

2019 REGISTRATION GUIDE

MARCH 25-27, 2019 | IOWA EVENTS CENTER 730 3RD ST. | DES MOINES, IA 50309



DRIVING TO SUCCESS. Iowa Communications Alliance 4201 Westown Parkway, Suite 130 West Des Moines, IA 50266

postage

Brittany Bonnicksen 4201 Westown Parkway, Suite 130 West Des Moines, IA 50266

2019 ANNUAL MEETING

SCHEDULE OF EVENTS

MONDAY, MARCH 25

Registration opens (lunch on your own) 11:30 - 12:45 PM New Telco Employee Lunch (see pg 9) PRESIDENT'S OPENING & ANNUAL MEETING OF THE MEMBERS 1:00 - 1:30 PM Mark Thoma, Winnebago Coop. Telecom Assoc. KEYNOTE 1:30 - 2:20 PM Going the "EXTRA MILE" Jim Miller, Emeritus Head Coach at Wartburg College **GENERAL SESSION** 2:20 - 3:20 PM Telecom Regulation 2019 - Where are we headed? Geri Huser, Board Chair, Iowa Utilities Board ICA Lobbying Team 3:40 - 4:30 PM **BREAKOUT SESSIONS** • Pros & Cons - Latest Wireless Options for the Last Mile

Warren Vande Stadt, Vantage Point Solutions

Chris Konechne, Finley Engineering
Pete McNally, Grinnell Group

- Regulatory Compliance Update
 John Pietila, Davis Brown Law Firm
- 10 Things to Know About Broadband
 Carissa Swenson, Consortia Consulting

4:30 - 6:30 PM 19th Hole

19th Hole Reception on Main Floor

TUESDAY, MARCH 26

7:30 - 8:30 AM Continental Breakfast/ Registration

8:30 - 9:30 AM KEYNOTE

To All the Economists I've Loved

Anirban Basu, Economic Forecasting Expert

9:45 - 10:30 AM BREAKOUT SESSIONS

• 10 Things to Know About Broadband (Repeat)

Carissa Swenson, Consortia Consulting

Wi-Fi in the Home, CPE Installation
 Success

Lee Jager, Vantage Point Solutions

9:45 - 11:30 AM General Manager's Policy Update

10:30 - 10:45 AM **Break**

11:00 - 11:30 AM VENDOR WELCOME (VENDORS ONLY)

10:45 - 11:30 AM

BREAKOUT SESSIONS

 Pros & Cons - Latest Wireless Options for the Last Mile (Repeat)

Warren Vande Stadt, Vantage Point Solutions

Chris Konechne, Finley Engineering Pete McNally, Grinnell Group

Video Updates and OTT Trends
 Jerry Weber, Innovative Systems
 Jean Edhlund, Cooperative Network
 Services

Lead your Community in Cybersecurity
 Ryan Pieken, Oxen Technologies

2:15 - 3:00 PM GENERAL SESSION

Ask Us Anything: FCC & CAF Performance Testing

Moderator - Bob Gannon, WesTel Systems

Panelist - Michael McAlpin, Calix

Panelist - Andy Deinert, Vantage Point

Solutions

Panelist - Bob Abrams, BKD

3:00 - 3:15 **BREAK**

3:15 - 4:15 PM Director's Roundtable (Directors Only)

4:30 -6:30 PM 19th Hole Vendor Reception in Expo Hall 7:30 -10:00 PM Vendor Hosted Reception at Johnny's

Hall of Fame, 302 Court Avenue

WEDNESDAY, MARCH 27

7:30 - 10:30 AM Expo Hall with Continental Breakfast

9:45 - 10:30 AM GENERAL SESSION

Charting a Course to the Future

Dave Lewis, JSI

10:45 - 11:45 AM **KEYNOTE**

A Trip Down the Long Road

Chuck Long, Former Iowa Hawkeye

Quarterback

11:45 AM-12:00 PM CLOSING SESSION

Your Invitation to the Champions Dinner

Ryan Boone, Incoming ICA Board President

DETAILS

EXPO HOURS

The expo will open on Tuesday, March 26th at 12:30 PM. At 4:30 PM on Tuesday plan to join your friends and colleagues for the vendor 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 6:30 PM. Wednesday's Expo hours are from 7:30 – 10:30 AM.

SHUTTLE SERVICE

Complimentary shuttle service is available through the Marriott Shuttle from the Marriott Hotel during the posted times. Be sure to check the boards located in the hotel lobby and at the convention center for times. Skywalk maps are also available if you prefer to use the skywalk system. All transportation information will be posted on our website under Register for Events.

