



ELAINE BAUGH WALSH **M 1983, F1990**

BIO/BACKGROUND

I was introduced to the radio industry in 1979 when I became part-owner and director of sales for Reliable Measurement Systems. We manufactured NiCd battery analyzers for two way radios, primarily used in public safety agencies across the U.S. We also sold units for private labeling by Motorola and GE. I handled sales to major local, state & federal public safety and government agencies. The company was sold in 1983 and from that time until 1995, I was Vice President/Group Publisher for Cardiff Publishing, responsible for advertising sales and editorial content for *Communications*, *Satellite Communications*, *Cellular Marketing* and *Voz y Datos* magazines with a total circulation of 120,000 readers. I was involved with exhibit sales, content and logistics for the IWCE, Voz y Datos Expo and Satellite Communications Users Conference shows as well. Doing that, I spent a lot of time traveling the U.S. and internationally, visiting two-way radio dealers, large end users, government agencies and manufacturers of every size. In 1995, I founded E Comm International, Inc. mostly because companies in the wireless industry told me they wanted advertising and marketing partners that understood their business. At E Comm, we work primarily in the wireless industry, with clients including Kenwood, TPL and Enterprise Wireless Alliance (EWA). We've worked with manufacturers of in-building wireless systems, power supplies, government bidding software, cabling, many two-way radio dealers, distributors and many other technologies. E Comm International was named in Southern Arizona's Top Ten Advertising Agencies from 2006-2010. We also do B2B and B2C sales training. Fred Link personally handed me my Radio Club Fellow plaque in 1990 and I'm proud to have been to be a board member, Membership Committee member and the past Finance Committee Chair. I'm a Communications Marketing Association (CMA) board member and received their President's Award in 2003 and 2009. *Wireless Week* named me an Outstanding Woman in Wireless in 2000. I do a lot of speaking at industry events & have presented training to AMTA, NABER, EWA, IWCE and Women in Wireless. Outside of wireless, I'm a Board member for Susan G. Komen for the Cure Southern Arizona Affiliate and active with non-profits benefiting young people in technology education and the arts and belong to the Society for Competitive Intelligence Professionals, NAWBO, American Marketing Association, Association of Fund Raising Professionals and Business Marketing Association.

POSITION STATEMENT

So many people have contributed their time, energy, passion and cash to the Club so I want to continue to do all I can to guarantee that the Radio Club of America can continue to grow, attracting new donors and new supporters. To that end, I have been working with a committee on our first fund development program to expand our scholarship program, further support the Youth Program and the other outreach work of the Club. I'm proud that when I was Finance Chair, our committee created the Club's first formal budget structure and audit, both of which were necessary for us to attract additional donor dollars. My other passion with the Radio Club is in the scholarship work that we do. America must retain our competitive edge in technology. Our young people – girls and boys alike – must be encouraged to follow their interests in technology, interest that can lead to careers in this industry. Someone, somewhere, helped all of us. We can do that for these young people. I also really want to see the Club expand membership to professionals in the emerging wireless technologies so that we can truly represent the “past, present and future of wireless” and share the amazing accomplishments of our pioneers with those who are up and coming in their careers.