

IOWA COMMUNICATIONS ALLIANCE 10<sup>TH</sup> ANNIVERSARY  
2023 ANNUAL MEETING & EXPO  
**REGISTRATION GUIDE**



**Community Choice Credit Union Convention Center**  
**March 20-22, 2023**  
**Des Moines, Iowa**



# Broadband Across Iowa Conference Attendee Information



**Register Now!**

To register for the conference please visit  
[www.IACommunicationsAll.org](http://www.IACommunicationsAll.org)

## Biking Registration Fees

Full Conference .....	\$499
One Day Conference .....	\$299
Spouse .....	\$299
Student (High school or College).....	\$25

The prices listed above reflect ICA membership prices. Add an additional \$300 to the registration price for a non-member registration fee.

## Tenting Information

The Hilton, Marriott Downtown Des Moines, and Embassy Suites room blocks are currently sold out. Additional room blocks will not be added at this time. We encourage you to wait for cancellations as the event nears at the current locations listed above or you may contact the following nearby hotels for room reservations outside the room block:

**Fairfield Inn and Suites**  
(515) 350-7667

**Holiday Inn Downtown Des Moines  
(Mercy Campus)**  
(515) 283 -0151

## Registration Cut-Off

**Pre-Registration closes on Wednesday, March 8th (end of the day).** Starting March 9th, an additional \$40 will be charged for registrations and onsite registrations. This additional charge will be reflected in the registration prices.

## Wipe-Out Refund Information

In the event that you need to cancel your attendee registration, the refund schedule will be enforced with the following dates listed below. Substitutions for conference attendees or exhibitor attendees will be accepted.

- February 21, 2023 (and earlier) – 100% Refund
- February 22 - March 6, 2023 - 50% Refund
- March 7, 2023 (and after) - No Refunds issued

## Optional Routes

*(Only Available to ICA Members)*

### New Member or First Time Attendee Luncheon

Monday, March 20th | 11:30 AM

We invite any new members or first-time attendees (must be a member) to attend the luncheon before the start of the conference. Please indicate on the registration form if you plan to attend this luncheon for ICA to plan accordingly.

### Women in Telecom Breakfast

Tuesday, March 21st | 7:30 AM

We invite you to attend a breakfast that will include networking, a panel presentation presented by Calix, and a Q&A prior to the start of the educational sessions on Tuesday, March 21st. Please indicate on the registration form if you plan to attend the breakfast for ICA to plan accordingly.



# Monday, March 20th



<b>11:00-3:00 pm</b>	<b>Registration</b>
<b>11:30-12:45 pm</b>	<b>Luncheons</b>
11:30-12:45 pm	<b>Leadership Academy and Alumni Luncheon</b> <i>(Invite Only)</i>
11:30-12:45 pm	<b>New Teleco and Attendee Luncheon</b> <i>(Members Only)</i> SPONSORED BY: 
<b>1:00-5:00 pm</b>	<b>Keynote and General Sessions</b>
	<b>Presidents Opening, Annual Meeting of the Membership and Awards Ceremony</b> Marcie Boerner (Webster-Calhoun Cooperative Telephone Association)
	<b>Championing Your Highest Potential and Finding Your Edge</b> Alex Weber Alex Weber is an American Ninja Warrior, award-winning leader & entertainer positively inspiring millions to achieve breakthrough success! Alex's greatest passion is championing your highest potential by helping you find your Edge, because success is about more than just knowing what to do, it's knowing how to do it. Alex shows top professionals and leaders how to bring their very best everyday, and to the most high-stakes situations that can make or break your success. SPONSORED BY: 
<b>3:00-3:30 pm</b>	<b>Coffee and Beverage Break</b> SPONSORED BY: 



### Low Earth Orbit Satellite Broadband and its Potential Effect on Rural LECs

Robert Gnapp (NECA)  
LEO satellite-based broadband technology. What is it? Why should you care? During this session you'll learn about LEO satellite-based broadband technology and deployments and its potential impact on rural providers. Topics include an overview of LEO satellite technology, features, limitations and deployments and potential impacts on rural providers in the near and long term.



### Company Culture Choose Your Own Journey

Steve Riat (Nex-Tech)  
There is not a map to company culture and definitely no easy button, but the good news is there are multiple ways to get to a great company culture. Just as there is no simple map to great culture this presentation is a "choose your own journey." The audience will pick its own path and while we won't know the exact order, one thing is guaranteed - laughs, fun and we will learn together through real life stories that you can take back to your company to immediately impact change in your organization.

