



For media inquiries, please contact:
Jaymie Scotto & Associates (JSA)
+1 866.695.3629
pr@jaymiescotto.com

Jaymie Scotto & Associates (JSA) Kicks Off Its 10-Year Anniversary Celebration with Rebrand, Website Refresh and Event Promotions

Year-long Celebration to Commemorate Decade of Service Excellence and Commitment to Telecom's Top Brands

MIDDLEBROOK, VA, March 3, 2015 – Jaymie Scotto & Associates (JSA), the preeminent marketing, public relations and event planning firm serving the telecommunications industry, today announces the start of its year-long campaign celebrating a decade of delivering exceptional Public Relations, Marketing, Design and Event Services to the telecom industry. While the company will launch a number of initiatives throughout the year, the initial kick-off features a complete rebrand, including logo, website and reporting refresh, first-to-market networking initiatives at its Telecom Exchange event and an informal name change to simply JSA.

"JSA is the definition of family," states Jaymie Scotto Cutaia, CEO and Founder of JSA. "We are the extended marketing family to our dozens of clients, the industry's top brands who have rewarded us with their continued trust and support. While typical engagements average approximately one year, JSA has been engaged with the majority of clients for four to ten years. This is testament to our team's customer-centric support, industry expertise, and constant growth. Each year, JSA strategizes and sets the bar for the next level of telecom marketing support for our clients."

"The secret to our success," continues Mrs. Cutaia, "is our team of creative and hard-working professionals that have been with me since the early days. Together we are committed to showcasing our 'JSA Best Practices' in gold-star-level marketing, design and event services, in 2015 and beyond."

In addition to a complete company rebrand and website redesign, JSA's 10-year anniversary campaign includes a number of additional announcements and system enhancements to be rolled-out throughout 2015. Notable initiatives include JSA Radio, Virtual CEO Roundtables and an 'Open Letter' blog series on JSA's industry-leading blog Telecom News Now (TNN), which will offer industry experts, executives and analysts the opportunity to showcase their knowledge and insight to more than 50,000 monthly TNN readers.

Moreover, as JSA has consistently shown a unique ability to grow and evolve with its clients, the company is currently introducing enhancements to many of its already considerable ROI reporting tools, databases and other online marketing tools.

To learn more about JSA, please visit www.jaymiescotto.com.

#

About JSA

Since 2005, JSA is the preeminent marketing, public relations, and event-planning firm serving the telecommunications industry. JSA offers industry-recognized, full-service communications with measurable return on investment. As the first PR firm dedicated solely to telecom, JSA provides clients with critical industry perspective and visibility. Our innovative tools, expert team and established relationships within the industry ensure the finest services available. Our clients enjoy insider-only event management and networking opportunities, including JSA's industry event **Telecom Exchange**. We also feature client and marketplace news within our virtual newsroom for telecom professionals, JSA TV; on our Internet radio broadcast JSA Radio, within our video newsletter, Telecom News & Trends; and on our industry-leading blog, Telecom News Now. To learn more about how JSA can elevate your brand, visit www.jaymiescotto.com.

Join the conversation: Follow JSA on [LinkedIn](#) and [Twitter](#).