

**FOR IMMEDIATE RELEASE**

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Contact:

Mary Beth Koelling

OSP EXPO

847.202.4689

marybeth@pracom.com



**OSP® Magazine Names Byron McDaniel as New Columnist**

Palatine, Illinois – *OSP magazine* today announced a new column to be launched with the January 2010 issue, *Frontline Challenges* authored by Byron McDaniel, a retired AT&T veteran with more than 29 years of service.

“OSP magazine is thrilled to have Byron on board who clearly understands our reader’s challenges,” said Sharon Vollman, VP/Editorial Director of OSP magazine. Byron’s management of many network professionals during his tenure at AT&T was admirable. He empathizes with the front line and knows how to listen to their concerns and turn those concerns into potential solutions.” During the last 12 years of his career, Byron held the position of Vice President - Construction and Engineering for AT&T West. Byron directed more than 5,000 team members in the planning, design, and construction of all Outside Plant for California and Nevada. Today, Byron is retired from AT&T with more than 29 years of service. Prior to this, Byron held numerous positions within the AT&T organization including installation and repair, maintenance centers, structured building distribution systems, and local area networks. He is an avid golfer, Harley rider, and handyman.

The HOW-TO educational resource for communications and entertainment providers, OSP magazine connects advertisers with key buyers and decision makers for maximum exposure and enhanced brand awareness. Since 1983, the OSP brand 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.

For more information about OSP magazine visit [www.ospmag.com](http://www.ospmag.com).

**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 magazine educates providers about the ever-changing infrastructure trends within the telecommunications industry.