



# IOWA COMMUNICATIONS ALLIANCE ANNUAL MEETING & EXPO CONFERENCE GUIDE



# SCHEDULE OF EVENTS

## MONDAY, MARCH 23<sup>RD</sup>, 2020

TIME	EVENT	SPEAKER
1:00 PM	<b>President's Opening</b>	<i>Ryan Boone</i>
1:20 PM	<b>Annual Meeting of the Membership</b>	<i>Ryan Boone</i>
1:35 PM	<b>Awards Ceremony</b>	<i>Ryan Boone &amp; Dave Duncan</i>
1:50 PM	<b>Keynote #1</b> The Cost of Being "Digitally Excluded"	<i>Nicol Turner-Lee, Brookings Institute</i>
2:45 PM	<b>Break</b>	
3:00 PM	<b>Keynote #2</b> Cybersecurity – Multi-Layer Approach	<i>Blake Griffin, CNE</i>
3:45 PM	<b>Keynote #3</b> Risk Management & Business Resilience in the Face of a Pandemic	<i>Vicky McKim, Aureon</i>

## TUESDAY, MARCH 24<sup>TH</sup>, 2020

TIME	EVENT	SPEAKER
9:00 AM	<b>Welcome by New ICA President Levi Bappe</b>	
9:15 AM	<b>Keynote #4</b> Great Culture Starts with Understanding Your Humans	<i>Doug Pals, Re:Sourceful Communications</i>
10:00 AM	<b>Keynote #5</b> The Infinity Loop: Linking Talent, Candidates and Employees	<i>Pat Cassidy, BKD CPAs &amp; Advisors</i>
10:45 AM	<b>Keynote #6</b> IoT: Evaluating the Security Risks for your Business and Customers	<i>Matthew McGill, Pratum</i>
11:30 AM	<b>Keynote #7</b> Low Earth Orbit and 5G – A New Frontier in Competition	<i>Jay Briscoe, Vantage Point Solutions</i>
12:15 PM	<b>Closing Remarks</b>	<i>Dave Duncan, CEO, Iowa Communications Alliance</i>

# MONDAY, MARCH 23<sup>RD</sup>



## KEYNOTE #1

### THE COST OF BEING “DIGITALLY EXCLUDED”

**Nicol Turner-Lee, Brookings Institute**

Dr. Nicol Turner Lee is a fellow in the Brookings Institute’s Governance Program’s Center for Technology Innovation where she researches public policy designed to enable equitable access to technology across the U.S. and to harness its power to create change in communities across the world. Dr. Turner-Lee’s research explores global and domestic broadband deployment and internet governance issues. She reframes the “digital divide” question as talking about the digital economy and looks at the costs of “digital exclusion” from the consumer perspective – something we all need to hear.



## KEYNOTE #2

### CYBERSECURITY — MULTI-LAYER APPROACH

**Blake Griffin, CNE**

Did you know that 1-in-5 small businesses will suffer a cyber breach this year, 81% of all breaches happen to small/medium sized businesses and that 97% of breaches could have been prevented with today’s technology? This presentation will go over the key elements of a multi-layer cybersecurity approach to protecting your business.



## KEYNOTE #3

### RISK MANAGEMENT & BUSINESS RESILIENCE IN THE FACE OF A PANDEMIC

**Vicky McKim, Aureon**

With over 30 years of business and disaster recovery experience, Vicky brings a wealth of knowledge and “real life” wisdom to the telecom industry. She is a leading expert in Iowa on preparing for, and dealing with, events that significantly disrupt not only business, but daily life. Vicky’s stories and practical guidance empower those listening to take action and create more resilient environments for their workplace. This is a late addition to our lineup but is perhaps the most timely topic we have considering the evolving COVID-19 pandemic.

# FOCUS ON THE FUTURE



# TUESDAY, MARCH 24<sup>TH</sup>



KEYNOTE #4

## **GREAT CULTURE STARTS WITH UNDERSTANDING YOUR HUMANS**

**Doug Pals, Re:Sourceful Communications**

Why do some companies manage to have healthy relationships and others don't? How do they manage conflict so well when it happens? They haven't just made lucky hires and their customers aren't just better behaved than yours. They have developed a good culture. Learn what helps them weave together knowledge about generations, gender and personality types to build trust and their culture.



