SCTC FALL 2016 CONFERENCE

October 17-20, 2016
Hilton President Hotel
Kansas City, Missouri
Message from the President

As President of the Society of Communications Technology Consultants International, or SCTC, it’s my pleasure and honor to invite you to join us for this year’s conference in Kansas City, Missouri. We are celebrating our 40th year and we aim to make this year’s conference very special. Please join us at the historic Hilton President Hotel from October 17 to October 20 to see it for yourself.

Why should you attend?

If you are a consultant or analyst, there is no better value in terms of technology, content, and contacts. In just three days, you’ll receive high-value knowledge transfer from vendor presentations tailored specifically for you as well as a variety of topical presentations by your consultant and vendor peers. Most importantly, you have the opportunity to build relationships that can have a significant positive impact on your business.

The relationships you build with other consultants and analysts in the room will expand your knowledge base, bring you more new opportunities (both directly and in partnerships), and expand your pool of resources. The relationships you build with the vendor members of the SCTC will also enhance your effectiveness and improve your influence.

If you are a vendor, this is the place to be as well. It is the best opportunity for you to reach the leading consultants in the industry — and at a great price. The key is value, and SCTC conferences deliver it in spades.

Finally, the conference is being held in Kansas City’s premier dining, entertainment and shopping area, “The Power and Light District”. In the heart of Kansas City, The Power & Light District is the Midwest’s entertainment epicenter. This vibrant, nine-block features several world-class attractions including the KC Live! Entertainment District.

Like the rest of the industry, the SCTC is in the midst of significant change. Many of our presentations this year, including our keynote speaker, will be addressing the impact of change. In addition to keeping helping you up with the technical and industry changes, the annual conference is where you can stay engaged with the internal organizational changes for the SCTC as well. Part of our 40th year celebration will be focused on the retirement of Cathy Cimaglia, our long-term headquarters staff person — it is your chance to say “thank you” and “happy trails” as she and Jim take to the road.

So, come to Kansas City this year and experience for yourself the energy of the industry’s leading thought leaders. Find out how you can benefit from getting involved with the only independent international group of communications technology consultants.

I look forward to seeing you there!

J.R. Simmons
President,
Society of Communications Technology Consultants
MONDAY, OCTOBER 17, 2016

11:00 – 5:00 pm Nate Mire Memorial Golf Tournament – ....... Shiloh Springs Golf Course.

The Kansas City SCTC Nate Mire Memorial Golf Tournament will be held Monday afternoon October 17th at the Shiloh Springs Golf Club.

Located just north of the Kansas City airport, Shiloh Springs is a one-of-a-kind golf course designed and built by architect and builder Gary Martin. Set atop gently rolling hills, Shiloh Springs has presented a satisfying golf experience since 1995. The Zoysia grass course features challenging greens, tight fairways, water and numerous elevation changes tee to green.

Monday is a free day, prior to the Welcome Reception that evening. Our bus will leave the hotel at 10 am for the ride to the course. Box lunches will be provided at the course and tee times begin at 11:00. For those coming directly from the airport on their own, there will be transportation available back to the hotel.

The tournament format is a Team Scramble, so all levels of golfers are welcome and teams will be balanced by skill and membership category. Guests and clients are always welcome.

The $125 registration fee includes round-trip transportation from hotel, golf, cart rental, lunch, goody bag, practice balls, refreshments, and prizes. TaylorMade Rental clubs are available for only $25, which includes 2 sleeves of balls. Please sign up by Friday, September 16 with your headquarters conference registration and direct inquiries to Ben Sanford at SCTCgolf@bsacon.com or 210-366-0405 office.

Come join us for an afternoon of golf, networking, and fun!

6:00 – 8:00 pm WELCOME RECEPTION

TUESDAY, OCTOBER 18, 2016

7:00 – 8:00 am BREAKFAST

8:00 – 9:00 am Welcome and Introductions

9:00 – 10:10 am KEYNOTE SPEAKER – Peter de Jager

Peter de Jager is a speaker/writer/consultant on the issues relating to the Rational Assimilation of the Future. He has published hundreds of articles on topics ranging from Problem Solving, Creativity and Change to the impact of technology on areas such as privacy, security and business. His articles have appeared in The Washington Post, The Wall Street Journal, The Futurist and Scientific American. His monthly schedule is hectic...

