



MASTERING TECHNOLOGY

ANNUAL MEETING & EXPO

DRIVING
TO SUCCESS.

2019 CONFERENCE GUIDE

MARCH 25-27, 2019 | IOWA EVENTS CENTER
730 3RD ST. | DES MOINES, IA 50309



SCHEDULE OF EVENTS

MONDAY, MARCH 25

- 11:00 AM - 6:00 PM **Registration opens (lunch on your own)**
Pre-Function Hallway
- 11:30 - 12:45 PM **New Telco Employee Lunch - Room 308**
- 1:00 - 1:30 PM **PRESIDENT'S OPENING & ANNUAL MEETING OF THE MEMBERS**
Rooms 302-307
Mark Thoma, *Winnebago Coop. Telecom Assoc.*
- 1:30 - 2:20 PM **KEYNOTE: Going the "EXTRA MILE"**
Rooms 302-307
Jim Miller, *Emeritus Head Coach at Wartburg College*
- 2:20 - 3:20 PM **GENERAL SESSION: Telecom Regulation 2019 - Where are we headed? - Rooms 302-307**
Geri Huser, *Board Chair, Iowa Utilities Board*
ICA Lobbying Team
- 3:40 - 4:30 PM **BREAKOUT SESSIONS:**
 - **Pros & Cons - Latest Wireless Options for the Last Mile - Rooms 309-310**
Warren Vande Stadt, *Vantage Point Solutions*
Chris Konechne, *Finley Engineering*
Pete McNally, *Grinnell Group*
 - **Regulatory Compliance Update Rooms 319-320**
John Pietila, *Davis Brown Law Firm*
 - **10 Things to Know About Broadband Rooms 302-307**
Carissa Swenson, *Consortia Consulting*
- 4:30 - 6:30 PM **19th Hole Reception on Main Floor**
Pre-Function Hallway

TUESDAY, MARCH 26

- 7:30 AM - 4:00 PM **Registration Opens - Pre-Function Hallway**
- 7:30 - 8:30 AM **Continental Breakfast**
Rooms 312-316
- 8:30 - 9:30 AM **KEYNOTE: To All the Economists I've Loved**
Rooms 302-307
Anirban Basu, *Economic Forecasting Expert*
- 9:45 - 10:30 AM **BREAKOUT SESSIONS:**
 - **10 Things to Know About Broadband Rooms 309-310 (Repeat)**
Carissa Swenson, *Consortia Consulting*
 - **Wi-Fi in the Home, CPE Installation Success - Rooms 302-307**
Lee Jager, *Vantage Point Solutions*
- 9:45 - 11:20 AM **General Manager's Policy Update**
Room 308
- 10:30 - 10:45 AM **BREAK**
- 11:00 - 11:30 AM **VENDOR WELCOME (VENDORS ONLY)**
- 10:45 - 11:30 AM **BREAKOUT SESSIONS:**
 - **Pros & Cons - Latest Wireless Options for the Last Mile - Rooms 317-318 (Repeat)**
Warren Vande Stadt, *Vantage Point Solutions*
Chris Konechne, *Finley Engineering*
Pete McNally, *Grinnell Group*
 - **Video Updates and OTT Trends Rooms 319-320**
Jerry Weber, *Innovative Systems*
Jean Edhlund, *Cooperative Network Services*

- **Lead your Community in Cybersecurity Rooms 302-307**
Ryan Pieken, *OXEN Technology*
- 11:30 AM - 12:30 PM **Lunch - Rooms 312-316**
- 12:30 - 2:00 PM **Expo Hall - Hall A - Downstairs**
- 2:15 - 3:00 PM **GENERAL SESSION: Ask Us Anything: FCC & CAF Performance Testing - Rooms 302-307**
Moderator - Bob Gannon, *Westel Systems*
Panelist - Michael McAlpin, *Calix*
Panelist - Andy Deinert, *Vantage Point Solutions*
Panelist - Bob Abrams, *BKD*
- 3:00 - 3:15 **BREAK**
- 3:15 - 4:15 PM **Director's Roundtable (Directors Only)**
Rooms 317-318
- 3:15 - 6:30 PM **Expo Hall - Hall A - Downstairs**
- 4:30 - 6:30 PM **19th Hole Vendor Reception - Hall A**
- 7:30 - 10:00 PM **Vendor Hosted Reception at Johnny's Hall of Fame, 302 Court Avenue**