KEYNOTE #5

## **THE INFINITY LOOP: LINKING TALENT, CANDIDATES AND EMPLOYEES**

**Pat Cassidy, BKD CPAs & Advisors**

The game of recruiting is changing. Gone are the days of simply posting a job and waiting for applicants. Today, the most effective talent strategies are built with a focus on the talent experience, brand awareness, and employee engagement.



KEYNOTE #6

## **IoT: EVALUATING THE SECURITY RISKS FOR YOUR BUSINESS & CUSTOMERS**

**Matthew McGill, Pratum**

The Internet of Things (IoT) has taken over common household items and appliances. This technology makes our lives easier, but it can also introduce security and performance issues for telecommunications providers and their customers. During this presentation you will learn about the impact IoT is having on privacy and security, and you will leave with ideas for how to help educate your end users to think before connecting.



KEYNOTE #7

## **LOW EARTH ORBIT (LEO) & 5G: A NEW FRONTIER IN COMPETITION**

**Jay Briscoe, Vantage Point Solutions**

Thousands of low-earth-orbiting satellites are launching in the next few years, at the same time 5G is becoming a reality. Don't be caught unprepared as these technologies mature. Jay will discuss the facts and feasibility of these advancements, along with potential opportunities and the impact they may have on your network, operation, and customer expectations.



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## ICA ANNUAL MEETING/EXPO COMMITTEE

### CHAIR

- Kim Dudley, NISC

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- Mark Thoma, Winnebago Cooperative Telecom Association, Lake Mills

### COMMITTEE MEMBERS

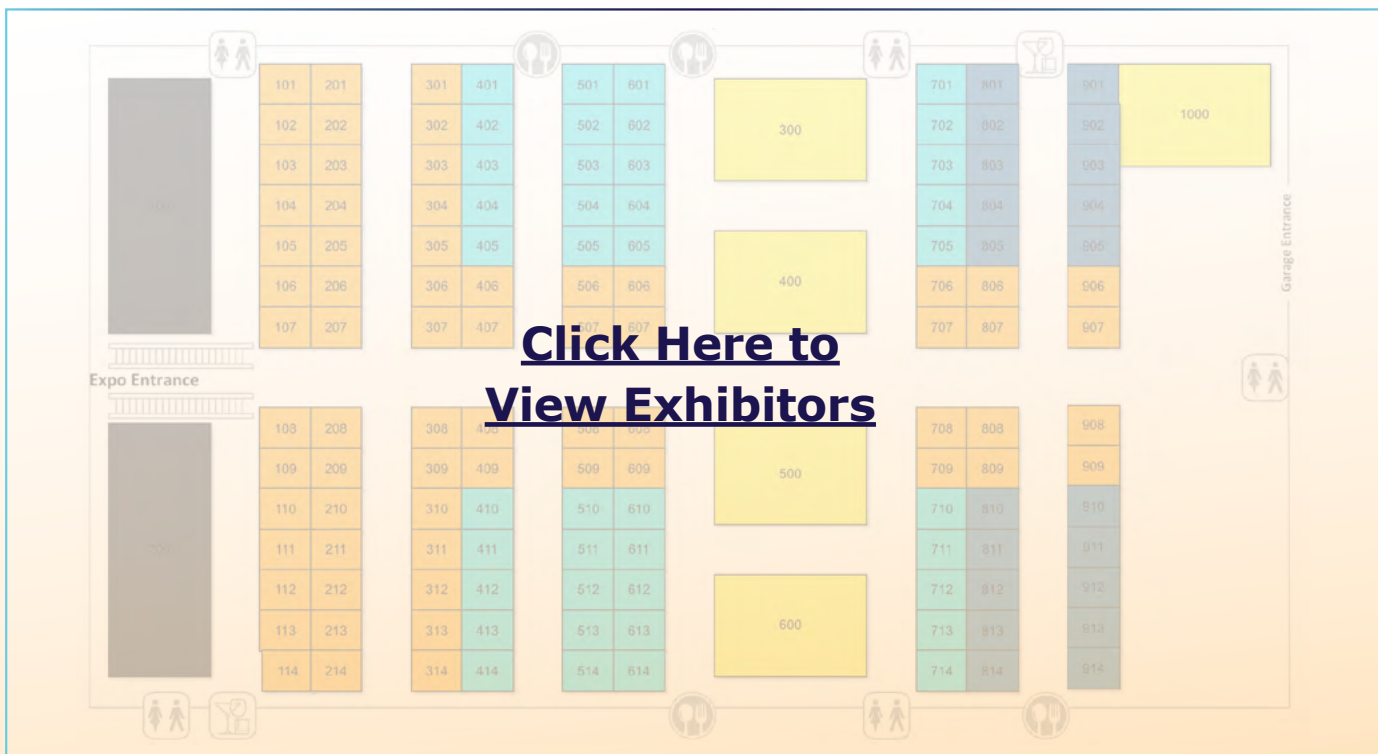
- Mike Brems, Power & Tel
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- Mark Peterson, WTC Communications
- Jessica Richter, BKD CPAs & Advisors
- Rhonda Seeck, Keystone Communications
- Patricia Snyder, Templeton Telephone Company
- Ron Sorenson, Sac County Mutual Telephone Company
- Brian Trader, ADTRAN
- Tammy Wheeler, Farmers Mutual Cooperative Telephone Company – Moulton
- Heidi Young, Heart of Iowa



