



SUMMIT

REGISTRATION GUIDE

November 4-5, 2026

Hilton Garden Inn
Johnston, IA



Listen. Engage. Succeed.

Great customer experiences begin with listening—listening to customers, employees and the teams working across your organization. When people feel heard, businesses can engage more intentionally, respond more effectively and build relationships that lead to long-term success.

The 2026 CX Summit brings together professionals from across Iowa's broadband industry to explore the strategies, tools and internal connections that shape every customer interaction. Through practical sessions, interactive discussions and real-world examples, attendees will discover new ways to strengthen communication, improve service and create experiences that build customer trust and loyalty.

Whether you work directly with customers or help shape the strategy behind the scenes, you'll leave with actionable ideas, valuable connections and a fresh perspective to take back to your organization.

General Managers and CEOs, leadership team members, technicians, customer service representatives, marketing professionals and anyone who influences the customer experience are encouraged to attend.



SCHEDULE OF EVENTS

WEDNESDAY, NOVEMBER 4

8:45 AM REGISTRATION & BREAKFAST

9:30 AM WELCOME

9:35 AM OPENING GENERAL SESSION

Every Customer Handoff Matters: Eliminating the Internal Breakdowns That Damage Customer Experience

Daniel Street, The Red Knight Group, LLC

Customers don't judge an organization solely by the quality of its products or services. They judge every interaction along the way. In many organizations, customer frustration isn't caused by poor customer service, but by breakdowns between departments, inconsistent communication, and unclear ownership. In this interactive session, attendees will identify the hidden handoffs that shape the customer experience, from the first customer inquiry through installation, service, and ongoing support. Through a guided Customer Journey Handoff Mapping Exercise, participants will map their own organization's customer journey, pinpoint communication gaps and ownership breakdowns, and identify opportunities to create a more seamless customer experience. Attendees will leave with a practical framework, a completed action plan tailored to their organization, and immediately actionable strategies to improve collaboration between customer service, operations, marketing, and field teams while strengthening customer trust, loyalty, and retention.



10:35 AM BREAK WITH TABLETOP SPONSORS

11:00 AM BREAKOUT SESSIONS

Session 1: Beyond Google: How to Track & Measure Traffic From ChatGPT, Claude & Other AI Tools

Katrina Reger, Blue Compass

AI-powered search and discovery tools are changing how people find websites, but many marketers still aren't sure how to measure the impact. While Google quietly added AI referral tracking to GA4 in May 2026, it only tells part of the story. In this session, we'll show you how to uncover traffic from platforms like ChatGPT, Claude, Gemini, Perplexity and Copilot using custom channel groupings, regex patterns and reporting techniques that fill in the gaps. We'll also explore what we're seeing in the data, including AI visitors spending more time on sites and often converting at higher rates than traditional organic search traffic. You'll leave with practical ways to identify, measure and report on AI-driven traffic so you can better understand how AI is influencing your marketing performance.



11:00 AM

Session 2: Fool Me Twice: What a Repeated Travel Disaster Teaches Us About Subscriber Expectations

Craig Gralapp, CHR Solutions

In 1988, a trip to Brazil turned into a masterclass in frustration—long lines, zero information and no idea what was coming next. It was maddening. But it was also just... how things worked. Five years later, same airline, same chaos. Nothing had changed. Today's broadband subscribers aren't as patient. From ordering service to troubleshooting outages, customers expect real-time information, self-service tools and seamless experiences—and they'll notice immediately when those things aren't there. This session uses a twice-lived travel story to explore how customer expectations have fundamentally shifted and what broadband providers can do operationally to keep pace.



11:45 AM

LUNCH

12:45 PM

GENERAL SESSION

Applied QA: Breaking Down a Moment of Truth

Tom Vander Well, Intelligentics

Using actual call examples, Tom will lead a one-hour interactive workshop in which customer support and tech support phone calls will be reviewed and discussed. Tom will share his knowledge and expertise on how to listen, what to listen for and how to translate the results into actionable coaching and training. Participants will leave with a basic understanding of how quality assurance can be applied to begin measuring and improving service quality and customer satisfaction.



1:45 PM

MICRO-ROUNDTABLE

Table Talk: Turning Takeaways Into Action

Cassie Radtke, Premier Communications, Moderator

Following Tom Vander Well's presentation, attendees will participate in a 30-minute small-group discussion to share key takeaways, compare experiences and explore how they can apply what they learned within their own teams and organizations.