<b>5:00-6:30 pm</b>	<b>Networking Reception</b> SPONSORED BY:   Cheers to 10 years! We will have a special performance by musician Damon Dotson during the Monday evening networking reception to help us celebrate this milestone!
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# Tuesday, March 21st



7:30-9:00 am

**Breakfast**

7:30-9:00 am



**Women in Telecom Breakfast - Challenges and Wins of Women in Telcom** *(Members Only)*

Martha Galley (Calix)

It's no secret that broadband has historically been a male dominated field. Women working in the space face unique challenges working and thriving but bring diversity and perspectives that benefit the industry as a whole. Martha Galley, Chief Customer Success officer, Calix will share the challenges and wins she's experienced along the way, not only her current leadership roles but also during her time at Microsoft and Salesforce. She will discuss her views on how women in the industry can set themselves up for success as they navigate their own career. Martha will then host an interactive panel of female leaders from the broadband industry in Iowa. The discussion will focus on the state of women in the industry in Iowa, their own challenges and successes, and an interactive Q&A with the audience.

7:30-9:00 am

**Networking Breakfast**

SPONSORED BY: **olsson**

9:00-9:40 am

**Breakout Sessions 1**

9:00 - 9:40 am



**MARKETING Know What Your Market Does Not Know About Fiber**

Cheryl O'Hern (Spin Markket)

Frequently most businesses are just too close to their products and services to really understand their true market. The first step to marketing is to know your market and what your market does not know about you. Developing strategic marketing plans that take you from perception to reality will direct how to become effective with your marketing and use your resources for the best return on your investment.

9:00 - 9:40 am



**TECHNICAL 10G Case Studies: Traditional and Progressive Fiber Deployments**

Kurt Raaflaub (Adtran)

Growing bandwidth demands from households and businesses are now at a tipping point that exceeds today's GPON network capacity levels. Next-generation 10G PON architectures with Combo PON technology offer the ability to address bandwidth demands well into the future because they can support 100Mbps and Gigabit services to residential subscribers while scaling to multi-gigabit services for business customers and Nx10G services for mobile backhaul applications -- all over a single, common infrastructure. In this session, Adtran will explore several real-world examples of service providers that are leveraging Combo PON to future-proof their network. Each example reviews how they added the network capacity needed to extend the life span of their active fiber access equipment while benefiting from the broad device flexibility needed to streamline their operations.

9:00 - 9:40 am



**GENERAL Build Relationships & Speak the Language Community Leaders Understand**

Brittany Morales (ICA)

Broadband funding opportunities are beginning to require participation from community leaders and decision makers. Whether it's state and federal programs or forming public-private partnerships. Building successful relationships with community groups is more important now than ever. In this session you will learn how to work with community groups and communicate the benefits of your service in a way they understand.

9:00 - 9:40 am



**LEADERSHIP Leadership Development for Changing Times**

Justin Stinson (Liberty Communications)

We work in an industry that is going through massive changes. Strong leadership is becoming increasingly more important to not only understand how to maneuver these new obstacles but also capture the opportunities that are arising from them. Doing the same thing you have always done poses a risk to being left behind. Developing the leadership of the organization becomes a critical aspect of protecting the company and thriving when others are dying. Leaders and Boards must understand how to use competition to their advantage and not continue to rely on the same mindset that's been in place for the last 100 years. In this session we will focus on some of the most important aspects of leadership needed to help your organization thrive and grow in times of chaos and change.



# Tuesday, March 21st (continued)

9:45-10:25 am

## Breakout Sessions 2

9:45-10:25 am



**TECHNICAL** **Wi-Fi 6 Whole Home and Cloud Management**

Andrew Cuellar (Zyxel Communications)  
Consumer wireless demands have skyrocketed, especially as many continue to work from home, reliable wireless coverage is now essential throughout the home. Managing those support needs can get discouraging, offering a managed Wi-Fi solution can allow you to provide your support teams with some relief. Cloud managed Wi-Fi and industry standard TR069 bring the ability to manage and upgrade subscriber networks with ease and brings the capability to remotely monitor and improve the customer experience instantly. You can ensure your subscribers have the speed and coverage necessary for any task.

