

EMPOWER

Impact 2021

TUESDAY, NOVEMBER 2ND

9:30 REGISTRATION

10:00 OPENING KEYNOTE

Courageous Leadership – Living a Life of Influence

Dan Meers

On November 23, 2013, Dan Meers came within inches of losing his life while practicing a bungee jump and zip line stunt at Arrowhead Stadium... home of the Kansas City Chiefs. What Dan anticipated being the thrill of a lifetime ended up being the spill of a lifetime. The stunt went terribly wrong and Dan plummeted 75 feet before crashing into the stadium seats. Miraculously Dan survived. He spent 9 days in the hospital and got some really big scars. Dan smiles when he says, "Scars are just Tattoos that come with a Cool Story". During this powerful presentation Dan shares his incredible story and the important lessons that he learned during his long road to recovery about leadership and about life.



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11:00 BREAK WITH TABLETOP SPONSORS

11:15 BREAKOUT SESSION 1: TECH
Hands on with Wireshark

Frank Bulk, Premier Communications

Learn how to use the opensource packet capturing tool, "Wireshark", so that you can start capturing, filtering, and drilling down through the different network layers. Discover Wireshark's time-saving features so that you can quickly sift through the output and find the information you're looking for. See lots of real-world examples that demonstrate how Wireshark has been used to figure out a problem.



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11:15 BREAKOUT SESSION 2:
MARKETING

What Marketers Should Know About Cybersecurity

Jordan Engbers, Pratum



Don't shy away from cybersecurity. Embrace it. In this presentation we will discuss the business impact cybersecurity can have on your organization, how you can leverage cybersecurity as a differentiator, and the step to take to ensure you aren't the cause of a data breach.

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CPAs & Advisors

11:15 BREAKOUT SESSION 3: CSR
Providing Broadband – What does it really cost?

Jessica Richter, BKD CPAs and Advisors

In this session we will discuss all the components and costs that go into providing broadband service to customers. This will include an overview of the construction of the network as well as the ongoing delivery of service. We will also discuss how all of these costs then go into determining the right price to charge customers.



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12:00 LUNCH

12:45 BREAKOUT SESSION 1: TECH
Importance of Fiber Testing

Lee Jager, Vantage Point Solutions

Aged fiber, bad splices, issues in the field, these can all cause performance loss in fiber networks, resulting in faulty networks, time loss in troubleshooting and angry customers. Fiber testing is therefore critical to ensuring you're maximizing your available bandwidth and meeting the stringent requirements demanded for modern high-capacity networks. Lee Jager, Integration Services Manager at Vantage Point Solutions, will overview the three primary fiber testing mechanisms and how each can ensure your network functions as designed. He'll cover OTDR testing, Chromatic Dispersion Testing, and Polarization Mode Dispersion Testing, as well as other common issues found during fiber testing and how to overcome them.



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12:45 BREAKOUT SESSION 2: MARKETING

Website Reporting: What's Really Important and How to Track Those Key Metrics

Aubree Karlin & Kyle Wisehart, Nex-Tech

Join digital marketing experts Aubree Karlin and Kyle Wisehart for a deep dive into website reporting and KPI's. You'll learn about how to filter out the website metrics that don't have value, how to track the ones that do, how to analyze that data to make smart marketing decisions, and how to create easy-to-digest dashboards that your boss will love. This is a session you can't afford to miss.

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2:45 BREAKOUT SESSION 1: ASK ALL TELL ALL - PANEL OF MARKETING & CSR

Aubree Karlin, Kelly Otto

We've all thought it: "What's taking so long? What's so hard about that? Why would they say that?!" Yep, sometimes our colleagues drive us crazy. Technicians and Marketing/Customer Service teams both bring critical skills to your company – but the differences in communication, thinking, and work styles can also create silos that end up working against us. Join these unique Q&A-based sessions to hear from "the other side" on why they do the things they do. We'll explore common frustrations, empowering you with outside perspectives from your peers to replace SILOS with SOLUTIONS.

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12:45 BREAKOUT SESSION 3: CSR Generational CX

Carissa Swenson, Consortia Consulting

Providing a good, consistent customer experience is never a bad approach, but what if you turn good into GREAT? Your customers come in a wide range of ages and demographics, so customizing your approach based on the generation of the customer can take you from good to GREAT! In this session, you will learn what makes each generation special and unique as well as strategies for serving them in the best way possible.

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2:45 BREAKOUT SESSION 2: ASK ALL TELL ALL - PANEL OF TECHNICIANS

Curt Thornberry, Frank Bulk, Keith Hanna

We've all thought it: "What's taking so long? What's so hard about that? Why would they say that?!" Yep, sometimes our colleagues drive us crazy. Technicians and Marketing/Customer Service teams both bring critical skills to your company – but the differences in communication, thinking, and work styles can also create silos that end up working against us. Join these unique Q&A-based sessions to hear from "the other side" on why they do the things they do. We'll explore common frustrations, empowering you with outside perspectives from your peers to replace SILOS with SOLUTIONS.

