

# WSTA FALL CONFERENCE & EXHIBITS

October 9-11, 2017

Glacier Canyon Conference Center

[Wilderness]

Wisconsin Dells, WI

## TENTATIVE AGENDA

### Monday, October 9, 2017

11:00 AM – 6:00 PM    **Registration Desk Open**  
*Lake Delton Boardroom*

1:00 PM – 3:00 PM    **General Sessions**  
*Wilderness Ballroom*

#### **Opening Remarks**

Reed Warner

Union Telephone Company

2017 WSTA Fall Conference Chairperson

#### **Welcome**

Jean Pauk, President

WSTA – Wisconsin's Broadband Association

#### **Coffee and Soda Available**

*Glacier Hallway [Outside Wilderness Ballroom]*

#### **General Session 1**

Representative Mary Felzkowski

WSTA welcomes our 911 champion!

#### **General Session 2**

##### **Featured Speaker**

*Thriving in a Multi-Generational Workforce*

Chip Espinoza

There is a monumental changing of the guard that is currently taking place in organizations. One of the largest birth cohorts or generations in history (Baby Boomer) is beginning to retire while their predecessor (Builder) is almost completely out of the workforce. Gen X is hitting stride and on the cusp of inheriting the proverbial organizational mantle. The three aforementioned age cohorts have learned to play in the organizational sandbox together. However, a new age cohort (Millennials—the largest age cohort in today's workforce) is kicking up sand. They are plug-n-play when it comes to wanting to engage at work but organizations often turn them off as a result of not understanding their behaviors and values.

You will learn skills that will help you work with every generation but they will be exponentially important when working with Millennials. The session is not based on a discussion about Millennials—it is the result of a decade long conversation with Millennials and the people who are successful at working with them as employees and clients.

Learning Outcomes:

- Understand the dynamics at play in a multigenerational workforce
- Understand the theoretical framework for thinking about generations
- 9 competencies critical to managing today's workforce
- Challenges younger workers face when entering the workforce and how to help them
- Overcoming personal and organizational bias
- Developing emerging leaders
- Working cross-generationally with clients

**What's New? What's It Do?**

Associate Members

MC – Cliff Albertson, BADGER COMMUNICATIONS®

Get a glimpse of some of the products featured in this year's exhibits.

- 3:00 PM – 6:00 PM     **Exhibits Open**  
*Sandstone Ballroom*  
**Raffle Prizes in Exhibit Hall on Monday & Tuesday**
- 4:30 PM – 6:00 PM     **Beer, Wine and Soda (cash bar also available)**  
*Sandstone Ballroom*  
Sponsored by: Exhibitors
- 5:00 PM – 6:00 PM     **Hors d'oeuvres**  
*Sandstone Ballroom*
- 6:00 PM                 **Exhibits and Registration Close**  
Attendees on their own for dinner!

**Tuesday, October 10, 2017**

- 6:30 AM – 7:45 AM     **Free "HOT" Continental Breakfast (Open to all Registrants)**  
*Glacier A/B*  
Sponsored by: Exhibitors
- 7:00 AM – 5:00 PM     **Registration Desk Open**  
*Lake Delton Boardroom*
- 7:45 AM – 10:00 AM   **Coffee and Soda Available**  
*Glacier Hallway [Outside Wilderness Ballroom]*
- 8:00 AM – 10:00 AM   **General Sessions**  
*Wilderness Ballroom*
- General Session 3**  
**2017 US Rural Broadband and Video Satisfaction Survey Presentation**  
Scott Meyer, Director of Marketing  
Innovative Systems

Are your customers satisfied with their broadband and video services? What features and services are your customers ready to buy today that you are not offering? These are just two of many questions that rural consumers answered in an extensive internet and video research study conducted earlier this year. All attendees will receive a free copy of the fifty-page research report!

Three key points that attendees will learn from Scott's presentation: (1) Rural video viewing behavior differs drastically from urban consumers. (2) Rural consumers do not know their internet download speeds. (3) This research study will compare two years of benchmark data.

#### **General Session 4**

##### ***Wisconsin Broadband Grant Experience and Planning***

Bob Abrams, Senior Managing Consultant  
BKD, LLP

Bob will tell you what worked, and just as important, what didn't in the Wisconsin Broadband Grant application process. What applications made the most sense? Rule changes in 2018.

Three key points that attendees will learn from Bob's presentation: (1) What makes a broadband expansion grant application successful? (2) What do I need to know about next year's changes in the application rules? (3) What failed, so I can avoid doing that in my own application?

#### **General Session 5**

##### ***Does Anybody Really Know What 5G Is? Does Anybody Really Care?***

Dean Mischke, P.E., Vice President  
Finley Engineering Company, Inc.