HOTEL BLOCKS:

Des Moines Marriott

Rate \$152+ | Call (515) 245-5000 to reserve your room

Hilton Des Moines Downtown

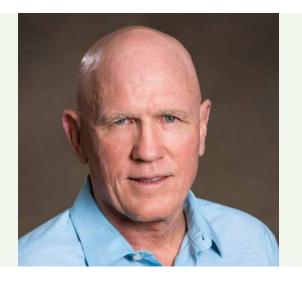
Rate \$165+ | Call (515) 241-1456 to reserve your room Limited availability left.

The reservation cutoff date for all blocks is Monday, March 4, 2019.

REGISTER ONLINE:

Online registration can be found at www.iacommunicationsall.org

KEYNOTE SESSIONS



GOING THE "EXTRA MILE"

Jim Miller, Emeritus Head Coach at Wartburg College
All good teams, businesses, and organizations have people
willing to go the "Extra Mile" for themselves and for the good of
the team. And that should be the expectation, you do go the
"Extra Mile" even though sometimes you may not want to or
you just don't feel like it. You do it anyway...



TO ALL THE ECONOMISTS I'VE LOVED

Anirban Basu, Economic Forecasting Expert
This presentation supplies detailed discussions regarding global, national, and regional economic performance using the most current data available. Special attention is devoted to certain aspects of economic life, including the performance of financial, labor, real estate, and construction markets.



A TRIP DOWN THE LONG ROAD

Chuck Long, Former Iowa Hawkeye Quarterback
Chuck shares lessons he's learned regarding leadership and
teamwork - both on and off the football field. He'll also reflect
on the individuals who not only encouraged him to achieve
success, but to also understand the importance of lifelong
learning, building relationships and giving back.



GENERAL SESSIONS

ASK US ANYTHING: FCC & CAF PERFORMANCE TESTING

Bob Gannon, WesTel Systems
Michael McAlpin, Calix
Andy Deinert, Vantage Point Solutions
Bob Abrams, BKD

The new performance testing requirement has left ICA members with a lot of questions about the order. What makes a test? How to report? How to randomize? Who, when, where, and how many to test? From basic to advanced, and anything in between – in this interactive session, you ask, we answer. Presented by ICA Associate Member Experts Vantage Point Solutions, Calix and BKD CPA's and Advisors.

CHARTING THE COURSE TO THE FUTURE

Dave Lewis, JSI

With constant changes in technology, settlement streams, regulatory oversight, etc., it is imperative to have a strategy of where you want to be and how you plan to get there. Are you prepared for material regulated revenue disruption? Have you

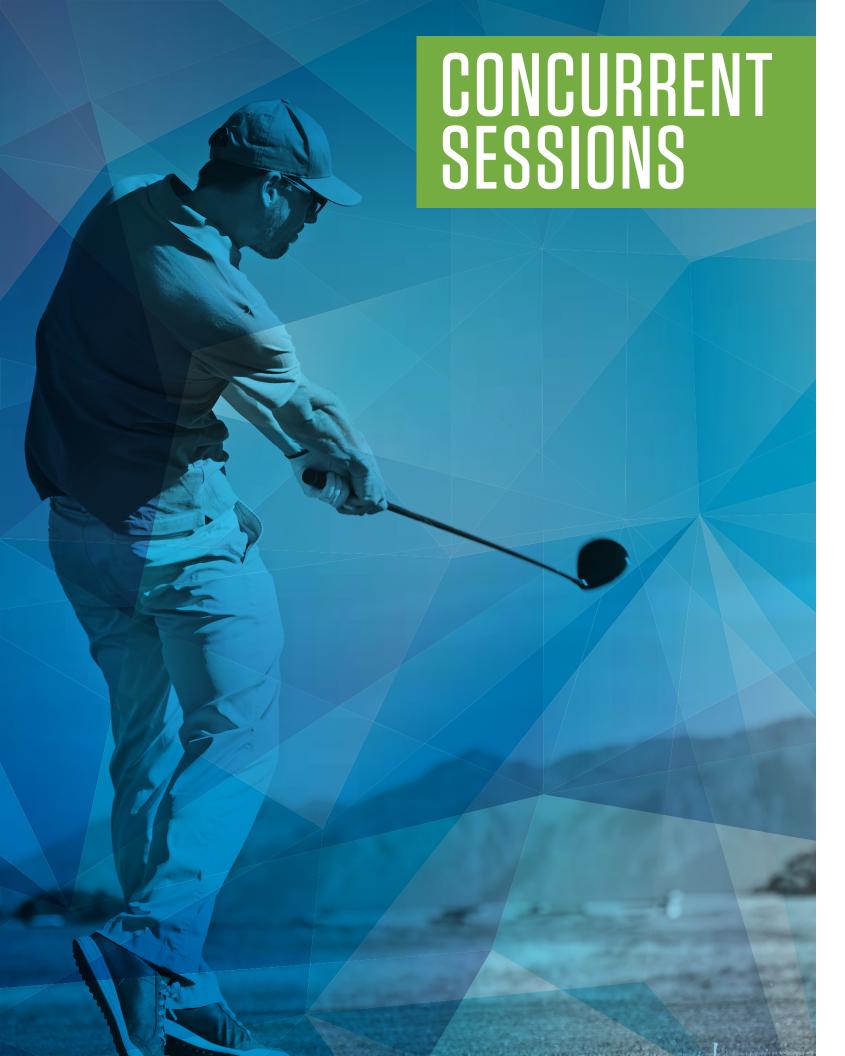
set your 2025 goals for revenue, margin, market expansion, product portfolio, customer experience, staffing complexion, and capital strategy? Have you translated those long-term visions into a defined/ executable sequence of annual capital and operating budgets/plans? This session will help you identify specific financial metrics, planning strategies and tactics that you should consider as you position your company for long-term viability and prosperity.