In addition to presentations and seminars on the topics above, he writes about a dozen regular columns. His presentations use humor to challenge the myths surrounding our understanding of the Change process and the benefits of technology. His talks are suitable to both staff and upper management. His single minded objective, despite the global nature of some of the issues, is always to provide actionable solutions and new avenues of approach to seemingly intractable problems.

10:10 – 10:40 am MORNING BREAK

10:40 – 11:05 am The Complete Consultant

Chuck Vondra Principal, Senior Consultant ~ Communication Strategies

What does it take to be a successful consultant? What are the attributes? How to rate in each area? What can you do to improve in each area to become a “complete Consultant”. This can be used to improve personal skills and to develop staff development.
CONFERENCE SESSIONS

11:10 – 11:55 am  The Power of SDN (aka “Not Your Grandmother’s Network”)
Stephen Leaden, President ~ Leaden Associates, Inc.
Ron Pickett, Principal ~ RDM Management Group

There are a number of disruptive technologies dramatically changing the economy. The World Economic Forum believes that we are transitioning from the “Internet Era” to one where the barriers between man and machine are dissolving. Software Defined Networks (SDN) is one of these technologies, and GA for several years now, mature and ready. With the new onslaught of IoT and Big Data, and the UC market now here for real-time voice, video, and collaboration, SDN and SD-WAN is now becoming one of the key trends in the IT market.

SDN promises to simplify network requirements, manage down hardware network requirements by as much as 50%, and IT staff requirements to support. SDN is game changing. The SDN addressable market is expected to be a $100B market by 2022. Please join SCTC experts Steve Leaden and Ron Pickett for a lively session that will describe this disruptive economic transition, focusing on the compelling SDN business case and how this will affect UC.

11:10 – 11:55 am  The Good, The Bad, and The Ugly of Structuring and Pricing Savings-Based Audits
Molly Zraik, President ~ The BAZ Group

This practice management session digs into the heart of the good, the bad and the ugly of structuring and pricing contingency based audits. Join in the conversation with seasoned auditing consultants and discuss real-life scenarios and solutions to the common challenges of collecting on a contingency audit when the savings are huge and over-committing service and support demands when there is not enough savings to cover your time. Let’s compare how those of us who do this work frequently have navigated these waters to come away with tips on how to develop stronger client relationships and uncover best practices to soften the impact of the business-afecting issue of contingency vs. hourly based pricing.

12:00 – 1:30 pm  LUNCH / NETWORKING

1:30 – 2:15 pm  How Consultants can Add Value in Today’s Market
Jon Arnold, Principal ~ J Arnold & Associates

SCTC members face unprecedented challenges with disruption happening across the entire value chain. Technology is changing faster than your customers can adapt, and the legacy-based expertise of consultants is declining in both value and relevance. Some consultants are thriving, but others are struggling, and being an independent analyst, SCTC member Jon Arnold is in the right place to understand this divergence. Jon has undertaken his own research within the community, personally interviewing a cross-section of consultants, and will share his top-line insights with us in this session. If you’re looking to find ways to add new value for your customers and stay on the right side of the innovation curve, you’ll want to attend Jon’s presentation.

2:20 – 2:40 pm  VAC Presentation

2:45 – 3:05 pm  VAC Presentation

3:05 – 3:25 pm  AFTERNOON BREAK

3:25 – 4:10 pm  RFP Panel Discussion - Looking at RFPs From Both Sides Now
Moderator: Melissa Swartz, Owner ~ Swartz Consulting, LLC

This lively panel discussion will address the issues surrounding RFPs, and frustrations of both vendor and consultants. From the vendor side, we will review reasons for not responding to RFPs, what makes a “good” RFP, and advice on creating better RFPs. From the consultant side, we will discuss what makes us eliminate RFP responses, the characteristics of an effective response, and advice on responding to RFPs.

By looking at both points of view, we can all learn from each other and make our businesses better.

4:15 – 5:00 pm  Cabling Infrastructure – What’s New and Why it Matters
Moderator: Sara Uzel, President ~ Technology Trends Group
Panel: Frank Straka, Product Line Manager, Copper Cable ~ Panduit
Todd Harpel, Director Strategic Alliances & Technical Services ~ Berk-Tek, LLC
Stephen Boschert, Product Category Manager ~ Graybar Electric Company, Inc.

