



MONDAY, MARCH 5TH

3:15 PM

304

New Manager Orientation & Grassroots 101

New to telco? New to management? Learn more about the Alliance, our Annual Meeting, and receive some pointers on "what it takes to be a great GM"

This is a special session for all recently hired GMs (including those with less than 5 years of experience) called New Manager 101. This session will start at 1:30 PM and will be a two-part session that concludes with a "Grassroots and Lobbying 101" for all telco employees

3:30 – 5:00 PM Pre-Conference Sponsored Sessions

319-320

Regulatory Update

Feeling a little cloudy on CAF Phase II Auction, Network Neutrality, Broadband Updates, Annual ETC Recertification Updates, IA Deregulation, Lifeline Claim Service Regulation Filings and the NPAC Transition? Join BKD for an interactive discussion that will bring clarity to these regulatory topics. BKD's regulatory experts will be available during the session and at BKD Booth #108-109 to answer any questions.



317-318

Calix "Smart-Home" Overview

Calix "Smart-Home" overview, + updates on the latest Calix Products and Cloud offerings.

- Refreshments & Drawings for Gift Cards



307-308

Two Thumbs Up & Certified Fresh

Vantage Point Reviews the Big Picture In the spirit of Siskel & Ebert and Rotten Tomatoes, Vantage Point's industry experts will review the hottest telecom topics from both engineering and regulatory perspectives – giving you the true Big Picture. Join us for an entertaining look at the hottest issues of 2018, including new competitive threats, implications of federal actions, and trends in both technology and business operations. With both legacy and modern takes on the latest telecom topics, you'll be sure to give this session two thumbs up.



309-310

Behind the Scenes: The Role of Record Keeping

Behind the Scenes: The Role of Record Keeping:

- Mapping Upkeep
- Splicing Records
- Reports
- Customer Information
- Inventory
- Central Office



The Annual Meeting & Expo File Library is available at:



www.IACommunicationsAll.org

Sign in to the Iowa Communications Alliance network and use the password: **bigpicture2018**

TUESDAY, MARCH 6TH

8:30 AM

Welcome Address ICA President, Mark Peterson

8:45 AM

Annual Membership Meeting

KEY NOTE

9:00 AM

304

IUB Modernization Efforts Geri Huser, Chair, Iowa Utilities Board



IUB Board Chair Geri Huser will discuss current hot topics as Iowa's top communications industry regulator, including:

- IUB focus as a result of LEC deregulation
- Dual Party Relay program funding changes
- IUB assessments to communications providers
- IUB records, filings and billing modernization
- Customer service complaint authority

9:30 AM

304

Moving from Regulated Operations Toward Broadband and other "Less Regulated" Services Brent Christensen, President/CEO, Minnesota Telecom Alliance Scott Stevenson, President, Telecommunications Association of Michigan Dave Duncan, CEO, Iowa Communications Alliance

In Iowa and many other states, policymakers are reducing regulation of traditional LEC services. Many states are changing their focus toward broadband buildout incentives. What is the impact of these changes on communications carriers? On consumers? Join the State Association leaders from Minnesota, Michigan and Iowa for their perspectives on "lessons learned" on the impact of LEC deregulation and state efforts to promote broadband buildout.

CONCURRENT BREAKOUT SESSIONS

10:30 AM

319-320

FirstNet & Emergency Response in Iowa

Tom Lampe, FirstNet State Point of Contact and Chair of Iowa Statewide Interoperable Communications Systems Board
Andy Sackreiter, AT&T Director of the Radio Access Network for Iowa RAN Engineer

The State of Iowa has opted-in to the plan that AT&T designed to deploy the public safety wireless network known as FirstNet. FirstNet is already operational in Iowa, giving emergency responder priority access to communications services in times of need.

Attend this session to learn about how FirstNet works, AT&T's plans to expand the scope of FirstNet in Iowa, and how Iowa's public safety sector views FirstNet and other emergency response capabilities to better serve Iowans.

309-310

Managed WiFi—Panel Discussion

Karlin Kelley, HunTel Engineering
Michael McCalpin, Calix
Ken Fernandes, Adtran

THIS SESSION WILL BE REPEATED ON MARCH 7, 2018

Easing the Burden of a 21st Century Business Imperative. Due to intense competition, stores, banks, hospitals, restaurants and branch offices are all evolving into technology-enabled hubs that are designed to help improve the customer experience and drive customer loyalty. Wi-Fi attracts, engages and retains customers; it enhances employee productivity. However, managing and securing a private Wi-Fi network while also enabling a Wi-Fi layer with a quality end user experience requires substantial attention and resources to implement and maintain.

