

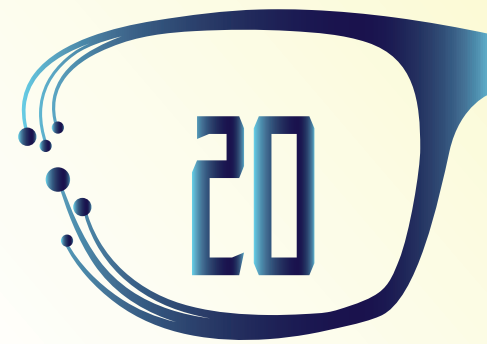


IOWA COMMUNICATIONS ALLIANCE ANNUAL MEETING & EXPO REGISTRATION GUIDE

MARCH 23-25, 2020 | 730 3RD STREET, DES MOINES, IA
COMMUNITY CHOICE CREDIT UNION CONVENTION CENTER

Iowa Communications Alliance
4201 Westown Parkway, Suite 130
West Des Moines, IA 50266





FOCUS ON THE FUTURE

SCHEDULE OF EVENTS

For Full Topic Descriptions and Room Assignments Please Visit www.IACommunicationsAll.org


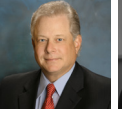



MONDAY, MARCH 23, 2020

TIME	EVENT	SPEAKER	DESCRIPTION
11:00 AM – 4:30 PM	Registration		(lunch on your own)
11:30 AM – 12:45 PM	New Teleco Employee Luncheon		This is a special session for all “new” and “recently hired” employees. This informal session gives you the opportunity to meet other new attendees while learning about the Alliance. We will also share some pointers on what it takes to succeed in the telecom industry and how to make the most of your time at the Annual Meeting.
12:30 – 1:00 PM	Opening Meet & Greet Coffee Station		Sponsored by: 
1:00 PM	President’s Opening, Annual Meeting of the Members, and Awards		
2:00 PM	Opening Keynote Leading with Innovation: How to Future-Proof Yourself, Fearlessly Innovate, and Succeed Despite Disruption	Scott Steinberg 	Sponsored by:  Even the most successful organizations must continually reinvent their products, services and solutions to remain market leaders in an age of growing change, connectivity and globalization. In this eye-opening presentation, audiences will learn how to thrive in the new operating reality, create competitive advantage, and successfully leverage new leadership strategies to adapt to changing times. From more powerful ways to unleash innovation to solutions for better capitalizing on cutting-edge advancements, discover how you and your organization can flourish in tomorrow’s world - and effectively apply its most crucial success strategies and skills in context.
3:00 PM	General Session The Cost of Being “Digitally Excluded”	Nicol Turner-Lee, Brookings Institute 	Dr. Nicol Turner Lee is a fellow in the Brookings Institute’s Governance Program’s Center for Technology Innovation where she researches public policy designed to enable equitable access to technology across the U.S. and to harness its power to create change in communities across the world. Dr. Turner-Lee’s research explores global and domestic broadband deployment and internet governance issues. She reframes the “digital divide” question as talking about the digital economy and looks at the costs of “digital exclusion” from the consumer perspective – something we all need to hear.
4:00 PM Breakout Sessions			
	Breakout Session 1 (General) Making Your Data Profitable	Scott Behn, Aureon 	In this insightful session, Scott will discuss the importance of looking at your existing data, through a statistical lens, to create a sales-driven company culture. Attendees will walk away from this session with thought provoking concepts that can easily be implemented in their own companies to better understand their revenue generating units, and how their data can increase their bottom line.
	Breakout Session 2 (Leadership) Budgeting and Forecasting Network Access in the New Age	Kristi Broughten, Olsen Thielen CPAs 	With a new future of support mechanisms including A-CAM support, legacy support and broadband grant opportunities, we will explore network access revenues. How will these funding sources affect budgeting and forecasting tools in the future? Come and find out!



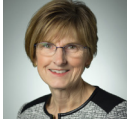


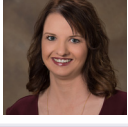
MONDAY, MARCH 23, 2020

TIME	EVENT	SPEAKER	DESCRIPTION
	Breakout Session 3 (Technical) FTTx Soup – Recipe for Success	Karlin Kelley, HunTel Engineering	We will review methods of deployment PON, Active and Pre-connectorized. We will discuss some cost outlooks including the use of Pedestals vs Handholes and different ways to use duct. Then at the end we will share some successes and failure stories.
4:45 – 6:15 PM	Hosted Reception on Main Floor		
6:15 PM	Open evening		