The SCTC will lead a panel discussion on Cabling Infrastructure with representatives from Panduit, Berk-Tek, & Graybar. We will cover such topics as Category 6A, proposed Category 8, OM4 fiber and PoE Types; AV cabling needs and trends as AV and Video merge on the corporate network. The lines between electrical design with low voltage lighting and Voice and Data low voltage design are blurring. What do these things mean to your future design assumptions and what you should advise your clients?

5:00 – 6:30 pm  BREAK / PERSONAL TIME
CONFERENCE SESSIONS

:30 – 9:30 pm  VAC Evening Event
Please join us and all the members of the Vendor Advisory Council for a “Networking Dinner Event”. We hope that you will join us in an informal setting to meet, network and enjoy the evening. Dinner will be included in this networking event.

As Consultants continue to strive to meet their clients’ needs in the fast paced world of communications technology solutions, the SCTC Vendors are ready to assist you to provide outstanding personal support for you, your team and clients.

WEDNESDAY, OCTOBER 19, 2016

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<tr>
<td>7:00 – 8:00 am</td>
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| 8:00 – 2:15 pm | VENDOR DAY  
 VAC Presentations   |
| 12:00 – 1:20 pm | LUNCH / NETWORKING                       |
| 2:15 – 2:30 pm | AFTERNOON BREAK                          |
| 2:30 – 3:15 pm | JOINT BUSINESS MEETING                   |
| 3:30 – 4:30 pm | VAC BUSINESS MEETING & ELECTIONS         |
| 3:30 – 5:00 pm | BUSINESS MEETING & ELECTIONS             |
| 5:00 – 6:00 pm | BREAK / PERSONAL TIME                    |
| 6:00 - 6:30 pm | GROUP PHOTO                              |
| 6:30 – 9:30 pm | Gala Evening with the SIP Tones          |

THURSDAY, OCTOBER 20, 2016

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<tr>
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| 8:15 – 9:00 am | Developing and Deploying Enterprise AV Standards  
 B. Shane Long, Principal ~ Waveguide Consulting, Inc.   |
| 8:15 – 9:00 am | Passive Optical LAN: Welcome Disruption?  
 Shaun Harker, Sr. Associate Vice President ~ CallisonRTKL   |
| 9:05 – 9:50 am | Hidden Secrets to Contact Center Technology  
 Patrick Skahen, Principal Consultant ~ IP Contact Solutions Corporation   |

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| 9:05 – 9:50 am | Hidden Secrets to Contact Center Technology  
 Patrick Skahen, Principal Consultant ~ IP Contact Solutions Corporation   |
9:05 – 9:50 am  
**1+1 = 3. A Marriage made in SCTC.** How 2 SCTC members successfully collaborate to improve client success and increase revenue.  
Art Yonemoto, President ~ Yonemoto & Associates  
Ari Reingowsky, President ~ Trien & Associates, Inc.  
As the industry has become more complex with constant changes, it is increasingly difficult for a consultant to keep up with everything. In order to provide the best services to our clients, we realize that it makes sense to establish relationships with other (SCTC) consultants. The partnership between Trien Associates and Yonemoto & Associates is a successful example of an SCTC collaboration. See how everyone benefitted (Client, Trien, and Yonemoto) by reviewing actual cases studies.

9:50 – 10:15 am  
**MORNING BREAK**

10:15 – 10:40 am  
**Cellular Antenna Site Lease Negotiation Strategies, Installation Requirements and Restrictions as well as Implementation Project Management Processes for Multi Story Office Building Roof Top Installation Sites**  
John Lambert, Managing Principal ~ Lambert & Associates  
Gain real world knowledge, from the property owner’s point of view, of wireless industry strategies and caveats related to lease negotiation and implementation project management for single and co-located carrier projects on and in multi-story office buildings.

10:45 – 11:55 am  
**Regulatory Update**  
Martha Buyer, Consultant & Attorney ~ Law Offices of Martha Buyer, PLLC  
Martha will present an informative and entertaining session highlighting current topics in communications technology law and policy relevant to consultants, VAC members and guests.  
Got legal questions now? Let Martha know two weeks in advance of the meeting and she will be prepared to answer them.