307-308

The Internet is Slow! - Effectively Finding the Root Cause of Poor QOE

Dustin Curtis, RVW, Inc.

Attendees will gain an understanding of the tools and techniques that can be used to progress your network team from being reactive to proactive with the ultimate goal of improving subscriber quality-of-experience.

317-318

Top 10 CES Products—A Review

Brian Bloget, NGT
Heath Mallory, ViaTel
Justyn Miller, Aureon

THIS SESSION WILL BE REPEATED ON MARCH 7, 2018

CES offers new gadgets and gizmos from almost every manufacturer on the planet. But what CES products will actually make it to market? More importantly, what products can your company/customers benefit from? Join our "scouting team" for their top 10 product reviews and opinions on what products have potential.

OPEN DISCUSSION

2:00 PM

Directors: Rooms 307 - 308**Technicians: Rooms 309 - 310****Directors & Technicians****Open Discussion Roundtables**

Come visit with your peers in an informal forum to discuss best practices, new trends, and other emerging topics of interest during this interactive roundtable session. Learn from each other and come away with ideas that you can put into place when you go back to the office. Always one of the most beneficial sessions as stated from previous year attendees!

WEDNESDAY, MARCH 7TH

KEYNOTE

8:30 AM

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Why Care About All the Turmoil in DC?

Lynn Follansbee, USTelecom
Derrick Owens, WTA
Mike Romano, NTCA
Larry Thompson, Vantage Point Solutions

The political and regulatory scene in Washington is so divisive that many of us in the heartland have a tendency to tune it all out. However, there are some interesting developments that we need to understand.

These industry experts will provide an update on all that is occurring at the FCC, Congress, the White House and other federal agencies. This will be a lively and interactive session that will discuss how the latest developments on USF reform, ACAM elections, CAF auctions, open internet, broadband privacy, and Congressional activities impact their business and what new opportunities they create.

12:15 PM

314-315

Policy Update for GMs Luncheon

Dave Duncan, ICA CEO
John Pietila, ICA General Counsel

Join Alliance General Counsel John Pietila and CEO Dave Duncan for an open and honest discussion of current industry developments. This session will include an overview of recent state and federal legislative, regulatory and industry developments and will highlight the impact of those on your business. This interactive session will focus on audience questions and member feedback on association activities, strategies and progress.

NOTE: This session is specifically limited to telco member CEOs, GMs and managerial level employees.

WEDNESDAY, MARCH 7TH (CONTINUED)

CONCURRENT BREAKOUT SESSIONS

1:10 PM

307-308 **CYBER-RISK: What Executives & Boards Need to Know**
Jan Hertzberg, BKD

This presentation will review the cyber-risk landscape, share leading industry practices for cybersecurity and provide cybersecurity governance insights.

303-304 **Generations at Work**
Doug Pals, Re:Sourceful Communications

Changes in workforce demographics (aka generation gaps) have impacted our workplaces or work culture perpetually. Today with the size of Millennials and Generation Z, and the retirement of aging Baby Boomers, organizations are on the cusp of dramatic changes as the new generations move into leadership roles at work. This panel will discuss the topic from many angles, as well as the impacts you may see in your company. You'll leave with ideas, and possible action steps to use to help position your organization for continued success.

309-310 **Achieving High Availability with NFV**
Mike Gates, REDCOM

Network Function Virtualization" (NFV) has a goal to separate software from hardware to enable flexible network deployment and dynamic operation. Implementing an NFV based solution presents a unique set of challenges for ICA members who have previously deployed network services with high availability and reliability as part of a complete solution, and are looking to achieve the same with an NFV based service. This session will focus on the various methods that can be used, and the tradeoffs of these methods to maximize service availability in a virtualized environment.

317-318 **Demystifying Skinny Bundles, Broadband Delivery and OTT**
Melanie McMullen & Bruce Beard, Cinnamon Mueller

Streaming video has arrived, and digital OTT providers are gaining ground. The disruptors are changing the game. Traditional MVPDs want to stay competitive, but how do they compete against new, and rapidly maturing, OTT services that use MVPDs' own broadband facilities to compete against them while operating without the constraints of outdated regulations and archaic content agreements? This panel of legal and business content experts will explore the evolution of video content rights, including issues around broadcast programming and compulsory copyright, and will share their practical insights and experience around app-based broadband delivery and "true" OTT.