TELECOM REGULATION 2019 – WHERE ARE WE HEADED?

Geri Huser, Board Chair, Iowa Utilities Board **ICA Lobbying Team**

This session will include an update from Geri Huser, Chair of the Iowa Utilities Board as the IUB continues its efforts toward deregulation of LEC service, as well as information on updated rules relating to One-Call and line cuts, IUB procedures to streamline required filings and other matters. In addition, the Alliance Lobbying team will give an update on this year's legislative session.

IOWA COMMUNICATIONS ALLIANCE



PROS & CONS – LATEST WIRELESS OPTIONS FOR THE LAST MILE





Chris Konechne, Finley Engineering
Pete McNally, Grinnell Group
Warren Vande Stadt, Vantage Point Solutions
With the advent of 5G, fantastic things are being
promoted for fixed wireless access. Gigabit speeds!
Exciting developments are emerging, but no one
solution fits all. ICA member decision-makers will want
to attend. You will leave with an improved ability to filter
the claims and to sort out the best probable categories
of solutions for your own market targets. This panel of
experts will cover opportunities, strategies, challenges,

REGULATORY COMPLIANCE UPDATE

and real market trends in wireless.



John Pietila, Davis Brown Law Firm During this session John will cover the status of FCC "Open Internet" vs. "Net Neutrality" policy debate and legal challenges. He will provide an overview of state and federal regulation of broadband service and internet service providers ("ISPs"). Along with

offering guidance for ISPs to identify and implement required policies, and performance testing.

10 THINGS TO KNOW ABOUT BROADBAND



Carissa Swenson, Consortia Consulting

The best way for your company to adopt a sales culture is to educate your staff and your customers. In order to sell the right sized broadband package to each and every customer, you must know different pieces of information. In

this session we will educate you on how to learn what your customer needs.

WI-FI IN THE HOME, CPE INSTALLATION SUCCESS



Lee Jager, Vantage Point Solutions Rapidly bringing new customers on to the network is important for every company, and this direct customer interaction is a critical impression for your relationship and reputation. So, what does it take for a successful install? Hint: The work starts before you arrive at the door and doesn't

end when you leave. In this session, Lee Jager will outline four (OK, ten) best practices for home installs so you can bring happier, revenue-generating customers onto your network sooner and more efficiently: a truly start-to-finish Successful Home Installation.

VIDEO UPDATES AND OTT TRENDS





Jean Edhlund, Cooperative Network Services Jerry Weber, Innovative Systems

In this session you will learn about rural market trends, disruptors and a roadmap for the future of your video plant. One of the industry's leading rural content negotiators will also share content negotiation dos and don'ts at a high level and a forecast on the future of content contracts and negotiation. Attendees will also see the latest rural video survey results and the most popular rural "Cable" channels in America from data off of over 60,000 set top boxes from Alaska to New York.