TUESDAY, MARCH 24, 2020

TIME	EVENT	SPEAKER	DESCRIPTION
7:30 AM – 4:30 PM	Registration		
7:30 – 9:00 AM	General Managers Policy Update (General Managers and Key Personnel) - Breakfast provided in your session room	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 trends and will highlight the impact of those on your business.
7:30 – 9:00 AM	Board of Directors Session (Board Directors) - Breakfast provided in your session room	7:30 – 8:15 AM Doug Eidahl, Vantage Point Solutions 	Mergers & Acquisitions - Whether your company is at a point where you are looking at opportunities to grow or you are facing tighter margins and wondering how to reverse that trend, come hear about the pros and cons, opportunities and synergies of pursuing mergers and acquisitions as a part of your growth strategy.
		8:15 – 9:00 AM Dave Hove & Megan Milligan, LWBJ  	Succession Planning - The long-term survival of your business and preservation of wealth that has been built is dependent on your succession plan. The operational demands of running a business can be all-consuming, but it’s vital that business leaders take the time needed to build and assess their organization’s succession plan. Join us as we walk through the steps you should follow as you build a strong succession plan for your business.
8:00 AM	Breakfast on Main Floor		
9:00 AM Breakout Sessions			
	Breakout Session 1 (General) The Vermeer Tornado-Planning Ahead for When Disaster Strikes	Steve Flann, Vermeer 	Whether it is a tornado, flood, fire, or other unplanned event, learn from one of Iowa’s largest manufacturers who experienced a devastating EF-3 tornado in 2018. Vermeer will emphasize lessons learned that they will share regarding the preparation, emergency response, and recovery efforts and how they are leveraging this opportunity for the future.
	Breakout Session 2 (Video) 2020 Video and Internet Report on Rural America – How are they using it and what are they watching?	Scott Meyer, Innovative Systems 	Attendees will see video channel stats data from sixty thousand set top boxes located in over fifty rural markets from Alaska to New York state. Attendees will also see the 150 most watched television channels in rural America. This presentation will also include five years of benchmark data that identifies key demographic and social tendencies of your video and internet customers.




TUESDAY, MARCH 24, 2020

TIME	EVENT	SPEAKER	DESCRIPTION
9:00 AM Breakout Sessions Continued			
	Breakout Session 3 (Technical) LEO & 5G: A New Frontier in Competition	<i>Nathan Weber, Vantage Point Solutions</i>	Thousands of low-earth-orbiting satellites are launching in the next few years, at the same time 5G is becoming a reality. Don't be caught unprepared as these technologies mature. Nathan Weber will discuss the facts and feasibility of these advancements, along with potential opportunities and the impact they may have on your network, operation, and customer expectations.
9:45 AM Breakout Sessions			
	Breakout Session 1 (Cybersecurity) IoT: Evaluating the Security Risks for Your Business & Customers	<i>Matthew McGill, Pratum</i> 	The Internet of Things (IoT) has taken over common household items and appliances. This technology makes our lives easier, but it can also introduce security and performance issues for telecommunications providers and their customers. During this presentation you will learn about the impact IoT is having on privacy and security, and you will leave with ideas for how to help educate your end users to think before connecting.
	Breakout Session 2 (Technical) The Need for Speed	<i>Nate Olson Daniel, LightEdge Solutions</i> 	As the Internet is being forced to evolve to take advantage of 5G, more focus is starting to fall on the Satellite and Rural Broadband initiatives that give people faster, more reliable connections. This session will break down the importance of today's "Need for Speed" when it comes to the connectivity that drives organizations everywhere.
	Breakout Session 3 (Leadership) The Infinity Loop: Linking Talent, Candidates and Employees	<i>Pat Cassidy, BKD CPAs & Advisors</i> 	The game of recruiting is changing. Gone are the days of simply posting a job and waiting for applicants. Today, the most effective talent strategies are built with a focus on the talent experience, brand awareness, and employee engagement.
10:30 – 10:45 AM	Coffee Break Station		Sponsored by: 
10:45 AM Breakout Sessions			
	Breakout Session 1 (Technical) Broadband Performance Testing - What it's Really Like	<i>Bob Abrams, BKD CPAs & Advisors, Ryan Boone, Premier Communications & John Kroger, WCTA</i>	A panel discussion in which the first round of Iowa service providers share their experiences with the FCC's Broadband Performance Speed and Latency tests. What it's really like to test networks under this requirement, getting subscriber buy-in to the process, and updates on the most recent developments.
	Breakout Session 2 (Cybersecurity) Cybersecurity – Multi-layer Approach	<i>Blake Griffin, CNE</i> 	Did you know that 1-in-5 small businesses will suffer a cyber breach this year, 81% of all breaches happen to small/medium sized businesses and that 97% of breaches could have been prevented with today's technology? This presentation will go over the key elements of a multi-layer cybersecurity approach to protecting your business.
	Breakout Session 3 (General) Once Upon A Time... Compelling Company Storytelling Tactics	<i>Carissa Swenson, Consortia Consulting</i> 	Are you telling the story of your company in a compelling way? When people think of your business, what story comes to mind? How do you want the story of your company to be told? Learn strategies to put your story together and tools to help those stories come to life.
11:00 – 11:30 AM	Expo Vendor Welcome (Expo Floor)		

TUESDAY, MARCH 24, 2020

TIME	EVENT	SPEAKER	DESCRIPTION
11:30 – 1:00 PM	Lunch on Main Floor (Open to All Attendees)		Sponsored by: 
1:00 – 4:30 PM	Expo Hall		
4:30 – 6:00 PM	Hosted Reception in Expo Hall		Sponsored by: 
6:00 PM	Open Evening		Please check with your vendors if they are hosting a gathering.