# 2020 EXPO HALL

While circumstances required us to cancel the in-person Expo this year, there is still an opportunity for attendees to learn more about the companies who were planning to participate in our 2020 Expo.

- 1 Visit [shows.map-dynamics.com/ica2020/](https://shows.map-dynamics.com/ica2020/).
- 2 View the list of exhibitors along the left side of the screen.
- 3 Click on any company name. This will open a window with additional information about that company, including contact information.
- 4 Thank the exhibitors you know for their continued involvement with ICA.



# EXHIBITORS

SEE INTERACTIVE  
MAP ONLINE

- |                      |   |                |  |
|----------------------|---|----------------|--|
| <b>112</b>           | 3E/Kohler Generators                      | <b>813</b>     | Logic Networks LLC   |
| <b>606</b>           | Action Battery Wholesalers, Inc           | <b>207</b>     | LWBJ   |
| <b>212</b>           | ADB Companies                             | <b>906</b>     | Metaswitch   |
| <b>508 &amp; 608</b> | ADTRAN                                    | <b>406-407</b> | Mid America Computer Corp. (MACC)                            |
| <b>909</b>           | Advanced Media Technologies               | <b>602</b>     | Mid-State Consultants, Inc.                                  |
| <b>805</b>           | Arvig                                     | <b>201</b>     | Midwest Data of Iowa   |
| <b>304</b>           | Ash Battery/ HM Cragg                     | <b>600</b>     | Midwest Underground Supply                                   |
| <b>200</b>           | Aureon                                    | <b>513-514</b> | Millennium   |
| <b>809</b>           | Award Consulting                          | <b>403</b>     | Minnesota Telecom Alliance Safety Program                    |
| <b>414</b>           | Badger Communications Corporation         | <b>101</b>     | MP Nexlevel  |
| <b>806</b>           | Bandwidth                                 | <b>504</b>     | MSG Payment Systems  |
| <b>108-109</b>       | BKD CPAs & Advisors                       | <b>411</b>     | Murphy Communications  |
| <b>807</b>           | Calhoun Communications, Inc.              | <b>114</b>     | NECA   |
| <b>506-507</b>       | Calix                                     | <b>808</b>     | NISC   |
| <b>511</b>           | Casa Systems                              | <b>306</b>     | Nokia  |
| <b>710-711</b>       | CBM                                       | <b>705</b>     | NRTC   |
| <b>204</b>           | CCI Systems                               | <b>211</b>     | NTCA-The Rural Broadband Association                         |
| <b>712</b>           | Cellsite Solutions                        | <b>208</b>     | Olsen Thielen CPAs   |
| <b>601</b>           | Channell Commercial                       | <b>409</b>     | Olsson   |
| <b>412</b>           | CheckPoint Solutions                      | <b>308</b>     | OXEN Technology  |
| <b>810</b>           | Choice IT Global & DataLight Optics       | <b>814</b>     | Pace International   |
| <b>704</b>           | CHR Solutions                             | <b>314</b>     | Padtec   |
| <b>404</b>           | Cisco-Insight                             | <b>505</b>     | PCS Technologies, Inc.                                       |
| <b>804</b>           | Clear Air Enviro Services                 | <b>609</b>     | Pinnacle Marketing Group                                     |
| <b>1000</b>          | Clearfield, Inc.                          | <b>500</b>     | Power & Tel  |
| <b>503</b>           | CNE & CNE IT Solutions                    | <b>105</b>     | Power Products Services                                      |
| <b>210</b>           | CommSoft                                  | <b>605</b>     | Pratum   |
| <b>206</b>           | Communications Data Group                 | <b>914</b>     | Precision Optical Transceivers Inc.                          |
| <b>901</b>           | Complete Splicing Solutions, Inc.         | <b>510</b>     | ProLabs  |
| <b>202</b>           | Computer Technology, Inc.                 | <b>811</b>     | Prysmian Group   |
| <b>214</b>           | Cordell, Inc - A Division of Nex-Tech     | <b>502</b>     | PUSH INC   |