CONCURRENT SESSIONS

LEAD YOUR COMMUNITY IN CYBERSECURITY



Ryan Pieken, Oxen Technology lowa ISP's are leaders in our state: These fiber deployments have enabled our small businesses to compete and enabled people to enjoy the rural lowa life by working remotely from home. While fiber has provided many benefits, it has also increased our

threat impact and likelihood. The increasing capacity of our networks makes them more appealing and helpful to cyber criminals, who will try to use our infrastructure to propagate viruses, transfer stolen data, and launch cyber-attacks. This is why we need to educate our communities on cybersecurity. Come to this session to learn some ways to be a cybersecurity leader in your community. We will talk about how to engage your community and work with leaders to help build a cybersecurity-minded culture. Let's continue leading in lowa!

DIRECTOR'S ROUNDTABLE SESSION - WHAT'S HOT



Doug Eidahl, Vantage Point Solutions

Join your fellow company directors for an opportunity to engage in open round table discussions. Hear about current and future opportunities, challenges and issues other ICA member companies are dealing with. Items of discussion will

include increasing demand for broadband, changes in technology, financial challenges and opportunities,

conversion from voice to VoIP, competitive threats, video and OTT trends, impact of the CAF II Auction 903 winners to the State of Iowa. Lastly, will there be opportunity in the upcoming Remote Area Fund Auction, and the e-connectivity Pilot Program.... just to name a few items!

POLICY UPDATE FOR GMs





Dave Duncan, Iowa Communications Alliance **John Pietila**, Davis Brown Law Firm

Join Alliance General Counsel John Pietila and CEO Dave Duncan for an open 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.



NEW TELCO EMPLOYEE LUNCH

Monday, March 25th 11:30 AM

NEW TO YOUR COMPANY? NEW TO TELCOM? FIRST TIME AT THE ANNUAL MEETING & EXPO?

This is a special session for all "new" and "recently hired" employees. This informal session gives you the opportunity to meet other new attendees while learning about the Alliance. We will also share some pointers on what it takes to succeed in the telcom world and how to make the most of your time at the Annual Meeting. This session will start at 11:30am and will include lunch.

*RSVP is required. RSVP to
Brittany@iacommunicationsall.com

2019 SPONSORS

GREEN JACKET SPONSORS

























ALL STAR SPONSORS

















FOR MORE INFORMATION:

Brittany Bonnicksen brittany@iacommunicationsall.com 515.867.2091 **Iowa Communications Alliance** 4201 Westown Parkway, Suite 130 West Des Moines, IA 50266 www.iacommunicationsall.org

THANK YOU!

2019 ANNUAL MEETING

REGISTRATION FORM

MEMBER	NON-MEMBER	
\$395	\$800	Full Conference Registration
\$195	\$400	One-Day Registration
\$195	\$400	Spouse/Guest Registration

CANCELLATION POLICY

All cancellations must be received by March 1, 2019. Cancellations must be received by e-mail to brittany@iacommunicationsall.com. No refunds will be made for requests received after that time. Refunds will be issued in the same form payment was made. Please allow two weeks for processing. Registrants who cancel will not receive seminar materials.

PRE-REGISTRATION:

Pre-Registration closes five business days in advance on Monday (end of business), March 18th.

LATE REGISTRATION:

Starting March 19th, an additional \$25 will be charged for registrations. This additional charge will be reflected in addition to the registration prices listed above.

ATTIRE

Business casual is the suggested dress code during the meeting. Please keep in mind that meeting rooms can be on the cooler side. It is recommended that you dress in layers to stay comfortable.

CONSENT TO USE PHOTOGRAPHIC IMAGES

Registration and attendance at, or participation in, ICA meetings and other activities constitutes an agreement by the registrant to ICA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, video, electronic reproductions, and audio of such events and activities.

		▼ cut here and return low	er portion ▼	
Contact Name:		_ Phone:	Email:	
Attendee #1:			_ Title:	\$
Check one:	☐ Full Conference	☐ Monday Only	☐ Tuesday Only	☐ Wednesday Only
Attendee #2:			_ Title:	\$
	☐ Full Conference			☐ Wednesday Only
Attendee #3:			_ Title:	\$
Check one:	☐ Full Conference	☐ Monday Only	□ Tuesday Only	☐ Wednesday Only
Total Company Regis	tration: \$			
PLEASE SEND RE PAYMENT TO: Brittany Bonnicksen lowa Communication 4201 Westown Parkwowst Des Moines, IA S	ns Alliance ay, Suite 130	Bonnick		ound at