

Impact₂₀₁₇

Uniting Departments to Better Impact our Customers

Marketing | Customer Service | Technicians

November 8 & 9, 2017

West Des Moines Marriott

Join us in West Des Moines for the 4th Annual Iowa Communications Alliance Impact Conference.

Hear from innovative speakers who share success and inspire results; learn about best practices in the industry; network with your peers, see the latest technology. You won't want to miss this content-packed, power-charged conference!



2017 Impact Conference Agenda

Wednesday, November 8th

- 8:30 AM** **Registration**
- 9:00 AM** Our Permanent Whitewater Work
Dr. Bill Withers
- 10:30 AM** **Break**
- 10:45 AM** **Breakout Sessions**
- 2017-The Year of Next Generation PON | Techs
 - There Has to Be an Easier Way | CSRs
 - 15 Marketing Tips | Marketing
- 11:45 AM** **Lunch**
- 12:30 PM** **Breakout Sessions**
- The Internet of Things | All Personnel
 - Disaster Recovery & Your Role | CSRs
 - Marketing With Video-Why? | Marketing
- 1:40 PM** **Breakout Sessions**
- Managed Wi-Fi | Techs
 - Hacking: Lessons Learned | CSRs
 - Marketing with Video-How | Marketing
- 2:45 PM** **Break**
- 3:00 PM** **Breakout Sessions**
- Fiber 101/Splicing Class | Techs
 - Dealing With Negative People | CSRs
 - Mining Your Billing Systems | Marketing
- 3:45 PM** **Break**
- 4:00 PM** **Dry Topics-Wet Bar Roundtables**
- 4:45 PM** **Networking Reception**

Thursday, November 9th

- 9:00 AM** **Industry Update**
- 10:30 AM** **Break**
- 10:45 AM** **Breakout Sessions**
- Hands On Training: Testing Tools/Inspections & Cleaning | Techs
 - Seriously? I have to ask WHAT? | CSRs
 - Defining & Aligning Your Brand | Marketing
- 11:45 AM** **Lunch**
- 12:30PM** **Breakout Sessions**
- The Internet of Things (Repeated) | All Personnel
 - Handling Escalated Customers | CSRs
 - Navigating Internet Marketing - Best Practices Panel | Marketing
- 1:40 PM** **Breakout Sessions**
- Wi-Fi Panel Discussion | Techs
 - ACAM- Geolocation Requirements for HUBB Reporting | CSRs
 - Marketing a New CLEC Community | Marketing
- 2:45 PM** **Break**
- 3:00 PM** **Closing Session**
- Casualties of Cyberwarfare
- 3:45 PM** **Conclusion**



THE VOICE FOR
CONNECTIVITY

Register online at www.iacomcommunicationsall.org

Wednesday, November 8th

Our Permanent Whitewater Work World—Dr. Bill Withers

November 8, 2017 at 9:00 AM

This new era of constant and continuous change is what Dr. Withers refers to as our "permanent whitewater world," the "new normal." Yes, it's important to "keep both oars in the water," but Bill helps you understand more about the human dynamic of adapting to and leading through organizational change, complete with the latest research from Harvard, Stanford, and MIT.

2017 – the Year of Next Generation PON

November 8, 2017 at 10:45 AM

Michael McCalpin, Principal Engineer, Calix

We've been talking about it for many years, but it's now real, 2017 is poised to be the year NG-PON2 will be truly deployed. Service providers like Verizon and CenturyLink in the US and UCom in Armenia have said they will be deploying NG-PON2 in 2017, so if you want to compete, what do you need to know to deploy NG-PON2 in your network?

This session will review the latest capabilities of the technology and more importantly the recommended practices for deploying NG-PON2 in your network. We'll discuss not only the NG-PON2 technology, but how it will co-exist with your existing fiber based network as well as the unique capabilities of NG-PON2 including wavelength mobility and bonding. NG-PON2 is truly a technology for the future which enables you to deploy services up to 40G and beyond.

We'll review the key aspects of delivering services over NG-PON2 including:

- Technology and co-existence with GPON and other fiber based technologies
- Latest in NG-PON2 optics capabilities and availability
- Recommended deployment architectures to ensure full utilization of NG-PON2's capabilities
- Services that are enabled by deploying NG-PON2
- Key industry and operational trends

There Has to Be an Easier Way!

November 8, 2017 at 10:45 AM

Gwen Schaffer, Olsen Thielen Telecom Consultant

Have you ever thought: Isn't there an easier way? Join me for a look at some of the best practices throughout the industry for ways to make your day-to-day job easier. Examples of billing, accounting, data mining, and process improvement tips and tools that can be incorporated into your daily activities.