WEDNESDAY, MARCH 27

- 7:30 - 10:30 AM **Expo Hall with Continental Breakfast**
Hall A - Downstairs
- 9:45 - 10:30 AM **GENERAL SESSION: Charting a Course to the Future - Rooms 302-307**
Dave Lewis, *JSI*
- 10:45 - 11:45 AM **KEYNOTE: A Trip Down the Long Road**
Rooms 302-307
Chuck Long, *Former Iowa Hawkeye Quarterback*
- 11:45 AM-12:00 PM **CLOSING SESSION: Your Invitation to the Champions Dinner - Rooms 302-307**
Ryan Boone, *Incoming ICA Board President*

DETAILS

EXPO HOURS

Tuesday, March 26th

12:30 – 2:00 PM

3:15 – 6:30 PM

Includes 19th Hole Vendor Reception from 4:30 – 6:30 PM

Wednesday, March 27th

7:30 – 10:30 AM

Includes Continental Breakfast in Expo Hall

SHUTTLE SERVICE

Complimentary shuttle service is available through the Marriott Shuttle from the Marriott Hotel during the posted times. Be sure to check the boards located in the hotel lobby and at the convention center for times. Skywalk maps are also available if you prefer to use the skywalk system.

MONDAY, MARCH 25TH

KEYNOTE



GOING THE "EXTRA MILE"

1:30-2:20 PM | Rooms 302-307

Jim Miller, Emeritus Head Coach at Wartburg College

All good teams, businesses, and organizations have people willing to go the "Extra Mile" for themselves and for the good of the team. And that should be the expectation, you do go the "Extra Mile" even though sometimes you may not want to or you just don't feel like it. You do it anyway...

GENERAL SESSION

TELECOM REGULATION 2019 – WHERE ARE WE HEADED?

2:20-3:20 PM | Rooms 302-307

Geri Huser, Board Chair, Iowa Utilities Board

ICA Lobbying Team

This session will include an update from Geri Huser, Chair of the Iowa Utilities Board as the IUB continues its efforts toward deregulation of LEC service, as well as information on updated rules relating to One-Call and line cuts, IUB procedures to streamline required filings and other matters. In addition, the Alliance Lobbying team will give an update on this year's legislative session.



PROS & CONS – LATEST WIRELESS OPTIONS FOR THE LAST MILE

3:40-4:30 PM | Rooms 309-310

Chris Konechne, Finley Engineering | **Pete McNally**, Grinnell Group

Warren Vande Stadt, Vantage Point Solutions

With the advent of 5G, fantastic things are being promoted for fixed wireless access. Gigabit speeds! Exciting developments are emerging, but no one solution fits all. ICA member decision-makers will want to attend. You will leave with an improved ability to filter the claims and to sort out the best probable categories of solutions for your own market targets. This panel of experts will cover opportunities, strategies, challenges, and real market trends in wireless.



REGULATORY COMPLIANCE UPDATE

3:40-4:30 PM | Rooms 319-320

John Pietila, Davis Brown Law Firm

During this session John will cover the status of FCC "Open Internet" vs. "Net Neutrality" policy debate and legal challenges. He will provide an overview of state and federal regulation of broadband service and internet service providers ("ISPs"). Along with offering guidance for ISPs to identify and implement required policies, and performance testing.