12:00 – 1:20 pm  
**LUNCH / NETWORKING**

1:20 – 2:20 pm  
**Interactive Session on Ethics - Exploring the Consultant / Vendor Relationship**  
J.R. Simmons, President ~ COMgroup, Inc.  
Join in as we review the results of a pair of consultant and VAC surveys regarding the variety of ways consultants and vendors interact. Open discussion will be held on the types of engagements that may provide a perceived financial benefit to otherwise fiercely independent consultants. Are there gray areas that should be clarified for all SCTC members, or is this open for individual judgement?

2:20 – 2:40 pm  
**AFTERNOON BREAK**

2:40 – 3:25 pm  
**Case Study: Rebuilding the WAN Architecture for the Cloud**  
Taki Remtulla, CTO & Board Member of Abilita Consulting ~ Abilita  
Software defined networking is changing the way carriers and end users design, deploy and manage global WAN. The enterprise case study will examine the business drivers for the new WAN architecture – Hybrid WAN at the edges and High-speed layer 2 in the core. The challenges enterprises typically encounter during transitioning from all-MPLS to a hybrid WAN. Experiences and lessons learnt from designing and transitioning to Hybrid WAN for business applications, growth, cost control and security.

2:40 – 3:25 pm  
**Discussion about the Changes in Security**  
Eric Sundin, President ~ Data Perceptions Inc.  
Scott Murphy, VP Business Development ~ Data Perceptions Inc.  
Security for a business used to be an easy thing – you lock a door and the bad guys don’t get in. Now the bad guys don’t even need to know your business name, they just need an IP address and 500,000 computers all over the world, and they can come knocking all at once. Recently big companies’ security breaches have hit the news from Sony to Target – if these guys can’t keep up, how can a smaller business? Security is no longer easy, or cheap. Eric and Scott will lead a discussion about technology security and operations and highlight the major risks. They will provide an overview of the risk mitigations tools, methodologies, and how to figure out when you have spent enough.

3:30 – 4:15 pm  
**LOCKNOTE: The Third Wave is coming, will you ride the crest or be caught in the undertow?**  
Elizabeth English, Principal & Consultant ~ EE and Associates, LLC  
Thomas Brannen, Principal ~ Wassaw Consulting  
Take a break from the ins and outs of technology to shift your focus to a broader view. This session will identify the past and upcoming trends or “waves” of technology and provide insight into what will be required to successfully compete in the new economy. Exciting things are on the horizon. What fundamental changes will businesses need to make to continue to be relevant? Join us to find out.

4:15 – 4:30 pm  
**CONFERENCE CLOSING REMARKS**
SCTC 2017 CONFERENCE
SEATTLE, WA
September 11-14, 2017
GENERAL INFORMATION

HOTEL RESERVATION INFORMATION & DEADLINE
Your registration fee for the conference does not include your hotel accommodations. Please contact the hotel directly.

Hilton President Hotel
1329 Baltimore
Kansas City, MO 64105
Reservations: (800) HILTONS or (816) 221-9490
Group Code: SCTC
Online Reservations

A block of rooms has been reserved for SCTC Fall Conference attendees at a special rate. Call before 5:00, September 25th, to make your reservations. There is no guarantee of either the special room rate or availability after this date. Be sure to mention you are attending the SCTC conference.

Guest Room Rate
Reduced Room Rate: $159/night
Single/Double + local taxes

Group rates apply three days prior and after the event, based on availability, so book early!

TRANSPORTATION FROM THE AIRPORT

Airport Transportation
- Super Shuttle: 17.00 USD
- Rental Car: 35.00 USD
- Taxi: 40.00 USD

DIRECTIONS from Kansas City Int'l Airport
South on Intl. Circle to Cookingham Dr. for 2.1 mi. Merge onto I-29 S/U.S.-21 S toward KC for 10.7 mi. Merge onto U.S.-169 S via Exit 2B toward KC 5.6 mi. U.S.-169 becomes Broadway Blvd., left onto W. 14th St. Hotel is .2 mi. on left.

Distance from Hotel: 20 mi.
Drive Time: 25 min.