| <b>203</b>           | Core Telecom Systems                      | <b>913</b>     | Quality Communications LLC                                   |
| <b>305</b>           | Cornerstone Group                         | <b>905</b>     | Relay Iowa / Telecommunications<br>Access Iowa               |
| <b>713</b>           | Corning Optical Communications            | <b>413</b>     | Relay Networks   |
| <b>313</b>           | Current R/E                               | <b>614</b>     | RepCom Int. (RCI)  |
| <b>300</b>           | Ditch Witch of Minnesota and Iowa         | <b>311</b>     | Ribbon   |
| <b>911</b>           | DZS                                       | <b>309</b>     | RVW, Inc.  |
| <b>610-611</b>       | Eagle Marketing                           | <b>714</b>     | Schoon Construction Inc.                                     |
| <b>612</b>           | Elite Cutover Connections & Splicing      | <b>706-707</b> | Slabach Construction   |
| <b>910</b>           | EPIC Video Technologies                   | <b>408</b>     | TCA  |
| <b>512</b>           | Ess Brothers and Sons, Inc                | <b>607</b>     | Telcom Construction, Llc                                     |
| <b>303</b>           | FARR Technologies                         | <b>703</b>     | Telcom Insurance Group                                       |
| <b>107</b>           | Finley Engineering                        | <b>613</b>     | Thomas L. Dowell & Associates                                |
| <b>401</b>           | FS3, Inc.                                 | <b>702</b>     | Tii Technologies Inc.  |
| <b>902</b>           | Genuine Cable Group                       | <b>501</b>     | Tri West Sales, Inc.   |
| <b>903-904</b>       | GigTel                                    | <b>100</b>     | Truck Equipment- Inc.  |
| <b>603-604</b>       | Goldfield Telecom                         | <b>307</b>     | UNITEL Insurance   |
| <b>301-302</b>       | Graybar                                   | <b>405</b>     | Upper Midwest Utility Sales                                  |
| <b>802</b>           | HBK Engineering, LLC                      | <b>812</b>     | USDA Rural Development                                       |
| <b>803</b>           | Hubbell Power Systems - Communications    | <b>912</b>     | Utility Sales Associates/Primex                              |
| <b>708-709</b>       | HunTel Engineering                        | <b>110-111</b> | Vantage Point Solutions                                      |
| <b>402</b>           | HydraBed                                  | <b>400</b>     | Vermeer Iowa & N. Missouri                                   |
| <b>102</b>           | ICAN Advertising                          | <b>113</b>     | Walker and Associates  |
| <b>509</b>           | INNERDUCT.COM                             | <b>701</b>     | West Union Trenching   |
| <b>103-104</b>       | Innovative Systems                        | <b>908</b>     | Western Supply   |
| <b>213</b>           | Insight Wealth Group                      | <b>907</b>     | WIN Technology   |
| <b>312</b>           | Inteliquent                               | <b>801</b>     | Wisconsin Indianhead Technical College-<br>Broadband Academy |
| <b>106</b>           | Interstate Telcom Consulting, Inc. (ITCI) | <b>209</b>     | Zyxxel Communications Inc.                                   |
| <b>310</b>           | ISPN                                      |                |  |
| <b>410</b>           | KGPCo                                     |                |  |
| <b>205</b>           | KLK Construction                          |                |  |



# SAVE THE DATE



## CYBERCON V

May 13-14, 2020  
Sheraton Hotel  
West Des Moines



## GOLF & GRILL CLASSIC

June 22-23, 2020  
Lake Panorama National Golf Course  
Panora



## CONVERGENCE TV

September 2, 2020  
Holiday Inn & Suites  
Des Moines



## IMPACT

November 11-12, 2020  
Hilton Garden Inn  
West Des Moines



## 2021 ANNUAL MEETING & EXPO

March 29-31, 2021  
Community Choice Credit Union Convention Center  
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**Iowa Communications Alliance**  
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