10 THINGS TO KNOW ABOUT BROADBAND

3:40-4:30 PM | Rooms 302-307

Carissa Swenson, Consortia Consulting

The best way for your company to adopt a sales culture is to educate your staff and your customers. In order to sell the right sized broadband package to each and every customer, you must know different pieces of information. In this session we will educate you on how to learn what your customer needs.

BREAKOUTS

TUESDAY, MARCH 26TH

KEYNOTE



TO ALL THE ECONOMISTS I'VE LOVED

8:30-9:30 AM | Rooms 302-307

Anirban Basu, Economic Forecasting Expert

This presentation supplies detailed discussions regarding global, national, and regional economic performance using the most current data available. Special attention is devoted to certain aspects of economic life, including the performance of financial, labor, real estate, and construction markets.



10 THINGS TO KNOW ABOUT BROADBAND

9:45-10:30 AM | Rooms 309-310

Carissa Swenson, Consortia Consulting

The best way for your company to adopt a sales culture is to educate your staff and your customers. In order to sell the right sized broadband package to each and every customer, you must know different pieces of information. In this session we will educate you on how to learn what your customer needs.



WI-FI IN THE HOME, CPE INSTALLATION SUCCESS

9:45-10:30 AM | Rooms 302-307

Lee Jager, Vantage Point Solutions

Rapidly bringing new customers on to the network is important for every company, and this direct customer interaction is a critical impression for your relationship and reputation. So, what does it take for a successful install? Hint: The work starts before you arrive at the door and doesn't end when you leave. In this session, Lee Jager will outline four (OK, ten) best practices for home installs so you can bring happier, revenue-generating customers onto your network sooner and more efficiently: a truly start-to-finish Successful Home Installation.



POLICY UPDATE FOR GMs

9:45-11:20 AM | Room 308

Dave Duncan, Iowa Communications Alliance

John Pietila, Davis Brown Law Firm

Join Alliance General Counsel John Pietila and CEO Dave Duncan for an open discussion of current industry developments. This session will include an overview of recent state and federal legislative, regulatory and industry developments and will highlight the impact of those on your business. This interactive session will focus on audience questions and member feedback on association activities, strategies and progress.

***NOTE:** This session is specifically limited to telco member CEOs, GMs and managerial-level employees.

BREAKOUTS 1

GENERAL MANAGERS

TUESDAY, MARCH 26TH

BREAKOUTS 2



PROS & CONS – LATEST WIRELESS OPTIONS FOR THE LAST MILE

10:45-11:30 AM | Room 317-318

Chris Konechne, *Finley Engineering* | **Pete McNally**, *Grinnell Group*
Warren Vande Stadt, *Vantage Point Solutions*

With the advent of 5G, fantastic things are being promoted for fixed wireless access. Gigabit speeds! Exciting developments are emerging, but no one solution fits all. ICA member decision-makers will want to attend. You will leave with an improved ability to filter the claims and to sort out the best probable categories of solutions for your own market targets. This panel of experts will cover opportunities, strategies, challenges, and real market trends in wireless.



VIDEO UPDATES AND OTT TRENDS

10:45-11:30 AM | Room 319-320

Jean Edhlund, *Cooperative Network Services*
Jerry Weber, *Innovative Systems*

In this session you will learn about rural market trends, disruptors and a roadmap for the future of your video plant. One of the industry's leading rural content negotiators will also share content negotiation dos and don'ts at a high level and a forecast on the future of content contracts and negotiation. Attendees will also see the latest rural video survey results and the most popular rural "Cable" channels in America from data off of over 60,000 set top boxes from Alaska to New York.



LEAD YOUR COMMUNITY IN CYBERSECURITY

10:45-11:30 AM | Room 302-307

Ryan Pieken, *OXEN Technology*

Iowa ISP's are leaders in our state: These fiber deployments have enabled our small businesses to compete and enabled people to enjoy the rural Iowa life by working remotely from home. While fiber has provided many benefits, it has also increased our threat impact and likelihood. The increasing capacity of our networks makes them more appealing and helpful to cyber criminals, who will try to use our infrastructure to propagate viruses, transfer stolen data, and launch cyber-attacks. This is why we need to educate our communities on cybersecurity. Come to this session to learn some ways to be a cybersecurity leader in your community. We will talk about how to engage your community and work with leaders to help build a cybersecurity-minded culture. Let's continue leading in Iowa!