2:15 PM

SWEET TREAT BREAK WITH TABLETOP SPONSORS

2:45 PM

GENERAL SESSION

Your Best Ambassadors Are Already on the Payroll (and the Board Roster)

Nicole Hackman, Vantage Point Solutions

As competition intensifies across the broadband industry, simply being the local provider is no longer enough. Customers are increasingly influenced by trust, relationships and community connections when deciding who deserves their business and loyalty. This session explores how organizations can activate one of their most underutilized assets: the people who already represent them every day. From board members and leadership teams to customer service representatives, installers, technicians and other frontline employees, every interaction is an opportunity to strengthen your brand and reinforce your value as the local choice. Attendees will learn practical strategies for identifying natural ambassadors, uncovering individual strengths, creating meaningful advocacy opportunities and building a culture where employees and board members confidently represent the organization. Participants will leave with actionable tools to expand organizational capacity, strengthen trust and create a network of advocates who help drive customer loyalty and community connection.



3:30 PM

NETWORKING RECEPTION

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8:00 AM

REGISTRATION AND BREAKFAST

9:00 AM

WELCOME

9:05 AM

OPENING GENERAL SESSION*The Power of the Pause**Dr. Holly Stevenson, Optima LifeServices*

Through compelling storytelling, Dr. Stevenson explains our propensity to unknowingly focus our time and energy towards things we cannot control, causing our energy to deplete. Through learning about Stoicism, participants will gather tools for living a life of influence while protecting their peace. This interactive presentation also discusses the importance of pausing for fostering inclusion, connection, reflection, and resiliency.



10:15 AM

BREAKOUT SESSIONS*Session 1: Shopping for Broadband: A Customer's Journey and What It Reveals About Your Marketing**Glenn Martin, Pinnacle Marketing Group*

Before a customer ever calls your office, they've already formed an opinion of you. They searched, compared, checked a coverage map, scanned your pricing and asked an AI assistant which provider to choose. This session follows one consumer's real path to selecting an internet provider, from the first search to the signed order, stopping at each touchpoint along the way. Attendees will explore what today's customers expect, where broadband providers commonly lose them and practical improvements they can take back to their teams. You'll leave with a clearer picture of your digital customer experience and a checklist of touchpoints worth auditing before your next customer begins their search.

*Session 2: Beyond the Discount: Building a Customer Save Culture That Works**Dustin Schlaefli, Nex-Tech*

Every provider faces increasing competition, price pressure and customer churn. While discounts and promotions can help, sustainable retention requires a consistent customer save culture that equips frontline teams with the tools, confidence and training needed to uncover customer concerns, communicate value and strengthen relationships. In this session, attendees will learn how Nex-Tech transformed its retention efforts by implementing a structured SAVE training program focused on active listening, identifying the true reasons behind disconnect requests, competitive positioning, personalized offers and value-based conversations. Participants will leave with practical techniques, coaching strategies and a repeatable framework for reducing churn, increasing save rates and empowering employees to confidently navigate difficult customer conversations.



10:55 AM

BREAK WITH TABLETOP SPONSORS

11:15 AM

GENERAL SESSION*CX Unfiltered Roundtable Discussion**Curt Thornberry, Panora Fiber, Moderator*

This 45-minute open conversation will give attendees an opportunity to discuss key takeaways from the Summit, share current customer experience challenges and learn what is—and is not—working for their peers.

12:00 PM LUNCH**12:45 PM CLOSING GENERAL SESSION****From Cupcake Wars to Crème Cupcake + Dessert: Creating Customer Loyalty****Christina Moffatt, Founder of Crème Cupcake + Dessert | Entrepreneur, Consultant & Growth Strategist**

Drawing from her experience founding and growing Crème Cupcake + Dessert, Christina Moffatt will bring an outside-industry perspective on what it takes to build a recognizable brand, create memorable customer experiences and develop lasting customer loyalty. Through lessons from her entrepreneurial journey, Christina will explore adapting to change, understanding customer expectations, building community connections and finding ways to stand out in a competitive market. Attendees will gain practical insights into building customer trust and loyalty as customers gain more choices and their expectations continue to evolve.

1:30 PM CLOSING REMARKS & PRIZE GIVEAWAYS**CONFERENCE INFO****COST:****One Day:** \$305 (Member) | \$605 (Non-Member)**Two Day:** \$405 (Member) | \$705 (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:

The 2026 CX Summit will be held at the newly renovated Hilton Garden Inn in Des Moines / Johnson, IA. 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, 2026 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. [Register to Sponsor](#)

CANCELLATION AND REFUND POLICY:

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

- October 14 and earlier – 100% refund
- October 15 – 21 – 50% refund
- October 22 and after – no refunds issued

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

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.

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