Wednesday, November 8th

15 Marketing Tips in 30 Minutes

November 8, 2017 at 10:45 AM

Kathryn Towner, President, WinCommunications
Tamara Kenworthy, President, On-Point-Strategies
Kris Winter, President, M2K Marketing Group

Topics Covered: Marketing Strategy Planning, Marketing Research, Email Best Practices, Social Media, Content Marketing, Media Buying (Print, TV, Radio, Digital)

The Internet of Things

November 8, 2017 at 12:30 PM

Chris Olson, CISCO

Session description coming soon.

Marketing to a New CLEC Community

November 9, 2017 at 12:30 PM

Bailey White, CrowdFiber
Alex Soderquist, Hawkeye Telephone Company
Megan Badding, Pivot Group
Doug Pals, ReSourceful Communications

Session description coming soon.

Disaster Recovery & Your Role

November 8, 2017 at 12:30 PM

Vicky McKim, Aureon

There are four major functions that should be considered when planning for business recovery. These are the ones that need to be considered when outages affect your office facility and personnel, which is usually beyond a network outage affecting clients. Join Vicky in this session to learn more about disaster recovery and what part you play.

Wednesday, November 8th

Video Marketing. Why?

November 8, 2017 at 12:30 PM

Bob Buchko, NeoNova

Scott Meyer, Innovative Systems

Mike Leeds, Huxley Communications

82% of Twitter Users watch Video Content. Youtube has over a billion users. 45% of people watch more than an hour of video on Facebook each week. More than 500 million hours of videos are watched on YouTube each day. More video content is uploaded in 30 days than all the major U.S. Television networks have created in the past 30 years.

Your customers are creating, viewing, and sharing videos every day. Are you doing the same?

Join Bob Buchko from Neonova and Scott Meyer from Innovative Systems in this insightful session to learn why you absolutely CAN and SHOULD be embracing video marketing to tell your telco's story and promote your brand.

Managed WiFi Panel Discussion

November 8, 2017 at 1:40 PM

Michael McCalpin, Calix

Jon Brown, Vantage Point Solutions

Session Description is coming soon.

Hacking: Lessons Learned

November 8, 2017 at 1:40 PM

Ben Hayden, Shazam

This session will explore what it actually means to be hacked – everything from why hackers hack to how they select their targets to how they cover their tracks on the way out. Using real-world examples, we'll take an inside look at how hackers identify and exploit weaknesses in networks. We'll also address what you can do to protect and prepare your organization.

Wednesday, November 8th

Video Marketing. How?

November 8, 2017 at 1:40 PM

We now know that reaching your customers with video content is important, now learn how your company can easily create and distribute videos. Join Bob Buchko from Neonova, Scott Meyer from Innovative Systems, and Mike Leeds from Huxley Communications to gain insight on some of the tricks, tools, and toys needed to produce marketing videos that won't break your companies' budget or overwhelm your already busy workload.

Fiber 101 & Splicing Class

November 8, 2017 at 3:00 PM

Steve Scudder, FiTel

This Fiber 101 class will include OSP Standards the dos and don'ts of fiber installation, micro bends and new newer more sensitive frequencies that we will all be working with in the near future.

Key Points:

Placement of hand holes | Prepping of Splice enclosures | Routing of fiber in a splice tray | Slicing | Testing and Documentation

Dealing with Negative People

November 8, 2017 at 3:00 PM

Jason Kiesau, Aureon

Let's talk about negativity and why it happens, but most importantly how to not only deal with negative people, but work with them productively.

Defining & Aligning Your Brand

November 9, 2017 at 10:45 AM

Michael Zydzik, Fusionfarm

Your brand is more than colors and fonts. Your brand is the way your customers, your prospects and your employers think about, see, and evaluate your organization. Like Nike, a great brand creates myth. It builds a picture and a story in the minds of your customers that is bigger than the product. Organizations that do branding well, separate themselves from the competition and build long-term, relationships with customers.

Dry Topics-Wet Bar Roundtables

November 8, 2017 at 3:45 PM

Come visit with your peers in an informal forum to discuss best practices, new trends, and other emerging topics of interest during this interactive roundtable session. Learn from each other and come away with ideas that you can put into place when you go back to the office. Always one of the **most beneficial sessions!** **(And Yes, the bar will be open during this time!)**

Thursday, November 9th

Industry Update

Stay on top to provide the best Impact!

November 9, 2017 at 9:00 AM

Casey Peck, Kalona

Ryan Boone, Premier Communications

Frank Kaim, 7 Sigma

Dave Duncan, ICA

Internet-based applications and the broadband networks are constantly changing to meet your customers' growing demands. Keep your finger on the pulse of the industry by attending the Thursday opening session of Impact 2017. Industry experts and colleagues will share their insight on what's coming your way. The impact of the IUB's deregulation order on telco employees and their customers, ACAM and USF implications to companies, net neutrality and broadband privacy, Lifeline, Cybersecurity and more will be discussed during this interactive panel discussion.