ASK US ANYTHING: FCC & CAF PERFORMANCE TESTING

2:15-3:00 PM | Room 302-307

Bob Gannon, *WesTel Systems* | **Michael McAlpin**, *Calix*
Andy Deinert, *Vantage Point Solutions* | **Bob Abrams**, *BKD*

The new performance testing requirement has left ICA members with a lot of questions about the order. What makes a test? How to report? How to randomize? Who, when, where, and how many to test? From basic to advanced, and anything in between – in this interactive session, you ask, we answer. Presented by ICA Associate Member Experts Vantage Point Solutions, Calix and BKD CPA's and Advisors.

DIRECTOR'S ROUNDTABLE SESSION – WHAT'S HOT



3:15-4:15 PM | Room 317-318

Doug Eidahl, *Vantage Point Solutions*

Join your fellow company directors for an opportunity to engage in open round table discussions. Hear about current and future opportunities, challenges and issues other ICA member companies are dealing with. Items of discussion will include increasing demand for broadband, changes in technology, financial challenges and opportunities, conversion from voice to VoIP, competitive threats, video and OTT trends, impact of the CAF II Auction 903 winners to the State of Iowa. Lastly, will there be opportunity in the upcoming Remote Area Fund Auction, and the e-connectivity Pilot Program.... just to name a few items!

DIRECTORS ONLY

WEDNESDAY, MARCH 27TH

CHARTING THE COURSE TO THE FUTURE

9:45-10:30 AM | Rooms 302-307

Dave Lewis, *JSI*

With constant changes in technology, settlement streams, regulatory oversight, etc., it is imperative to have a strategy of where you want to be and how you plan to get there. Are you prepared for material regulated revenue disruption? Have you set your 2025 goals for revenue, margin, market expansion, product portfolio, customer experience, staffing complexion, and capital strategy? Have you translated those long-term visions into a defined/executable sequence of annual capital and operating budgets/plans? This session will help you identify specific financial metrics, planning strategies and tactics that you should consider as you position your company for long-term viability and prosperity.

GENERAL SESSION



A TRIP DOWN THE LONG ROAD

10:45-11:45 AM | Rooms 302-307

Chuck Long, *Former Iowa Hawkeye Quarterback*

Chuck shares lessons he's learned regarding leadership and teamwork - both on and off the football field. He'll also reflect on the individuals who not only encouraged him to achieve success, but to also understand the importance of lifelong learning, building relationships and giving back.