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1:30 GENERAL SESSION

One Size Does Not Fit All: How to Navigate Personality Traits to Achieve Effective Communication

Amy Boyce, Aureon

Join Amy Boyce, Director of Culture and People Development at Aureon, for an engaging discussion on how to leverage communication strategies that best align with your team's personality traits. This informative session will outline the four social styles and their impact to time management, office culture, and understanding goals and expectations. Attendees will glean insights regarding how to better communicate with staff in a way that will leverage productivity, collaboration, and efficiency.

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3:30 CLOSING GENERAL SESSION

Consistent Service Quality (Even in Exceptional situations!)

Tom Vander Well, Intelligentics and Ryan Boone, Premier Communications

During this session Tom will discuss Premier's model of model of continuous improvement along with a review of recent customer survey and call quality data. Tom will breakdown diverse call examples and tactics for improvement (including an escalated customer). The session will finish with a discussion of approaches to measuring the customer experience and service quality.

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2:15 SWEET TREAT BREAK WITH TABLETOP SPONSORS

4:30 NETWORKING RECEPTION

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WEDNESDAY, NOVEMBER 3RD

8:30 REGISTRATION & BREAKFAST

9:00 OPENING KEYNOTE

Self-Leadership and Influence Without Authority

Amy Boyce, Aureon

Leaders don't have a secret sauce – they leverage simple skills to effectively influence others to contribute in the journey toward success. Join Amy Boyce, Director – Culture & People Development at Aureon, for an insightful presentation on self-leadership and the ability to positively influence others without direct authority. Key takeaways will include how to identify your own communication style preferences, use observable behaviors from others to build skills, and make an impact as a team player. Using real-world examples and effective strategies, Amy will help you lead the self-first, then others, to influence and create collaborative teams.



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10:00 BREAKOUT SESSION 1: TECH ROUNDTABLE

No one else at your company does quite what YOU do. But your counterparts at other Iowa providers? They understand exactly what you're facing day-to-day. In this facilitated roundtable, talk with other technicians about the problems they're solving, the ideas they're exploring, and whatever is top-of-mind in your line of work. Bring your questions, and walk away empowered with insights from others walking in your shoes.

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10:00 BREAKOUT SESSION 2: MARKETING ROUNDTABLE

No one else at your company does quite what YOU do. But your counterparts at other Iowa providers? They understand exactly what you're facing day-to-day. In this facilitated roundtable, talk with other marketers about the problems they're solving, the ideas they're exploring, and whatever is top-of-mind in your line of work. Bring your questions, and walk away empowered with insights from others walking in your shoes.

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10:00 BREAKOUT SESSION 3: CSR ROUNDTABLE

No one else at your company does quite what YOU do. But your counterparts at other Iowa providers? They understand exactly what you're facing day-to-day. In this facilitated roundtable, talk with other customer service personnel about the problems they're solving, the ideas they're

exploring, and whatever is top-of-mind in your line of work. Bring your questions, and walk away empowered with insights from others walking in your shoes.

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10:45 BREAK WITH TABLETOP SPONSORS

11:10 BREAKOUT SESSION 1: TECH

Growing Pains: Hidden Risks in Network Expansion

Justin Headrick, Vantage Point Solutions

Recent and ongoing network funding is fueling a wave of network growth as companies expand beyond their traditional service areas. This growth is exciting! But sneaky risks may be hiding in plain sight: Is your Core Network up to the task? Justin Headrick will overview the key considerations for taking care of your Core Network during an expansion, including IPv4 constraints and Carrier Grade NAT. If your network is growing (or planning to!), you don't want to miss this session.



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11:10 BREAKOUT SESSION 2: MARKETING

Marketing and Customer Sales – A Team Approach to Increase Your Sales

Luke Oborny, Nex-Tech

Boost your sales revenue by working to convert the traditional order taking spirit to a competitive sales team. Learn the steps on this transition and how to bridge your marketing strategy and Customer Sales department to gain an edge over the competition!



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11:10 BREAKOUT SESSION 3: CSR

Network Insights to Improve Subscriber Experience

Seth Thompson and Keith Hanna, Calix

A little bit of insight into your customers home network can go a long way in improving the customer experience. Join us to learn about what network indicators CSRs should be paying attention to and how they can use those to change the conversations with customers and optimize a subscribers Wi-Fi experience.



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12:00 LUNCH

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12:45 CLOSING KEYNOTE

Connecting the Dots

Jenny Schmidt, J Schmidt Consulting

Sometimes it can feel like we are moving from one point to another, from one task to another, without any real connection between them. We wonder why other people make the



decisions they do, say the things they say, and feel the way they feel. In this session we will uncover how to “connect the dots” and increase our understanding between feelings and actions based on the colored lens we see the world through. When we start to see the big picture we empower ourselves and those around us to become the best version of ourselves.

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1:30 CLOSING REMARKS

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