



Jackson Thornton Principal Presents at National Conference

Montgomery, AL – March 7, 2011 -- Rod Ballard, a principal at Jackson Thornton and a telecommunications specialist, recently presented a session entitled "Leadership in Challenging Times" at the annual National Telecommunications Cooperative Association meeting in Dallas, Texas.

As a part of the presentation, Ballard discussed the specific action steps each rural telecom provider needs to implement in order to survive, sustain and succeed in the future. The five steps under Ballard's plan include:

- Lobby government and regulators at all levels
- Align owners, boards of directors, management and workforce attitude toward expenses
- Fully understand the entities current broadband capabilities and proposed infrastructure
- Sell! Sell! Sell!
- Be flexible and adaptable to coming changes

Jackson Thornton is currently analyzing and researching the National Broadband Plan in order to understand the ramifications for our clients and to assist clients in implementing these five action steps. Please contact Rod Ballard at 334.240.3622 or at rod.ballard@jacksonthornton.com for information.

About Jackson Thornton

Founded in 1919, Jackson Thornton is a certified public accounting and consulting firm with 200 professionals and associates in six offices located in Alabama and Tennessee. In addition to accounting services, the firm offers strategic planning, business consulting services, technology consulting, asset management and specialized industry services. For more information, please visit www.jacksonthornton.com.

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