KEYNOTE

EXPO HALL

100 Vermeer	101-102 GrayBar	201 FUJITSU	301 metaswitch	401 CSSA	501 KGPCo	601-602 MIACC	701 Clearfield, Inc.	801 Hartco	901 Tel Rep Marketing	1001
	103 ITCI	202 NISC	302 HM Cragg/ Ash Battery	402 Tri West Sales, Inc.	502 NeoNova	603 Telecom Construction		802 INTELIQUENT	902 CheckPoint Solutions	1002
Escalator	104 WP	203 Core Telecom Systems	303 NBC Sports Chicago	403/404 UDP Beyond Billing. <small>www.udp.com</small>	503 ICAN, Inc.	604 LWBJ <small>INTELLECTUAL CAPITAL AT WORK</small>	702 Midwest Underground	803 Push, Inc.	903 PCS Technologies, Inc.	1003
	105-106 Innovative Systems	204 Pinnacle Marketing Group	304 Computer Technology Inc.	405 Advanced Media Technologies	504 Wisconsin Independent Network	605 FARR TECHNOLOGIES		804 MSG Payment Systems	904 UMUS	1004
Escalator	107 FPS POWER PRODUCT SERVICES	205 Chanell Commercial	305 ISPN	406 RBC Wealth Management	505 NOKIA	606-607 GOLDFIELD TELECOM	703 Power & Tel.	805 ABW Action Battery	905 Calhoun Communications Inc.	1005 Pioneer Critical Power
	108-109 BKD CPAs & Advisors	206 KJK CONSTRUCTION	306 Cornerstone Group <small>Smart marketing through timely solutions</small>	407 REDCOM	506 Butler Communications	608 datalink <small>An insight company</small>		806-807 SABARACH CONSTRUCTION <small>KALONA IA IA</small>	906 Wisconsin Indianhead Technical College Broadband	1006 Utility Sales Associates
115 AUREON	110-111 VantagePoint	207 TCA	307 ENR	408 WEST UNION TRENCHING	507 UNITEL	609 Cellsite Solutions	704 Ditch Witch of Minnesota and Iowa	907 Granite Telecommunications	1007 ADURAN	
	112 NECA	208 FINLEY ENGINEERING	308-309 Calix	409 OXEN TECHNOLOGY	508 MOSSADAMS	610 Corning Optical Communications		808-809 HunTel Engineering	908-909 Western Supply	1008 Security Coverage
	113 3E/Kohler Powersystems	209 CCI systems	310 JESTER INSURANCE SERVICES	410 RepCom Int. (RCI)	509 TELCOM INSURANCE GROUP	611-612 Elite Cutover Connections, Inc. & Elite Splicing, Inc.	810-811 Eagle Marketing	910 ProLabs	1009 Murphy Communications/ Murphy Tower Service	
	114 OlsenThielen <small>DATA AND SERVICES</small>	210 WALKER AND ASSOCIATES INC.	311 Hanson Directory Service	411 ribbon	510 NTCA-- The Rural Broadband Association	613 Vertiv/Thomas Dowell & Assoc.	812-813 Millennium	911 USDA, Rural Development	1010	
		211 ADB COMPANIES	312 INNERDUCT.COM	412 Iowa Fire Control	511 Performed	614 TRVW	912 Mid-State Consultants Inc.	913 ciena <small>Experience. Outcomes</small>	1011	
		212 BADGER COMMUNICATIONS	313 Trojan Horse Innovation	413 Midwest Data of Iowa and Iowa Governor's STEM Council	512-513 CBM		914 NewCom Technologies, Inc.		1012	
		213 FS3, Inc.	314 Minnesota Telecom Assoc.		514 EnerSys Inc.				1013	
		214 Arvig							1014	

