

CTAM

Chapter History

1984

- “Best of CTAM” local conference in Denver featuring panels from the national conference in New York leads to formation of the first chapter with Jerry Maglio as the driver
- *What we were talking about: retention marketing, customer service, segmentation*

1986

- CTAM Denver renamed CTAM Rocky Mountains
- *What we were talking about: impact of de-regulation, VCR impact on pay TV*

1987

- Mid-Atlantic and Great Lakes regional chapters formed
- *What we were talking about: challenge to cable from home video, MMDS and DBS*

1988

- Regional Board with Local Chapter concept began
- CTAM New York and CTAM Washington/Baltimore formed under Mid-Atlantic Regional Board
- *What we were talking about: basic growth*

1989

- Southeast Regional Board and New England Chapter created
- CTAM Chicago formed
- CTAM Ohio formed under Great Lakes Regional Board
- *What we were talking about: re-regulation, price increases, customer service*

1990

- South Central and North Central Regional Boards created
- CTAM Alabama, CTAM Florida, CTAM Indiana, CTAM Virginia and CTAM Texas formed
- *What we were talking about: industry business cycle, Pay Per View*

1991

- CTAM Mid-America (St. Louis/Kansas City area) and CTAM of the Carolinas formed
- *What we were talking about: industry consolidation*

1992

- CTAM Board restructured relationship between CTAM and chapters effective Jan 1, 1993 covering incorporation, licensee agreements, formation of a national committee, elimination of regional boards, combined membership fee structure and annual Leadership Conference
- CTAM Georgia formed
- CTAM New York held the first Blue Ribbon Breakfast

- *What we were talking about: cable re-regulation, basic customer growth, premium TV, Pay Per View, customer service and new revenue sources*

1993

- Chapters transitioned to separate legal entities. Plan created for two non-voting chapter representatives attend national Board meetings. Chapters' Council of presidents created
- CTAM Michigan formed
- *What we were talking about: Cable re-regulation (17% rate rollback), FCC regulations, Demand for DBS in cable territories, negative public image of cable*

1994

- First Chapters' Council meeting
- CTAM Southern California formed the day after the famous Northridge earthquake
- Rob Evanko, Florida and Kevin Killen, Ohio, named as 'chapter observers' to the CTAM Board of Directors
- *What we were talking about: branding*

1995

- First SkiTAM to raise funds for the U.S. Disabled Olympic Ski Team
- *What we were talking about: new revenue streams – phone, high speed, transactional, interactive; competition from new distributors, especially RBOCs*

1996

- Gemma Toner, New England and Kevin Killen, Ohio served as chapter representatives to CTAM Board
- First TeleSeminar on *Guerilla Marketing* produced at Rocky Mountains and delivered by satellite to chapter locations
- CTAM Chair Chuck Ellis recognizes ESPN's Steve Raymond and Time Warner Cable's Ginny Overbaugh with Chairman's Award for creating SkiTAM
- Formed first international chapter in Montreal
- CTAM West Virginia formed
- CTAM Mid-America disbanded
- *What we were talking about: competition, new product introduction*

1997

- Gemma Toner, New England and Pam Euler, New York, serve as chapter representatives to the CTAM Board of Directors
- CTAM Tennessee formed
- *What we were talking about: competition, branding, introducing digital services and high speed modems*

1998

- Pam Euler Halling, New York and Anne Standish, Mid-Atlantic are the first chapter representatives to national Board granted *ex officio* status, one with voting status
- TeleSeminar features Jack Trout with 30 downlink sites and 600+ participants.
- CTAM Puerto Rico formed
- CTAM Quebec disbanded

- *What we were talking about: industry consolidation, need to improve marketing interface with technology, introducing new products like digital and cable modems*

1999

- Anne Standish, Mid-Atlantic and Sue Saxenmeyer, Texas, serve as chapter representatives to CTAM Board
- CTAM Canada formed
- CTAM Alabama, CTAM Virginia and CTAM West Virginia disbanded
- CTAM Southern California held the first Golden Palm Awards
- *What we were talking about: consolidation, bundled services, introducing new digital and high speed Internet services*

2000

- Sue Saxenmeyer, Texas and John DeGarmo, New York, serve as chapter representatives to CTAM Board
- *What we were talking about: developing broadband, interactive TV, successfully selling digital cable and high speed modems*

2001

- John DeGarmo, New York and Rich Cozzi, Southern California, serve as chapter representatives to CTAM Board
- CTAM Silicon Valley/Pacific Northwest formed
- CTAM Puerto Rico changed to CTAM of the Caribbean
- CTAM Tennessee disbanded
- *What we were talking about: growing digital cable and reducing churn, growing high-speed modem sales and converting @Home customers, competition, industry consolidation*

2002

- Brad Samuels, New York and Joe Rooney, Southern California serve as chapter representatives to the CTAM Board
- First chapter awards go to Rocky Mountains (communicator), Canada (innovator) and Texas (growth)
- CTAM Michigan disbanded
- *What we were talking about: industry consolidation, growing digital cable to 40% or more, launching HDTV*

