



SUMMIT

REGISTRATION GUIDE

October 29-30, 2025

Hilton Garden Inn
Johnston, IA



In a crowded market, good service is often what sets you apart from the competition.

Better Service. Smarter Strategy. Stronger Connections.

The CX Summit brings together customer service, marketing, and communication professionals from across the broadband industry to explore what it takes to deliver standout customer experiences.

Expect practical sessions, fresh ideas, and real-world examples you can take back to your team. Whether you're on the front lines or leading the strategy, this event is built to inspire, equip, and connect.

The CX Summit is designed to focus on all aspects of delivering an excellent customer experience and having a great time reconnecting with friends from across the state.

We encourage General Managers/CEOs, Managerial Team Members, Technicians, Customer Service Representatives, and Marketing Personnel to attend.



SCHEDULE OF EVENTS

OCTOBER 29

8:45 AM REGISTRATION & BREAKFAST

9:30 AM WELCOME

9:35 AM OPENING KEYNOTE

Favorite Self, Favorite Service: How Personal Growth Fuels Unforgettable Customer Experiences

Rachel Mae Eslick



Great customer service is more than a checklist - it's the mindset, energy, and presence we bring to every single interaction. In this energizing opening keynote, Rachel Eslick equips professionals with practical tools to strengthen communication, resolve conflict with confidence, and apply their newly amped up emotional intelligence in real time. Through relatable stories and memorable metaphors - like the iceberg mentality, "which side of the grass are you watering?", and other mindset reminders - Rachel shows how personal growth directly fuels professional impact. Attendees will leave with strategies they can apply immediately to improve customer interactions and the confidence to show up as their favorite selves at work and in life.

10:35 AM BREAK WITH TABLETOP SPONSORS

11:00 AM SESSION 1: Staying Searchable: What Broadband Marketers Need to Know About SEO in the Age of AI

Sarah Mueller, Vantage Point Solutions

Search is changing fast, and AI is at the center of it. This session breaks down what broadband providers need to know about showing up in a world of AI-powered search engines and virtual assistants. We'll talk about how AI search is different from traditional SEO, what still matters (spoiler: metadata), and where to focus your time. You'll leave with simple, practical tips to help your website stay visible and competitive plus a few smart ways to use AI tools to make the job easier.



SESSION 2: Leveraging Superior Service to Drive Customer Loyalty

LeAnn McCarthy, Calix

Customer experience is an integral part of the subscriber journey, driving sustained business outcomes. By shifting from reactive problem-solvers to proactive solution providers, your team can cultivate deeper relationships with customers, anticipating needs and delivering personalized experiences. A Dive into an approach that not only enhances satisfaction but also fosters loyalty, turning every interaction into an opportunity for cross-selling, upselling, and gaining valuable insights that fuel future growth.



OCTOBER 29

11:45 AM LUNCH

12:45 PM GENERAL SESSION

Discovery Sales, Mike Wagner, White Rabbit Group

Most of us would be OK with selling if we didn't have to be THAT kind of salesperson we hate dealing with. Good news -- if you know how to slow customers down, ask them to tell you what they hope to accomplish, and then match their need to your product - you won't be THAT salesperson you detest. Instead, you'll learn that sales is about helping people make wise decisions that match their needs. This message is great for anyone who has to represent products, services, or sometimes deal with angry customers.



1:50 PM GENERAL SESSION

*Wave Makers: How Small Interactions Drive Big Change
Ruby Hibben, Vantage Point Solutions, Moderator*

In the broadband world, growth doesn't always come from big campaigns—it often starts with a single conversation. This panel explores how techs and CSRs, are becoming powerful agents of influence and momentum. Through real stories from the field, panelists will share how everyday interactions—whether at the door, on the phone, or in the home—can spark customer action, build trust, and drive measurable impact. Learn how ISPs are equipping frontline teams to recognize opportunity, shift mindsets, and turn “routine moments” into ripple effects.



2:25 PM SWEET TREAT BREAK WITH SPONSORS

2:45 PM GENERAL SESSION

*Winning the Message War: Educating Customers in
Competitive Markets
Stephanie Rottinghaus, Vantage Point Solutions*

When you're up against national providers, your message really matters. This session explores how small but mighty teams can outsmart the big guys through education-first marketing. We'll talk about how to explain tricky topics like fiber vs. fixed wireless in a way that feels natural and why your messaging doesn't have to be perfect, just honest and helpful. You'll also learn how to confidently talk about your local roots, your team, and the impact you make in your community because those things matter more than ever. Walk away with ready-to-use ideas that help position your service as the smarter, more trusted local choice.



