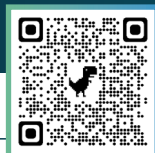




CONFERENCE AGENDA

October 29-30, 2025 | Hilton Garden Inn, Johnston, IA

FOR FULL CONFERENCE DETAILS, ►
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OCTOBER 29

8:45 AM **REGISTRATION & BREAKFAST** FOYER

9:30 AM **WELCOME** MAIN BALLROOM

9:35 AM **OPENING KEYNOTE** MAIN BALLROOM
Favorite Self, Favorite Service: How Personal Growth
Fuels Unforgettable Customer Experiences
Rachel Mae Eslick

10:35 AM **BREAK WITH TABLETOP SPONSORS** MAIN BALLROOM

11:00 AM **BREAKOUT SESSIONS**
MAIN BALLROOM
SESSION 1: Staying Searchable: What Broadband Marketers Need to Know
About SEO in the Age of AI
Sarah Mueller, Vantage Point Solutions

GARDEN ROOM
SESSION 2: Leveraging Superior Service to Drive Customer Loyalty
LeAnn McCarthy, Calix

11:45 AM **LUNCH** MAIN BALLROOM

12:45 PM **GENERAL SESSION** MAIN BALLROOM
Discovery Sales
Mike Wagner, White Rabbit Group

1:50 PM **GENERAL SESSION** MAIN BALLROOM
Wave Makers: How Small Interactions Drive Big Change
Ruby Hibben, Vantage Point Solutions, Moderator

2:25 PM **SWEET TREAT BREAK WITH TABLETOP SPONSORS** MAIN BALLROOM

2:45 PM **GENERAL SESSION** MAIN BALLROOM
Winning the Message War: Educating Customers in Competitive Markets
Stephanie Rottinghaus, Vantage Point Solutions

3:30 PM **NETWORKING RECEPTION** FOYER

OCTOBER 30

8:30 AM **REGISTRATION & BREAKFAST** FOYER

9:00 AM **WELCOME** MAIN BALLROOM

9:05 AM **OPENING GENERAL SESSION** MAIN BALLROOM
Leading from the Inside Out: The Handful of L's for Resilient Teams
Dr. Michael Durnin, Via Crucis Leadership LLC

10:15 AM **BREAKOUT SESSIONS**
MAIN BALLROOM
SESSION 1: Order Takers to Sales Makers: Transitioning CSRs to Sellers
Tara Young, Calix

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

10:55 AM BREAK WITH SPONSORS MAIN BALLROOM

11:15 AM GENERAL SESSION MAIN BALLROOM
Beyond the Playbook: Peer Roundtables
Curt Thornberry, Panora Fiber, Moderator

12:00 PM LUNCH MAIN BALLROOM

12:45 PM CLOSING GENERAL SESSION MAIN BALLROOM
Turning Obstacles Into Opportunities
Scott Siepker

1:30 PM CLOSING REMARKS & PRIZE GIVEAWAYS MAIN BALLROOM

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