2003

- Gregg Graff, Ohio and Brad Samuels, New York, form the 'super team' to co-chair the Chapters' Council and represent chapters of the CTAM Board that runs for nearly a decade
- CTAM Mid-West eight state territory formed by merging CTAM Chicago and CTAM Indiana and adding adjoining states
- *What we were talking about: understanding new tech-based products and their potential, figuring out how cable companies can produce co-operative marketing*

2004

- CTAM Europe formed (on a 2-year trial basis)

- CTAM Mid-Atlantic name change to CTAM Greater Philadelphia
- *What we were talking about: Deploying and building demand for new tech-based products, tapping new marketing techniques and channels, competition from DBS and RBOCs*

2005

- CTAM Ohio merged into CTAM Midwest
- *What we were talking about: monetizing new products like on demand and HDTV, deploying VoIP cable phone, marketing the bundle, competition from DBS and RBOCs*
- CTAM Rocky Mountains won the "Communicator" Chapter Recognition Award for their Membership Video
- CTAM Washington-Baltimore won the "Educator" Chapter Recognition Award for their CTAM U event
- CTAM New York won the "Growth" Chapter Recognition Award for their New York Upstate Branch
- CTAM Florida won the "Innovator " Chapter Recognition Award for their BeachTAM event

2006

- Granted CTAM Europe regular chapter status with hybrid corporate/individual dues
- CTAM Louisiana formed
- Chapter events served 7,000 participants
- Leadership Conference attracted 70 participants
- *What we were talking about: monetizing new products like on demand and HDTV, deploying VoIP cable phone, marketing the bundle, broadband content, moving content to portable devices, competition from DBS and RBOCs*
- CTAM Georgia (now Southeast) won the "Communicator" Chapter Recognition Award for their Web Renovation
- CTAM Texas (now Texas-Oklahoma) won the "Educator" Chapter Recognition Award for their TexTAM 2006 event
- CTAM Caribbean won the "Growth" Chapter Recognition Award for their Growth in All Areas Campaign
- CTAM Midwest won the "Innovator " Chapter Recognition Award for their BallTAM event

2007

- CTAM SoCal held the last Golden Palm Awards after the LA market consolidated
- CTAM Georgia (now Southeast) won the "Communicator" Chapter Recognition Award for their TechTAM IV
- CTAM Texas (now Texas-Oklahoma) won the "Educator" Chapter Recognition Award for their Marketing through New Sales Channels event
- CTAM Canada won the "Growth" Chapter Recognition Award for their Membership Growth and Diversification Campaign
- CTAM Rocky Mountains won the "Innovator " Chapter Recognition Award for their Cable Apprentice event

2008

- CTAM West formed by merging CTAM Southern California and CTAM Silicon Valley/Pacific Northwest
- CTAM New York held the final Blue Ribbon Breakfast

- CTAM Chair Joe Rooney recognized CHAPTERS with the Chairman's Award
- CTAM Midwest won the "Communicator " Chapter Recognition Award for their work on the 2008 TeleSeminar event
- CTAM Texas (now Texas-Oklahoma) won the "Educator " Chapter Recognition Award for their TexTAM 2008 Delivers BIG Education event
- CTAM Europe won the "Growth " Chapter Recognition Award for their CTAM Europe Member gets Member program
- CTAM Rocky Mountains won the "Innovator " Chapter Recognition Award for their Hitting a Home Run with Business Services event

2009

- CTAM Board recognized Brad Samuels and Gregg Graff with TAMI Awards for their long and effective service to chapters
- CTAM Florida won the "Communicator " Chapter Recognition Award for their CTAM Florida Leadership Diaries
- CTAM Rocky Mountains won the "Educator " Chapter Recognition Award for their yearlong Educational Focus on Millennials Market
- CTAM West won the "Innovator " Chapter Recognition Award for their B2B event – What Happens in Cable Happens Here!

2010

- CTAM Louisiana changed to CTAM Mid-South
- CTAM Georgia changed to CTAM Southeast
- CTAM Texas changed to CTAM Texas-Oklahoma
- SkiTAM adopts Adaptive Spirit name and files to become a non-profit organization
- CTAM Board voted to end support of U.S. chapters at the end of 2011 due to the consolidation of the marketing function in the cable companies and the parallel restructuring of the cable networks
- CTAM Carolinas won the "Communicator " Chapter Recognition Award for their Member Recruitment communications
- CTAM New York won the "Educator " Chapter Recognition Award for their Cable Interacts events
- CTAM West won the "Growth" Chapter Recognition Award for their Membership Drive campaign and winning the 2010 Chapter Ambassador Goal
- CTAM Rocky Mountains won the "Innovator " Chapter Recognition Award for their Magical Industry Tour

2011

- CTAM Caribbean, CTAM Florida, CTAM Greater Philadelphia, CTAM Louisiana, CTAM New England, CTAM New York, CTAM Mid-South, CTAM Midwest, CTAM Southeast, CTAM Texas-Oklahoma, CTAM Washington/Baltimore, and CTAM West hold last events
- CTAM Rocky Mountains announced they will become the Rocky Mountain Cable Association
- CTAM and The Cable Center produce oral history of 25+ years of chapter success