ABOUT HILTON PRESIDENT HOTEL

Highlights:
- Kansas City hotel in downtown Power and Light District
- 5-minute walk from Sprint Center
- Complimentary WiFi access & shuttle service within 2 miles of the hotel
- Famous Drum Room Lounge and 2 on-site restaurants

Local Attractions:
- Power and Light District
- Sprint Center
- LC Nichols Fountain
- Arrowhead Stadium and Kauffman Stadium
- Union Station
- Liberty Memorial

MEALS
The Full Conference Fee includes Monday welcome reception, continental breakfast and lunch Tuesday, Wednesday and Thursday, and dinner on Wednesday and Thursday evening. Daily rates include meals planned for that day. Refreshments will also be served at morning and afternoon breaks.

Attendees’ guests are required to register and pay separately for each meal and event they plan to attend. Anyone wishing to attend sessions must pay the regular conference fees.

CONFERENCE ATTIRE
Business casual dress is encouraged throughout the conference.

GOLF EVENT
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WEDNESDAY NIGHT EVENT
Join us for our 40th Anniversary dinner and an evening with the SIP TONES.
First Name: _________________________  Last Name: _________________________________  Badge Name: ___________________
Company: _________________________________________________________________  Title: _______________________________
Address: ____________________________________________  City: ______________________________  State: ____  Zip: ________
Phone: (       ) ___________________  Fax: (       ) ______________________  Email: _________________________________________

FULL CONFERENCE (MONDAY - THURSDAY)
(Includes Sessions, Meals, Events (golf & tennis are separate)

- $750  Consultant & Prospective Member  (after Sept. 16th  $850)
- $750  Non-Member Analyst, End-user  (after Sept. 16th  $850)
- $100  Student
- $1200  VAC (Vendor) Member (includes Networking Event)
- $950  2nd VAC (Vendor) Member
- $3000  Regional VAC Member (includes Networking Event)
- $3000  Non-Member Vendor  (Does Not include Networking Event)

CONSULTANT DAILY ATTENDANCE - VAC must register for Full Event  (Includes Sessions, Meals, Events)
- $175 Monday - Welcome Reception Only
- $450  Tuesday
- $450  Wednesday
- $175 Wednesday Evening Event Only
- $450  Thursday

GUEST & SPOUSE ATTENDANCE
(Does NOT include sessions – meals & events only)

Guest Name: _____________________________________________
Address: ________________________________________________
Contact Phone: (       ) ________________________________

- $550  All Meals & Events
- $175 Monday - Welcome Reception
- $225 Tuesday - All Meals & Events
- $225 Wednesday - All Meals & Events
- $175 Wednesday - Evening Event Only
- $225 Thursday - All Meals & Events

GOLF EVENT (for Attendee)
- $125 Golf Outing  List Average Round: ____________
- $25 Club Rental  Men's Q  Ladies Q  Left Q  Right Q

GOLF EVENT (for Guest)
- $125 Golf Outing  List Average Round: ____________
- $25 Club Rental  Men's Q  Ladies Q  Left Q  Right Q

IMPORTANT INFORMATION: (**included in registration)
- This is my first SCTC conference  Yes  No
- I would like an attendee plaque**  Yes  No
- I would like an attendee plaque tab**  Yes  No
- I would like to receive the group photo**  Yes  No
- I would like to be a guide and/or volunteer
  Guide  Volunteer  (*returning attendees only)
- I have made my hotel reservations  Yes  No
- I will be attending the Monday Welcome Reception  Yes  No
- I will be attending Tuesday meals  Yes  No
- I will be attending Wednesday meals  Yes  No
- I will be attending the Wednesday Evening Event  Yes  No
- I will be attending Thursday meals  Yes  No
- I have special dietary needs (please explain)  Yes  No

My Arrival Date: ____________  Departure Date: ____________

VAC NETWORKING
This will be a “Get to Know Your Vendor”, and NOT exhibit tables.

VAC must register at least one person from company for FULL conference, in addition to the opportunity selection.
- $500  Vendor Day Speaker – 20-minute slot
- $500  Vendor Day Speaker – 45-minute slot may be available – call for details

METHOD OF PAYMENT (payment must be received by September 19, 2016)
- Check:  (Payable to the SCTC - US Dollars)
- Credit Card - call Headquarters with information

ON-SITE REGISTRATION AND CANCELLATION POLICIES
On-site registration for the full conference and/or cancellations received after September 23rd will be subject to a $75.00 administrative fee.