



## C. Travis Marshall W3HPS (M72 F77)

Travis Marshall's career was almost entirely in the radio communications field. From 1953 until 1965 was with Hallicrafters. He became General Sales Manager of Hallicrafters Amateur Radio, Short Wave Receiver, and Home Radio product lines. In 1965 he joined the E.F. Johnson company as Vice President of Marketing of Electronic Components, Amateur Radio, Business Radio and Citizens Band Radio. From 1970 to early 1973, he was Vice President of Marketing Operations of Motorola's Communications Division. From early 1973 until 1992, he was Senior Vice President of Motorola and Director of Government Relations--a global function with sub offices in Europe and the Far East. From 1992 until 2001 he was a consultant for Motorola.

Between 1960 and 1965, while he was with Hallicrafters, Travis operated HV1CN, the amateur radio station within Vatican City, for several days (nights) each year. This was a rare opportunity as there is only one amateur station in the Vatican and it is not often of the air. The European trips also included meetings with Officers of the ITU (International Telecommunications Union) in Geneva Switzerland for discussions on global frequency allocations. These early meetings provided a good base for his later participation in ITU functions.

While at Motorola he played a vital role in obtaining radio frequencies as well as rules and regulations for cellular telephone systems, trunked radio systems for commercial and public safety users, and mobile satellite systems. With strong support from Motorola's technical management, live demonstrations of these systems were made to the appropriate government officials so that could better understand how the systems would work as well as their meaningfulness and importance.

Throughout the 1980's and into the nineties he was Treasurer of the Electronic Industries Association which was made up of Television and other consumer electronics, Electronic Components, Communications Equipment and Government Electronics.Union

In 1988, the Reagan Administration appointed him to head the United States 60 member Delegation to the International Telecommunications Union's Plenipotentiary Conference to be held in Nice, France--a six weeks conference. which began in late May and ended in early July. 1989. Early in 1989, President Bush appointed him United States Ambassador.

### **Position Statement**