



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

### **PrimePoint CEO Elizabeth Burton Elected to Board of Directors for the Visual Communications Industry Group**

**SOMERSET, KY – Jan. 1, 2014** – Elizabeth G. Burton, CEO of PrimePoint, and Director of Business Development and Public Relations for The Center for Rural Development, has been elected to the Visual Communications Industry Group Board of Directors by its membership. Burton has served as a provisional director for the past year, and will begin her 2-year term as full director beginning January 1. Burton will also serve as Chairperson of the Technology Committee and as a Member of the Marketing and Membership Committees.

“The VCI-Group is a nonprofit organization that serves as the voice of the visual communications industry,” said Burton. “The organization provides research, training, professional development, networking and best practice recommendations on issues that affect collaborative communications such as standards-based video, interoperability, and cloud UCC.”

The VCI-Group is an international organization influencing the development of industry-based standards for multimedia collaboration technologies. More information about VCI-Group can be found by visiting [www.vci-group.org](http://www.vci-group.org).