

The 10th annual conference and exposition of the Telecommunications Association

September 15, 1972

The 10th annual conference and exposition of the Telecommunications Association (TCA) - one of the leading telecommunications shows to be held in the United States each year - is scheduled Thursday through Saturday (September 26 - 30) at the Town and Country Convention Center in Mission Valley.

More than 500 exhibitors, members, and visitors are expected to attend the four day meeting which will include a series of panels, seminar workshops, technical reports, and exhibitions.

Theme for the conference is "Telecommunications: A Corporate Asset." It will emphasize the role of the telecommunications manager in managing and controlling the hundreds of millions of dollars being spent annually by the companies represented in TCA.

There are currently 250 member companies and 350 members and associates in the organization which had its start in 1961. TCA is made up mainly of California members but the annual conference draws telecommunications companies and representatives from all parts of the United States.

Mr. John Watford, Vice President of Data Processing for the Seattle First National Bank., will be the keynote speaker at the opening session scheduled for 9:00 a.m. Wednesday, September 27. The exhibits are scheduled to open at 10:00 a.m. on Wednesday and will remain open until 5:00 p.m. each day of the conference.

Discussion panels of general interest are scheduled for 9:00 a.m. on Thursday and Friday. Thursday's panel, titled "International Services," will be led by Dexter Wallis of the Fluor Corporation and will feature representatives from each of the major international carriers: Cable and Wireless, ITT International, RCA Global, and Western Union International. They will describe new and different service offerings available and service problems and progress in overseas areas.

Friday's panel, titled "The Regulatory Environment," will be led by Steve Ernst of the Bank of America and will feature three top speakers representing the viewpoints of the utilities, the regulatory agencies, and the public. They will discuss the regulatory environment today: how it works, how to make it work better, and what can be expected from the regulatory bodies affecting communication services.

A series of six workshop seminars, based on the theme "Cost and Service Effective Communications" will be repeated on Wednesday, Thursday, and Friday allowing members to attend all of the seminars during the conference.

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