319-320 **Disaster Recovery**
Marilyn Blake, Telcom Insurance
Karl Hochmuth, Power Product Services
Alex Rawitz, Servato

Disasters can strike without warning at any time crippling an organization's ability to not only do business but perhaps even communicate internally, externally and all the above. To ensure a higher likelihood of successful results when recovering from a disaster, planning and preparation are essential. After all, if there is no plan in place, you and your employees may be simply winging it. Without a plan, there is no focus and direction, during emergency, that's not a good recipe.

This session will provide thought-provoking case studies and disaster recovery templates to help you and your company update your plans or start a new one.

GENERAL INFORMATION

Expo Hours: The expo will open on Tuesday, March 6th at 1:00 PM. At 4:30 PM on Tuesday, plan to join your friends and colleagues for welcome reception. This reception will give you an opportunity to discuss the events of the day and visit with vendors you haven't gotten a chance to meet yet. The reception concludes at 6:00 PM. Wednesday's Expo hours are from 9:30 AM to 12:00 PM.

Hands-On Demos: New this year, the expo hall will feature two theatres with Hands-on demonstrations from Amino, Clearfield, ExFo, FiTel, Millenium, SubSurface Solutions and more throughout the expo hours.

NTCA Certificate Program Credits: We have partnered with NTCA to offer credits towards your Director Core Curriculum (DCC) certificate. One NTCA Credit will be awarded for the following training sessions:

- Cyber-Risk: What Executives & Boards Need to Know – Technology (T100)
- Non-Traditional Partnerships Panel – Business (B100)
- Network Planning for Managers – Business (B100)
- Managed WiFi—Panel Discussion – Technology (T100)

Legislative Visits: Targeted legislative visits will be available for Directors on Tuesday, March 6th from 2:00 to 4:00 pm. Please contact Caitlin Jarzen to request a meeting with your state legislator.

Shuttle Service: Complimentary shuttle service is available through the Marriott Shuttle from the Marriott & Renaissance Savery Hotels during the posted times. Be sure to check the boards located in the hotel lobbies and at the convention center for times. Shuttle service through the Holiday Inn from the Holiday Inn and Comfort Inn will also be available during the posted times. Skywalk maps are also available if you prefer to use the skywalk system.

2:10 PM

303-304

Non-Traditional Partnerships Panel

David Fridley, FARR Technologies
Curtis Dean, SmartSource Consulting
Kevin Condon, Iowa Association of Electric Cooperatives

Municipalities are all looking into upgrading their broadband infrastructures. They can find the money to build most projects. However, maintaining and managing the networks are a problem. Existing ILEC's might be able to leverage their existing resources to assist, plus generate another revenue stream for the ILEC in the process.

309 -310

VoIP Deployment Best Practices

Mike Gates, REDCOM

Next generation voice systems are critical network components. Security breaches have become commonplace in today's news. This session will focus on some key areas of concern for ICA members and will review best practices that can be considered to help mitigate infiltration risks.



319-320

**Network Planning for Managers
What Will Networks Look Like in 10 Years?**

Tom Conry, FMTC
Frank Kaim, 7Sigma
Dean Mischke, Finley Engineering
Nathan Weber, Vantage Point Solutions

2026—Is Your Network Ready? This panel will ask the questions you should be thinking about. For example, "If we provide a gig of connection to every customer by 2026 what routers will be needed as we plan our fiber network to handle the 2nd mile and connections back to the middle mile?"

3:15 PM

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**Emerging Opportunities: Recognizing the Technologies
and Trends Transforming Your Industry**

Simon Anderson



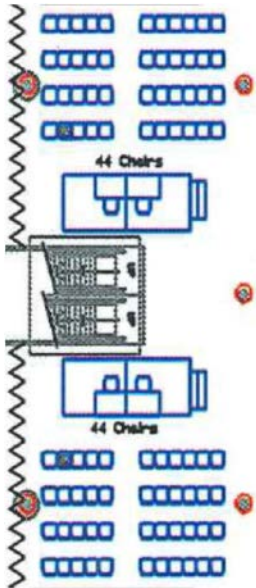
Join Futurist Simon J. Anderson as he guides you through a thought-provoking look into the near future of telecommunications and connectivity. This entertaining, informative, and actionable presentation helps leaders in rural telecom recognize important emerging trends and technologies that are reshaping their industry, and provides new approaches to anticipating the opportunities and challenges that these changes could create. Lastly, learn specific actions and next steps you can take right away to better position your organization for the future.

