

**FOR IMMEDIATE RELEASE**

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**OSP® Magazine Names 2010 Thought Leaders™**

Palatine, IL – OSP magazine today announced its 2010 Thought Leaders representing the diversity of the telecom industry with a focus on the Independent providers in the market. Those professionals named include:

- Brian Schrand, Sr. Specialist, NE&C, Cincinnati Bell
- Joy Eldred, Regional VP - Engineering, Frontier Communications
- James McLemore, National Standards Manager - OSP Products / National Engineering Standards & Process, CenturyLink
- Dean Mischke, P.E., V.P., Finley Engineering
- Mike Edl, Senior VP, Network Services, Hawaiian Telcom
- Larry Boehm, Director - Network Implementations, TDS Telecom

The HOW-TO educational resource for communications and entertainment providers, the OSP brand connects advertisers with key buyers and decision makers for maximum exposure and enhanced brand awareness. Since 1983, OSP magazine has been educating providers about the ever-changing infrastructure trends within the telecommunications industry. Today's mixed network architectures (Core/Copper, FTTx, Wireless, In-Home) confront network professionals with numerous challenges that require them to stretch their CapEx dollars and deliver efficient solutions to the field – from the CO to The Last 50 feet. OSP magazine provides the latest updates and learning about how to design, engineer, troubleshoot, upgrade, provision, and monitor those mixed-network architectures.

In this three-part series, the 2010Thought Leaders Forum (TLF), 6 telecom executives will share insight into the most pertinent issues facing the industry in both the short- and long-term. The TLF will be featured in print and online in March, June, and August 2010, finishing with the culminating **Thought Leaders Live Panel (TLF) Discussion at OSP EXPO 2010** taking place at the Henry B. Gonzales Convention Center, in San Antonio, Texas, on October 13-14, 2010.

“In this uncertain economy, OSP magazine's 2010 Thought Leaders Forum is even more relevant for our segment of the telecom industry. We are excited to have 6 executives slotted for this year's Thought Leaders Forum,” said Sharon Vollman, VP/Editorial Director OSP magazine. “The TLF is a unique product integrating the OSP brand's print, online, and live event vehicles, where we create a collegial community between true leaders who are not afraid of speaking their minds about our segment of the business.”

For more information on how to participate, contact your sales representative at: Janice Oliva; [janice@pracom.com](mailto:janice@pracom.com); 847.202.4686 or Robin Queenan; [robin@ospmag.com](mailto:robin@ospmag.com); 847.202.4692.

**About the OSP brand**

OSP magazine is owned by Practical Communications Incorporated (PCI), a world class publisher of technology information resources, dedicated to advancing technology businesses with niched magazines and trade shows.

OSP EXPO, the industry leader in telecom network education, will bring together OSP professionals from the ILEC, IOC, and CLEC communities delivering more than 170 of the latest OSP technologies and 30+ regular and advanced seminars, and summits offering attendees the opportunity to receive continuing education credits from BICSI, ETA-I, and BCSP. The Broadband Deployment Marketplace, OSP EXPO 2010, will take place October 13-14 in San Antonio, Texas, at the Henry B. Gonzales Convention Center. For more information call (847) 202-4688 x. 228 or visit [www.ospmag.com/expo](http://www.ospmag.com/expo).