



# RCA: The Benefits of Membership

## Connect with the Rural Cellular Association

### *Now is the right time to be an RCA member*

This is a critical time for rural and regional wireless carriers. Public policy issues before Congress and the FCC threaten industry members and, in some cases, could jeopardize the very existence of our member carriers.

### *RCA is a clear, respected voice representing rural and regional carriers*

RCA is committed to being the premier advocate for rural and regional wireless carriers. We make certain that our members' voices and views are heard in Washington, DC. Our entire purpose is to assure that our members thrive and that no government policy stands between rural and regional carriers and their ability to serve their customers. RCA members serve 80% of the licensed service area of the United States.

### *RCA is on the Move!*

With a newly re-energized leadership, mission and organization, RCA is working hard to make sure that rural and regional carriers have:

- access to the latest handsets and innovative technologies,
- access to roaming, both data and voice,
- ubiquitous connectivity for your customers,
- the ability to use the spectrum we already have, and
- increased spectrum at affordable price,



### *Benefits to Carrier Members*

#### *RCA advocates your company's interests*

RCA members gain:

- Substantial discounts on the RCA Annual Convention and Exhibition, the Business and Technical Conference, Webinars and other educational and networking events, as well as discounts on goods and services offered by other RCA members.
- Access to cutting-edge information on regulatory threats, compliance issues, funding sources and other helpful resources through the RCA Web Site Members Only Portal, our e-newsletter, Webinars and members-only issue briefings.
- Easy access to associate member experts through directories, networking and events and special vendor pricing from certain suppliers.
- Key information about marketing metrics, carrier networks and systems.
- An ability to connect with associate members to address scope and scale benefits difficult for smaller carriers to obtain.
- Experienced, dedicated Board and staff that aggressively advocate for policies allowing rural and regional carriers to operate in a predictable, fair and competitive environment.
- A resource network of professional peers, giving you a leg up on strategy and management advice, information and other resources to help you succeed.
- Access to the latest information and education for internal company staff training.
- The ability to share your views with key industry players, quickly and effectively.



## **Coming Soon...New Services Designed to Increase Carrier and Associate Member Benefits such as...**

- Access to new bench marking data compiled and designed to provide RCA members with more information on rural and regional markets.
- An overview of your company's Congressional profile—and an introduction to your elected representatives.
- The opportunity to sponsor and participate in industry lobbying days, aimed at making public policy changes to improve members' operating environment and capabilities.
- And other new services that provide our members with more and better information regarding key developments in the broader industry.

## **Not an RCA Member? Join Now!**

### **Types of Membership:**

**Carrier/Voting Member** - For FCC spectrum licenses or FCC approved lessees of spectrum with not more than 10 million subscribers.

**Associate** - For those providing goods, services and expertise to the wireless telecommunications industry.

**Affiliate** - For those operating or owning an interest in a CMRS license but because of their location, size or other by-law requirements cannot be voting members.

## **Already a Member? Support RCA by referring a new member**

If you know someone who isn't — but should be — part of a growing, thriving RCA, help us reach out to them. Just send their name and contact information via e-mail to [administrator@rca-usa.org](mailto:administrator@rca-usa.org) and we will follow up.

Thank you for your support of the Rural Cellular Association!  
To contact the RCA:

Call us	800.722.1872
Visit our Web Site	<a href="http://www.rca-usa.org">www.rca-usa.org</a>
Send us a FAX	866.436.1080
E-mail us	<a href="mailto:administrator@rca-usa.org">administrator@rca-usa.org</a>
Send us a letter	805 15th Street NW, Suite 401 Washington, DC 20005

## **Benefits for Associate and Affiliate Members Interact with those interested in your products and services**

Your membership includes:

- Major discounts on attendance and exhibiting at the RCA Annual Convention and Exhibition in the spring. Attendance discounts and the opportunity to be an official event sponsor at the RCA Business and Technical Conference in the fall.
- Listing in the RCA Membership Handbook, made available to all RCA carrier members.
- Access to the RCA website, an interactive hub for member communications and education.
- An easy ability to share your expertise, news and special offers with carrier members through newsletters, the RCA Website and informal networking.
- A heads up on industry wants and needs, enabling you to learn about opportunities for product development, growth and sales.
- Opportunities to submit articles for distribution to members, sponsor or speak at special events and Webinars, advertise to members and serve, as a peer, on industry committees

## **RCA Membership: A Plus for Personal Growth Get your Next Great Idea, Job or Business Contact at RCA**

- Get involved. Connect with industry leaders. Learn from experts while serving on specialized industry committees and working groups.
- Be a leader. Serve on policy committees. Access special issue briefings to enhance your knowledge and abilities.
- Let our network know who you are and the skills you have. We may need your specific expertise as part of our next educational Webinar.
- Get member discounts to attend major industry conferences.
- Use our Job Bank to find employees or employment.