The Annual Meeting & Expo File Library is available on the ICA website:

www.IACommunicationsAll.org

Click on the Register for Events tab and select 2018 Annual Meeting & Expo.





Main Entrance



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SCHEDULE OF EVENTS

MONDAY, MARCH 5TH

1:00 PM	Registration opens	
1:30 PM	GM 101 Followed by Grassroots 101	315
3:30 - 5:00 PM	Sponsored Pre-Conference Sessions	
	<i>HunTel Engineering</i>	309-310
	<i>Vantage Point Solutions</i>	307-308
	<i>Calix</i>	317-318
	<i>BKD CPAs & Advisors</i>	319-320
5:00 - 6:30 PM	Opening Reception	
	Dinner on your own	

TUESDAY, MARCH 6TH

7:30 AM	Continental Breakfast	312
8:30 AM	Opening General Session	304
8:45 AM	Annual Meeting of the Members	304
9:00 AM	The IUB Vision of Telcom in a DeRegulated World <i>Geri Huser, IUB Chair</i>	304
9:30 AM	Moving from Regulated Operations Toward Broadband and other "Less Regulated" Services	304
10:15 AM	Break	
	Concurrent Sessions	
10:30 - 11:30 AM	The Internet is Slow	307-308
10:30 - 11:30 AM	Managed WiFi	309-310
10:30 - 11:30 AM	Top 10 CES Products	317-318
10:30 - 11:30 AM	FirstNet in Iowa	319-320
11:45- 1:00 PM	Awards Luncheon Ceremony	312-315
1:00 -5:30 PM	Expo Hall	

Hands on Demo Showtimes

Demos will be in the Expo Hall on the stages near the escalators unless otherwise noted.

2:00 PM	FTTH Testing, Buck Spears, <i>Expo</i>
2:30 PM	4K Ultra HD WiFi & MoCA Set Top Boxes, Dan Careful, <i>Amino</i>
3:00 PM	Fiber 101, Steve Scudder, <i>Fitel</i>
3:30 PM	Managed Wi-Fi, Ken Fernandez, <i>Adtran</i>
4:00 PM	Utility Locating & GPS, Travis Beran, <i>Subsurface Solutions</i>

2:00 - 2:45 PM	Open Forum Discussions-Directors	307-308
2:00 - 2:45 PM	Open Forum Discussions-Techs	309-310
2:45 PM	Break - Expo Hall	
4:00-5:30 PM	Networking Reception in the Expo Hall	
7:30 - 10:00 PM	Johnny's Hall of Fame	



WEDNESDAY, MARCH 7TH

7:30 AM Continental Breakfast

8:30 - 9:20 AM

Why Care About All the Turmoil in DC?

304

9:30 AM - 12:00 PM

Expo Only

Hands on Demo Showtimes

Demos will be in the Expo Hall on the stages near the escalators unless otherwise noted.

10:00 AM

Fiber Splicing: So Easy a Sales Guy Can Do It! Joe Valen, *Millenium*

11:00 AM

How to Create a Mid-Sheath Splice, Tim Locker, *CBM*

11:30 AM

Fiber Management 101, Paul Bruns, *Clearfied (Booth 300)*

12:15 - 1:00 PM

Lunch

12:15 - 2:00 PM

GM's Policy Update (Lunch Included)

314-315

Concurrent Sessions

1:10 - 2:00 PM

Generations At Work

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1:10 - 2:00 PM

CyberRisk

307-308

1:10 - 2:00 PM

Demystifying Skinny Bundles

317-318

1:10 - 2:00 PM

Disaster Recovery Panel

319-320

1:10 - 2:00 PM

Achieving High Availability with NFV

309-310

1:10 - 2:00 PM

Managed WiFi (Repeated)

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2:00 - 2:10 PM

Break

Concurrent Sessions

2:10 - 3:00 PM

Non-Traditional Partnerships

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2:10 - 3:00 PM

Networking Planning for Managers

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2:10 - 3:00 PM

VOIP Deployment Best Practices

309-310

2:10 - 3:00 PM

Top 10 CES Products (Repeated)

317-318

3:00 PM

Break

3:15 PM

Emerging Opportunities: Recognizing the Technologies
& Trends Transforming Your Industry

304

4:00 PM

2018 Alliance President's Closing Comments

ICA PRESENTS
THE BIG PICTURE
ANNUAL MEETING & EXPO



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2019 ANNUAL MEETING & EXPO



MARCH 25-27, 2019



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