EXHIBITORS

115	Aureon	601-602	Mid America Computer Corp. (MACC)
1007	Adtran	413-414	Midwest Data of Iowa and Iowa Governor's STEM Council
113	3E Kohler Powersystems	901	Mid-State Consultants Inc.
805	Action Battery Wholesalers, Inc.	702	Midwest Underground Supply
211	ADB Companies	812-813	Millennium
405	Advanced Media Technologies	314	Minnesota Telecom Alliance
214	Arvig	508	Moss Adams
212	Badger Communications Corporation	104	MP Nexlevel
108-109	BKD CPAs & Advisors	804	MSG Payment Systems
506	Butler Communications	1009	Murphy Communications/Murphy Tower Service
905	Calhoun Communications, Inc.	303	NBC Sports Chicago
308-309	Calix	112	NECA
512-513	CBM, Inc.	502	NeoNova
209	CCI Systems, Inc.	914	NewCom Technologies, Inc.
609	Cellsite Solutions	202	NISC
205	Chanell Commercial	505	Nokia
902	CheckPoint Solutions	510	NTCA -- The Rural Broadband Association
913	Ciena	114	Olsen Thielen CPAs
608	Cisco - Datalink	409	OXEN Technology
701	Clearfield, Inc.	903	PCS Technologies, Inc.
307	Communications Network Engineering, Inc.	511	Performed
814	Communications Data Group	204	Pinnacle Marketing Group
304	Computer Technology, Inc.	1005	Pioneer Critical Power
203	Core Telecom Systems	703	Power & Tel
306	Cornerstone Group	107	Power Product Services
610	Corning Optical Communications	910	ProLabs
401	CSSA	803	Push, Inc.
704	Ditch Witch of Minnesota and Iowa	406	RBC Wealth Management
810-811	Eagle Marketing	407	REDCOM
611-612	Elite Cutover Connections, Inc. & Elite Splicing, Inc.	410	RepCom Int. (RCI)
514	EnerSys Inc.	411	Ribbon Communications
605	FARR Technologies	614	RVW, Inc.
208	Finley Engineering	1008	SecurityCoverage
213	FS3, Inc.	806-807	Slabach Construction
201	Fujitsu Network Communications	207	TCA
606-607	Goldfield Telecom	603	TelCom Construction
907	Granite Telecommunications	509	Telcom Insurance Group
101-102	GrayBar	912	Tel Rep Marketing
311	Hanson Directory Service	402	Tri West Sales, Inc.
801	Hartco	313	Trojan Horse Innovation
302	HM Cragg/Ash Battery	403-404	UDP, Inc.
808-809	HunTel Engineering	904	UMUS
503	ICAN, Inc.	507	UNITEL
312	INNERDUCT.COM	1006	Utility Sales Associates
105-106	Innovative Systems	911	USDA Rural Development
802	INTELIQUENT	110-111	Vantage Point Solutions
103	Interstate Telecom Consulting Inc.	100	Vermeer Iowa & N. Missouri
412	Iowa Fire Control	613	VERTIV / Thomas Dowell & Associates
305	ISPNI	210	Walker and Associates
310	Jester Insurance	408	West Union Trenching
501	KGPCo	908-909	Western Supply
206	KLK Construction	504	Wisconsin Independent Network
604	LWBJ	906	Wisconsin Indianhead Technical College Broadband
301	Metaswitch		

THANK YOU

ICA BOARD OF DIRECTORS

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- Mark Thoma, *Winnebago Cooperative Telecom Association, Lake Mills*

1ST VICE-PRESIDENT

- Ryan Boone, *Premier Communications, Sioux Center*

2ND VICE-PRESIDENT

- Levi Bappe, *Minerva Valley Telephone Company, Zeoring*

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- Mark Peterson, *WTC Communications, Wilton*

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- Chuck Deisbeck, *South Slope Cooperative Communications, North Liberty*
- Mark Harvey, *GRM Networks, Princeton, MO*
- Kevin Hranicka, *Van Buren Telephone Company, Keosauqua*
- Tom Lovell, *CLTel, Clear Lake*
- Jan Muhl, *LNE Communications, Lost Nation*
- Jeff Roiland, *Western Iowa Networks, Breda*

ICA ANNUAL MEETING/EXPO COMMITTEE

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- Renee Knoop, *Aureon*

VICE-CHAIR

- Kim Dudley, *NISC*

COMMITTEE MEMBERS

- Mike Brems, *Power & Tel*
- David Byers, *Northeast Iowa Telephone*
- Darren Dierbeck, *Vantage Point Solutions*
- Derek Groth, *MP Nexlevel, LLC*
- Sharon Huck, *RTC Communications*
- Karlin Kelley, *HunTel Engineering*
- Heidi Mitchell, *Heart of Iowa*
- Jessica Richter, *BKD CPAs & Advisors*
- Jeff Roiland, *Western Iowa Networks*
- Rhonda Seeck, *Keystone Communications*
- Patricia Snyder, *Templeton Telephone Company*
- Ron Sorenson, *Sac County Mutual Telephone Company*
- Mark Thoma, *Winnebago Cooperative Telecom Association*
- Tammy Wheeler, *Farmers Mutual Cooperative Telephone Company – Moulton*

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NOTES
