



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, a NiCad battery test equipment company. I started right off by getting very familiar with public safety agency radio shops and have spent a lot of time in them ever since! We manufactured units for private label resale by Motorola and GE and 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, with responsibility for advertising sales and editorial content for *Communications*, *Satellite Communications*, *Cellular Marketing* and *Voz y Datos* magazines for a total circulation of 120,000 readers. I had responsibility for exhibit sales, content and logistics for the IWCE, Voz y Datos Expo and Satellite Communications Users Conference shows and I was able to spend quite a bit of time with two-way radio dealers and end users as well as manufacturers of every size all over the U.S. and internationally. In 1995, I founded E Comm International, Inc. because companies in the industry were having difficulty finding marketing and advertising companies that understood the wireless business. We work primarily in the wireless industry, with clients including Kenwood, Multiplier, TPL and Enterprise Wireless Alliance (EWA). We've worked with distributors, industrial power supplies, government bidding software, cabling suppliers and other technologies and we do sales training in many industries. E Comm International was named one of the Top Ten Advertising Agencies in S. Arizona in 2006 and 2007. I'm very proud that Fred Link personally handed me my Fellow plaque in 1990 and I'm proud to be a board member and Finance Committee Chair. I'm a Communications Marketing Association (CMA) board member and received their President's Award in 2003. I was named an Outstanding Woman in Wireless by *Wireless Week* magazine 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 the National Sponsor Liaison and a Board member for the Susan G Komen S. AZ Race for the Cure and active with non-profits benefiting young people in technology education and the arts.

POSITION STATEMENT

So many people have contributed so much in time, energy, passion and cash to the Club and I take that financial stewardship very seriously as a board member. I want to continue to do all I can to guarantee that the Radio Club of America can continue to have a solid financial basis. Much of the work I want to carry on with the Radio Club is as Chair of the Finance Committee. This year we created the first formal budget structure and soon we'll be working on the first audit. In fact, if you have questions about our finances, we are very dedicated to full disclosure, so check out the Frequently Asked Questions about Radio Club Finances at radioclubofamerica.com for details on what the Finance committee and Treasurer have been accomplishing. My other passion with the Radio Club is in the scholarship work that we do. We all know its key that America retains a competitive edge in technology and that our young people – girls and boys alike - know that a technology education, especially leading to careers in this industry, remains available to them. All of us were probably lucky enough to be given a helping hand in our careers and we can do that with Radio Club. We can provide that vital encouragement to 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.