December, we brought the invaluable "How Cable Goes to Market" program to Texas – and we received such positive feedback, that the more advanced course in this series will be offered in November 2009. This educational opportunity joins the two sessions of TexTAM and the annual Teleseminar to provide our members with four great sales and marketing educational opportunities in 2009 – at a more affordable price than ever. For the first time, we'll be offering a Passport to all of our educational events for just \$195 annually – that's a savings of up to 65%!
  - Also during 2008, we offered scholarships to our Texas MSO partners so that more of their employees could attend CTAM events, and this program was so well received that we will be repeating it in 2009. Scholarships will be available for TexTAM and for How Cable Goes to Market – please stay tuned to our website for more details or contact any of our Board members for an update.
  - NEW for 2009: we do everything bigger and better in Texas, and it's about time we recognized a Texas sales and marketing professional who does the same! We're pleased to introduce the Silver Saddle Award, which recognizes a Texas sales and marketing leader. The first ever Silver Saddle Award winner will be announced in March at TexTAM, and we encourage our members to get involved in the nominations process, and to congratulate and support our first winner in conjunction with our WICT Greater Texas partners at the Lone Star Gala in May.
3. Expand our membership by 10%.
  - In 2008 we once again saw growth in attendance year over year at almost every event, which tells us we are meeting our members' needs. You can help us share the benefits of CTAM Texas membership with others in your organization by recommending that they attend any of our educational events in which membership is included. Check our website for more details or contact Membership Chair Victoria Holmes if you would like to get involved in this area.

Last but not least, in late 2006 we established a formal succession plan for the CTAM Texas Board and we will be updating it in 2009. What this means to you is that there has never been a better time to take advantage of leadership opportunities offered through CTAM Texas Board and Committee involvement. In 2008, we added several of our hardest committee workers to the

2009 Board, and we expect to do the same in years to come. Please contact one of our Board members or the Committee Chairs if you are interested.

It is an honor to serve as President for CTAM Texas. I look forward to seeing you at one of our upcoming events!

Sincerely yours,

*Mary Bourne-Marth*

**2009 CTAM Texas Calendar of Events and Committee Chairs/Contacts**

**Membership Committee**

*Committee Chair:* **Victoria Holmes, [Victoria.Holmes@aetn.com](mailto:Victoria.Holmes@aetn.com)**

**Scholarship Committee**

*Committee Chair:* **Bruce Levinson, NBC Universal, [bruce.levinson@nbcuni.com](mailto:bruce.levinson@nbcuni.com)**

**Communications Committee**

*Committee Chairs:* **Lyle McGee, CMS, [lmcgee@centurymarketingsolutions.com](mailto:lmcgee@centurymarketingsolutions.com)  
Catherine O'Bryant Freeman [catherine.obryantfreeman@suddenlink.com](mailto:catherine.obryantfreeman@suddenlink.com)**

**Early March (tentative)**

**CTAM National Teleseminar**

**Locations tbd throughout Texas**

**Contact: Susan Portwood [Susan\\_Portwood@cable.comcast.com](mailto:Susan_Portwood@cable.comcast.com) or  
Catherine O'Bryant Freeman [catherine.obryantfreeman@suddenlink.com](mailto:catherine.obryantfreeman@suddenlink.com)**

**March 26th**

**TexTAM**

**Marriott Rivercenter**

**San Antonio, TX**

**Register online or secure a sponsorship now:**

**<https://www.netforumondemand.com/eWeb/StartPage.aspx?Site=ctamtx&WebCode=HomePage>**

**Contact: Tonia Johnson [Tonia.Johnson@twcable.com](mailto:Tonia.Johnson@twcable.com) or**

**Mark Langseth [Mark.Langseth@twcable.com](mailto:Mark.Langseth@twcable.com)**

**May 19th**

**CTAM/WICT Dru Strange Golf Tournament**

**Dallas, TX**

**Contact: Kim Francis [klfrancis2000@yahoo.com](mailto:klfrancis2000@yahoo.com) or [Kimberly.Francis@chartercom.com](mailto:Kimberly.Francis@chartercom.com)**

**October 6th**

**"How Cable Goes To Market"**

**Austin, TX**

**Contact: Patrick Jacobs [patrick.jacobs@mavtv.net](mailto:patrick.jacobs@mavtv.net) or**

**Brenna Vincent [Brenna\\_Vincent@discovery.com](mailto:Brenna_Vincent@discovery.com)**

**October 7th**

**8th Annual CTAM Chili Cook-off**

**Austin, TX**

**Contact:**

**Lyle McGee [lmcgee@centurymarketingsolutions.com](mailto:lmcgee@centurymarketingsolutions.com) or**

**Steven Hunt [steven.hunt@foxcable.com](mailto:steven.hunt@foxcable.com) or**

**November 19th**

**CTAM/WICT Holiday Mixer**

**Dallas, TX**

**Contact: Melissa Sorola**

**melissa.sorola@twcable.com or**

**Julie Ferguson julief@creditprotect.com CTAM/WICT Holiday Mixer**