WEDNESDAY, MARCH 25, 2020

TIME	EVENT	SPEAKER	DESCRIPTION
7:30 AM – 10:00 AM	Registration		
7:30 – 8:30 AM	Hot Breakfast Buffet on Main Floor		
8:30 AM Breakout Sessions			
	Breakout Session 1 (Cybersecurity) Bert the Turtle and Cyber: Posturing for a Cyber "Duck and Cover"	<i>David Cotton, Aureon</i>	David Cotton will give an overview of emerging cybersecurity threats and share recommendations on how to assess related risks. Attendees will learn practical actions they can take as members of the telecom industry to "Duck and Cover" from threats and vulnerabilities. To conclude, David will walk through key regulatory and compliance security and privacy requirements that are pivotal for the audience to understand.
	Breakout Session 2 (Technical) Massive Connectivity in the 5G world	<i>Fayyaz Patwa, Nokia</i> 	The presentation will de-mystify 5G for Rural Operators and share latest news on 5G developments and deployments. The audience will learn about the evolution of RAN and CORE to support 5G and the impact of 5G on Fiber networks. While exploring Copper, Fiber and Wireless Access Technologies and the optimal technology mix for better, faster and smarter service delivery.
	Breakout Session 3 (Leadership) Great Culture Starts with Understanding Your Humans	<i>Doug Pals, Re:Sourceful Communications</i>	Why do some companies manage to have healthy relationships and others don't? How do they manage conflict so well when it happens? They haven't just made lucky hires and their customers aren't just better behaved than yours. They have developed a good culture. Learn what helps them weave together knowledge about generations, gender and personality types to build trust and their culture.
9:00 – 11:00 AM	Expo Hall		
11:00 AM – 12:00 PM	Keynote & Closing Remarks Now Trending: The Top 5 Factors Influencing Iowa's Future Growth	<i>Debi Durham, Iowa Economic Development Authority</i> 	Sponsored by:  From the shifting make-up of the U.S. population to the increasing demands of global customers, the environment in which our businesses, communities and workers operate is changing. Hear about the trends the State of Iowa is tracking and what they're doing to support efforts to adapt so we can continue to be leaders in business, sustainability and quality of life.

EVENT INFORMATION

EXPO HOURS

The expo will open on Tuesday, March 24th at 1:00 PM. At 4:30 PM on Tuesday plan to join your friends and colleagues for the vendor reception. This reception will give you an opportunity to discuss the events of the day and visit with vendors you haven't gotten a chance to meet yet. The reception concludes at 6:00 PM. Wednesday's Expo hours are from 9:00 - 11:00 AM.

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.

HOTEL BLOCKS:

Des Moines Marriott
Rate \$152+ | Call (515) 245-5000 to reserve your room

Hilton Des Moines Downtown
Sold out.

The reservation cutoff date is Monday, March 2, 2020.

REGISTER ONLINE:

Online registration can be found at www.iacommunicationsall.org

CANCELLATION POLICY:

All cancellations must be received by Monday, March 2, 2020. Cancellations must be received by e-mail to brittany@iacommunicationsall.com. No refunds will be made for requests received after that time. Refunds will be issued in the same form payment was made. Please allow two weeks for processing. Registrants who cancel will not receive seminar materials.

PRE-REGISTRATION:

Pre-Registration closes five business days in advance on Monday, March 16th (end of day).

LATE REGISTRATION:

Starting Tuesday March 17th, an additional \$35 will be charged for registrations and onsite registrations. This additional charge will be reflected in the registration prices listed below.

ATTIRE

Business casual is the suggested dress code during the meeting. Please keep in mind that meeting rooms can be on the cooler side. It is recommended that you dress in layers to stay comfortable.

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.

REGISTRATION PRICES

FULL CONFERENCE: \$415 (Member) | \$715 (Non-Member)

ONE-DAY: \$215 (Member) | \$415 (Non-Member)

SPOUSE: \$215 (Members Only)

STUDENT: \$100

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REGISTRATION FORM

FULL CONFERENCE: \$415 (Member) | \$715 (Non-Member)

ONE-DAY: \$215 (Member) | \$415 (Non-Member)

SPOUSE: \$215 (Members Only)

STUDENT: \$100

COMPANY _____

CONTACT NAME: _____

Attendee #1: _____

Title: _____

PHONE: _____ EMAIL: _____

Full Conference Monday Only Tuesday Only Wednesday Only

Attendee #2: _____

Title: _____

PHONE: _____ EMAIL: _____

Full Conference Monday Only Tuesday Only Wednesday Only

Attendee #3: _____

Title: _____

PHONE: _____ EMAIL: _____

Full Conference Monday Only Tuesday Only Wednesday Only

Total Company Registration: \$ _____

**PLEASE SEND
REGISTRATION &
PAYMENT TO:**

Brittany Bonnicksen
Iowa Communications Alliance
4201 Westown Parkway, Suite 130
West Des Moines, IA 50266

- Check enclosed
- To pay by Credit Card, please go online or call
Brittany Bonnicksen at (515) 867-2091.
- Online registration can be found at
www.iacomcommunicationsall.org.