The intent of this presentation is to give a brief introduction as to the technology driving 5G and then bring it back to what is the potential risk and benefit of 5G for WSTA Members

Three key points that attendees will learn from Dean's presentation: (1) 5G is much more than the hardware. (2) 5G will have an impact in rural Wisconsin (both good and bad). (3) An understanding of what 5G is.

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|---------------------|---|
| 10:00 AM – 12:30 PM | <b>Exhibits Open</b><br><i>Sandstone Ballroom</i><br><b>Raffle Prizes in Exhibit Hall on Monday &amp; Tuesday</b> |
| 12:30 PM            | <b>Exhibits Close</b>   |
| 12:30 PM – 1:30 PM  | <b>Lunch [Across the Hall from the Exhibit Hall]</b><br><i>Tundra A-D</i>   |
| 2:00 PM – 4:50 PM   | <b>Coffee and Soda Available</b><br><i>Glacier Hallway [Outside Wilderness Ballroom]</i>                          |

2:00 PM – 4:50 PM

**Breakout Sessions [See Details for each Breakout after this Matrix]**

		Breakout 1 2:00 to 2:50	Breakout 2 3:00 to 3:50	Breakout 3 4:00 to 4:50
ROOM	TRACK	TOPIC	TOPIC	TOPIC
Wilderness 2	Policy	<i>Regulatory Reflections: Strategic Actions for D.C. Decisions</i>  Stacey Brigham Senior Regulatory Consultant TCA	<i>Midterm Election Update</i>  Bill Esbeck Executive Director WSTA – Wisconsin’s Broadband Association	
Wilderness 5	Business Management	<i>Video Packaging and Pricing: What Works and What to Avoid</i>  Jean Edlund Video Products Partner Cooperative Network Services, LLC		
Glacier A/B	Marketing/ Customer Service	<i>Own the Experience or Lose the Subscriber</i>  Derek Kiger Cloud Solutions Specialist Calix	<i>Culture Branding: The HR &amp; Marketing Connection</i>  Chris Castagneri Marketing Manager Cooperative Network Services, LLC  Jenna Monse HR Business Partner Cooperative Network Services, LLC	<i>Customer Service/Marketing Roundtable Discussion</i>  <b>Facilitators</b> Shelly Geerdes CEO/General Manager Pinnacle Marketing Group  Melissa Lease Communications Consultant Mount Horeb Telephone Company
Glacier C/D	Technology	<i>Addressing the Diverse Deployment Challenges of Gigabit Broadband for Multi-Dwelling Units (MDUs)</i>  Greg Luhman Business Development Manager ADTRAN	<i>Aging Fiber Plant – Testing &amp; Troubleshooting</i>  Rory Troff Upper Midwest Sales Director Multilink	
Wilderness 1	Roundtable Discussion Technology			<i>Technology Roundtable Discussion</i>  <b>Facilitators</b> Tim Bloom Senior Network Technician LYNXX (Lemonweir Valley Telcom)  Rory Troff Upper Midwest Sales Director Multilink
Wilderness 4	Roundtable Discussion Policy			<i>Wisconsin Broadband Grant Experience and Planning Roundtable Discussion</i>  <b>Facilitators</b> Bob Abrams Senior Managing Consultant BKD, LLP  Russ Berg Chief Technology Officer Airstream Communications, LLC/WIN

2:00 PM – 2:50 PM

**Breakout Sessions – 4 Tracks**

**Policy Track**

***Regulatory Reflections: Strategic Actions for D.C. Decisions***

Stacey Brigham, Senior Regulatory Consultant  
TCA

In this current era of FCC regulation, it is critical to keep up with actions and decisions taking place at the federal level and the goals those decisions are attempting to achieve. This presentation focuses on key federal priorities and how they impact your companies now and in the future, as well as what strategic steps you need to consider to address those priorities.

## **Business Management Track**

### ***Video Packaging and Pricing: What Works and What to Avoid***

Jean Edlund, Video Products Partner  
Cooperative Network Services, LLC

Companies need to get creative to keep customers from cutting the cord. We will look at what the big players are doing with retention tiers, skinny bundles, and OTT. Can these solutions work for your company as well?

Three key points that attendees will learn from Jean's presentation: (1) What are the newest pricing structures and packages in the video industry today? (2) What to do and not to do – Real-world examples of pricing and packages and what can be learned. (3) Desires of different demographics – pricing and marketing your product to your actual customer base.

## **Marketing/Customer Service Track**

### ***Own the Experience or Lose the Subscriber***

Derek Kiger, Cloud Solutions Specialist  
Calix

The rapid expansion of IOT devices and Connected Homes is creating a frenzy of interest in optimizing the subscriber experience. The opportunities are emerging but so too are the competitive threats. To strengthen the subscriber relationship, service providers must focus on delivering sensational experiences and the starting point is the home network. The right mix of analytics, visibility and control of the home network is instrumental in delivery of sensational experiences. During this session, we'll discuss the role of analytics in determining Wi-Fi network performance, identifying subscribers likely to churn or in need of service adjustments.