Hands-on Training: Testing Tools, VFLs, Inspections & Cleaning

November 9, 2017 at 10:45 AM

Joe Valen, Millenium

Joe will provide hands-on training covering some of the following:

- Cleaning and Inspection: Fiber Endface inspection, Dry cleanWet clean.
- Fiber Splicing :- 3 Steps, - ad vs Core and Application
- Network Testing : -Loss Events -VFL -Light Source-Power Meter -OTDR

Seriously? I have to ask WHAT?

November 9, 2017 at 10:45 AM

Gwen Schaffer, Olsen Thielen

Have you ever felt there's so many questions you are supposed to ask while on the phone with a customer that you end up getting frustrated because you really don't understand the WHY behind those questions? Tune in for a Telecom phone etiquette session on the what, why, when and how to's while on the phone. You will learn how to verify the caller and increase sales all while keeping the customer happy and earning their business.

Thursday, November 9th

Navigating Internet Marketing - Best Practices Panel

November 9, 2017 at 12:30 PM

Wes Treadway, Western Iowa Networks

Randi Weaver, WiaTel

Meredith King, Aureon

The world of internet marketing is constantly evolving with search engine algorithms, pay-to-play models, and increasingly competitive markets. It is critical that companies reach their online users before the competition does. Join our expert panelists to hear their recommendations for navigating this complex online world. We will discuss how to get started, formulate budgets, success stories, lessons learned, and much more.

Handling Escalated Customers

November 9, 2017 at 12:30 PM

Tom VanderWell, C Wenger Group

Join Tom to learn how to do the best you can with what you have and put escalated customers in context. Knowledge is power. In this session you will learn how to understand the issues, anticipate the question and prepare your responses. We will also learn to focus on what you can control: Emotions, words and responses. Tips on diffusing the angry caller included will also be discussed.

ACAM- Geolocation requirements for HUBB reporting

November 9, 2017 at 1:40 PM

Gwen Schaffer, Olsen Thielen

Rick Paulsen, MACC

Please join Gwen Schaffer from Olsen Thielen and Rick Paulsen from MACC to learn what, when, why and how to get your addresses geolocated and ready for the HUBB reporting. You will also learn how the MACC software can assist with the capture, storage and reporting for your HUBB reporting needs.

Thursday, November 9th

Mining Your Billing System

November 8, 2017 at 3:00 PM

Ryan Thompson, MACC

MACC's presentation on mining billing data will provide multiple examples of how the information contained within a company's BSS/OSS can be leveraged to increase revenue, decrease expenses or improve customer satisfaction. Examples will include creating a rewards program, ideas on developing trending reports for management, and how to reduce delinquent accounts. The ideas we present can be implemented regardless of the billing system used by a company.

Wifi Panel Discussion

November 9, 2017 at 1:40 PM

Curt Thornberry, Panora Communications Cooperative

Ryan Pieken, Oxen Technologies

Paul Cook, TelRep

WiFi connectivity is a "must have" service in most homes and businesses. With the explosion of consumer-connected devices, many users often struggle to get everything to work properly and securely on their networks. When trouble arises, users are often lost on how to begin to think about WiFi and struggle to get a foothold in troubleshooting connectivity and coverage issues. This panel will focus on WiFi, including security best practices and highlighting some widely available tools and apps that are available for surveying and troubleshooting WiFi networks.

Causalities of CyberWarfare.

What you don't know can and WILL hurt you.

November 9, 2017 at 3:00 PM

Jon Brown, Vantage Point Solutions

Let's face it, everything we do relies on computers or electronics of some sort. All of our sensitive personal data is out there for the taking. You are doing what you are told, Windows updates, Anti-Virus updates, security awareness training, complex passwords... but is that enough? Are there ways to completely walk through these security measures? One word... Yes... Don't miss your chance to learn about all the shocking and unbelievable ways hackers are obtaining your info. This session focuses on the most unique of attack tools and how everyday trust of our consumer electronics and technology can be extremely dangerous to our personal security.

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2017 Impact Conference Registration			
Name		Company	
Title (required)		Email address (required)	
Registration type:	<input type="checkbox"/> Wed Member \$199 <input type="checkbox"/> Wed Non-Member \$299	<input type="checkbox"/> Thurs Member \$199 <input type="checkbox"/> Thurs Non-Member \$299	<input type="checkbox"/> Full Conference Member \$249 <input type="checkbox"/> Full Conference Non-Member \$349
First Time registration?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Payment Type: <input type="checkbox"/> Am Ex <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Please Invoice Me			
Credit Card Account#		CCV	
Name on card		Exp:	
Please email this information to Jolene Davis at ICA at jolene@iacommunicationsall.com			

Please note: The registration deadline is October 31, 2017.

Hotel Reservations: ICA has a block of rooms at the West Des Moines Marriott at the rate of \$124 + per night. Please call (515) 267-1500 or (866) 202-9771 by October 17th to reserve your room. Be sure to ask for the ICA rate.