3:30 NETWORKING RECEPTION

OCT. 30

8:30 AM REGISTRATION AND BREAKFAST

9:00 AM WELCOME

9:05 AM OPENING GENERAL SESSION

*Leading from the Inside Out: The Handful of L's for Resilient Teams
Dr. Michael Durnin, Via Crucis Leadership LLC*

In customer experience, every interaction is a chance to build trust, loyalty, and connection. Leading from the Inside Out equips CX professionals with the Handful of L's : Learn, Laugh, Listen, Live, and Love as a practical framework for delivering excellence under pressure. Through stories, tools, and actionable habits, participants discover how to stay calm in high-stakes moments, lean on teammates, commit with a matter what mindset, go and then some for customers, and elevate attitude and effort daily. The result: resilient teams who create memorable experiences that keep customers coming back. I believe the message fits the category of “Strengthening internal communication and collaboration across departments” and beyond.



10:15 AM

BREAKOUT SESSIONS**SESSION 1: Order Takers to Sales Makers: Transitioning CSRs to Sellers***Tara Young, Calix*

More fiber is being built than ever before, which means competition within the broadband industry is at an all-time high. Pair this with the uncertainty around regulation and traditional funding sources (like USF), and there's never been a more critical time to acquire and retain subscribers, increase ARPU, and bolster revenues. So how do you shift the mindset of your customer service team from being merely order takers to taking a more active and consultative role in engaging with and selling to your subscribers and prospects? This session will explore six key areas where CSRs need support and education in order to successfully move from order takers to sellers.

**SESSION 2: From Silos to Sync: Strengthening Communication Without Throwing Routers***Chris Aal, CHR Solutions*

From Silos to Sync: refers to moving away from isolated departments (silos) toward a more synchronized, collaborative way of working. It's a nod to improving internal communication and teamwork. Without Throwing Routers: adds humor by referencing the frustration that often comes with poor communication especially in tech environments. It's a playful way of saying, fix our internal issues without losing our cool or our valuable people."



10:55 AM

BREAK WITH SPONSORS

11:15 AM

GENERAL SESSION**Beyond the Playbook: Peer Roundtables***Curt Thornberry, Panora Fiber, Moderator*

Step outside the usual playbook and join your peers for open, small-group conversations on the challenges and opportunities shaping our industry. From marketing strategies and competing with larger providers to partnerships, sponsorships, and community involvement, these roundtables are designed to spark new ideas and send you home with solutions you can put into action right away.



12:00 PM

LUNCH

12:45 PM

CLOSING GENERAL SESSION**Turning Obstacles Into Opportunities***Scott Siepker*

With humor and authenticity, actor, producer, podcaster, and Iowa Nice Guy Scott Siepker shares how grit, creativity, and vision can transform challenges into growth. Drawing on lessons from his rural roots, the influence of icons like Nile Kinnick, and his entrepreneurial journey, Scott invites us to think bigger, take ownership of our opportunities, and adopt a mindset that drives innovation at work, at home, and in our communities.



1:30 PM

CLOSING REMARKS & PRIZE GIVEAWAYS



CONFERENCE INFO

COST:

One Day:

\$300 (Member) | \$600 (Non-Member)

Full Conference:

\$400 (Member) | \$800 (Non-Member)

You must be logged into your member profile to access the discounted member pricing. If you need assistance with your member login, please contact [Allyssa Traver](#) at ICA.

ACCOMMODATIONS:

There is a block of rooms available at the Hilton Garden Inn at a group rate of \$139 plus tax. [Click here to make your reservations online.](#) Reservations must be made by October 8, 2025 to guarantee the group rate.

SPONSORSHIP OPPORTUNITIES

Sponsoring the CX Summit is your chance to showcase your company to 100+ industry leaders—including general managers, technicians, marketing teams, and customer service professionals. This two-day event is packed with education, networking, and high-energy sessions, making it the perfect place to put your brand in front of decision-makers. Don't miss your opportunity to connect, stand out, and support Iowa's telecom community.

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CANCELLATION AND REFUND POLICY:

In the event that you need to cancel your registration, the refund schedule will be enforced as follows.

- October 8 and earlier – 100% refund
- October 9 – 15 – 50% refund
- October 16 and after – no refunds issued

Substitutions are allowed. Cancellations must be emailed to [Allyssa Traver](#).

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