## **Technology Track**

### ***Addressing the Diverse Deployment Challenges of Gigabit Broadband for Multi-Dwelling Units (MDUs)***

Greg Luhman, Business Development Manager  
ADTRAN

Multi-Dwelling Units (MDUs) consist of buildings such as apartments, condos, and multi-family homes which together occupy a considerable share of US housing. The MDU market therefore represents a key opportunity for service providers to deliver Gigabit services where possible. MDU deployment however is complex and multifaceted, with a variety of building types, ages, in-building wiring, and resident demographics—all of which influence the service provider's approach.

Three key points that attendees will learn from Greg's presentation: (1) Understanding of key service provider challenges and opportunities located within the rapidly growing MDU market. (2) A broadband toolkit approach (fiber, Cat5/6, coax, twisted-pair, and Wi-Fi) operators need to adopt, combined with a next-generation Software-Defined Access network architecture to deliver web-scale service flexibility and innovation. (3) How to consider multiple Fiber-to-the-"x" (FTTx) architectures and technologies (FTTLU, FTTF, FTTB etc.) to deliver Gigabit.

3:00 PM – 3:50 PM

## Breakout Sessions – 3 Tracks

### Policy Track

#### *Midterm Election Update*

Bill Esbeck, Executive Director

WSTA – Wisconsin's Broadband Association

After the 2016 cycle, Bill officially retired from the election prediction game. However, in this session he will share insights regarding the developing 2018 election landscape

### Marketing/Customer Service Track

#### *Culture Branding: The HR & Marketing Connection*

Chris Castagneri, Marketing Manager

Jenna Monse, HR Business Partner

Cooperative Network Services, LLC

In a social world, consumers aren't showing up for traditional branding. Learn how your company's internal vision and purpose is meaningful to external social crowds. Connect and they might champion your brand.

Three key points that attendees will learn from Chris and Jenna's presentation: (1) Specific examples of motivational factors that influence employee performance & the importance of attention to company culture. (2) How employee culture is then used to engage customers in social brand development. (3) Success stories and "how to's" for engaging employees, and visual examples of what this looks like in the social media efforts of Fortune 500 companies.

### Technology Track

#### *Aging Fiber Plant – Testing & Troubleshooting*

Rory Troff, Upper Midwest Sales Director

Multilink

Maintenance testing and troubleshooting for the Aging fiber optic Network. Tips and tricks to help a technician more readily identify and correctly fix the issue.

4:00 PM – 4:50 PM

## Breakout Sessions – 3 Tracks

### Policy Track

#### *Wisconsin Broadband Grant Experience and Planning Roundtable Discussion*

Facilitators:

Bob Abrams, Senior Managing Consultant

BKD, LLP

Russ Berg, Chief Technology Officer

Airstream Communications, LLC/WIN

Join Bob and Russ in the discussion on what worked and what didn't in the Wisconsin Broadband Grant application process. Bring your questions!

**Marketing/Customer Service Track**  
***Customer Service/Marketing Roundtable Discussion***

**Facilitators:**

Shelly Geerdes, CEO/General Manager  
Pinnacle Marketing Group

Melissa Lease, Communications Consultant  
Mount Horeb Telephone Company

Hear best practices, concerns, questions and insights at this interactive session.

**Technology Track**  
***Technology Roundtable Discussion***

**Facilitators:**

Tim Bloom, Senior Network Technician  
LYNXX (Lemonweir Valley Telcom)  
Rory Troff, Upper Midwest Sales Director  
Multilink

Hear best practices, concerns, questions and insights at the interactive session.

- 4:50 PM                    **Breakout Sessions End**
- 5:00 PM – 5:30 PM      **Associate Member Meeting**  
*Glacier A/B*
- 5:00 PM                    **Registration Closes**
- 5:30 PM – 7:30 PM      **Beer, Wine and Soda (cash bar also available)/Heavy Appetizers**  
*Wilderness Ballroom/Patio*  
Sponsored by: Exhibitors
- 7:30 PM                    **FINAL ADJOURNMENT**

**Wednesday, October 11, 2017**

- 7:30 AM – 9:30 AM      **WSTA Active Member CEO Breakfast/Meeting**  
*Wilderness 3/6*
- 9:45 AM – 11:45 AM    **Midwest Video Solutions, LLC Members Meeting**  
*Wilderness 1*
- 9:45 AM – 12:00 PM    **GENBAND User Group Meeting**  
*Glacier A/B*