9:45-10:25 am



**CYBER** **Cybersecurity Compliance and Planning Panel**

Chris Danielson (UNITEL Insurance)  
A risk and security assessment enables a company to identify required cybersecurity policies, process controls, and procedures for mitigating detected cyber risks. At the same time, a compliance team can update existing policies in line with the mitigations done to address known risks. You'll hear from a panel of industry members who are dealing with cyber threats presented by Unitel Insurance. The session will focus on what we are seeing from tech errors and omissions, providers losses, compliance questions, and a walkthrough of a cyber claim.

9:45-10:25 am



**GENERAL** **An ESG Framework for Community Based Broadband Providers**

John Pietila (Dentons Davis Brown)  
During this session John will recap environmental, social and governance (ESG) framework and its applicability to community based broadband providers. Discussion of how paying attention to ESG concerns can drive strategic decisions and contribute to value creation.

9:45-10:25 am



**MARKETING** **Super-Charged Broadband Marketing with AI-Driven Analytics**

Amanda Scherer (Adtran)  
Broadband competitors are entering the market more frequently, so a marketing team equipped with analytics-driven intelligence is essential to delivering a message that stands out. How empowered is your marketing team? Service providers can now super-charge their marketing team with automated intelligence that gives insight into where the best sales opportunities exist. With the right tools, you can empower your marketers to easily execute the right campaign at the right time and increase competitiveness and revenue. This session will explore new AI-driven approaches to broadband marketing where customers are engaged, and your brand is elevated. Attendees will learn about the latest tools that can enable marketers with user behavior data and customer insights to simplify and maximize marketing campaigns.

10:25-10:45 am

**Coffee and Beverage Break**

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10:45-11:25 am

**Breakout Sessions 3**

10:45-11:25 am

**TECHNICAL** **Technician Roundtable**

Moderated by Brad Crot (Vermeer)  
Technicians: let's talk trends, forecasts for 2023, new technology, opportunities within your field. Join us for a roundtable discussion session with other technical industry professionals.

10:45-11:25 am



**MARKETING** **How to Make Your Website Your Hardest Working Employee**

Sarah Pieper (Pinnacle Marketing)  
Leverage simple effective changes on your website to unleash its full potential. Your website is available to work around the clock so make sure it meets your customer's needs. Learn industry tips and tricks to help your website stand out from the competition and be your hardest working employees.

10:45-11:25 am



**LEADERSHIP** **Executive Leadership Panel**

Brian Weis (Innovative Systems)  
Join our panel of leading Iowa telcom executives as they share their thoughts and ideas on driving innovation, new revenue opportunities and creative cost management in the face of eroding support dollars. Hear these leaders discuss the challenges and opportunities they are facing.

10:45-11:25 am



**BOARD OF DIRECTORS** **The Challenges of General Manager Transitions: Best Practices for Success**

Brian Blahnik (B Squared Consulting)  
Small employers must move away from the "replacement" mindset to that of defining success long term. As labor shortages increase, succession planning and replacement activities require strategic initiatives requiring rigorous consideration. We'll explore: how to broach the subject of CEO/GM succession with your board; the most common hiring mistakes for the executive level; how to develop a CEO/GM success profile.



# Tuesday, March 21st (continued)

11:30-12:15 pm

## Breakout Sessions 4

11:30-12:15 pm



### **TECHNICAL** Wireless Alternatives

Terry Jones (Tarana)

Large portions of both developed and especially developing economies remain underserved in an ongoing pandemic that makes real broadband more essential than ever. Copper-based fixed access networks are increasingly exhausted. Efforts to improve supply with fiber have been throttled by prohibitively high costs and installation complications. Wireless alternatives continue to fail in the face of the significant technical challenges in fiber class fixed access, including pervasive obstructions, spectrum scarcity, interference, changing conditions, and unworkable deployment model. Tune into this presentation to learn more about other avenues and alternative solutions for wireless providers.

11:30-12:15 pm

### **GENERAL** Drones in Telecom and Utilities

Zach Nemeth (ISG)

Overall utilization of drones has exploded since the FAA's implementation of the Part 107 Commercial Operator Certificate and, use in the utility and telecommunications industries followed suit. The presentation will provide an overview of what it takes to be a commercial drone pilot, various drone/UAS systems Telecommunications and Utility use cases, and cutting edge use cases (through various AEC industry applications).

11:30-12:15 pm



### **LEADERSHIP** The Importance of Staying Sharp

Dave Lewis (JSI)

Things seem rosy for rural broadband providers. Broadband funding programs are beyond plentiful. Consumer appreciation and demand for broadband service has never been higher. What a great business to be in! But practicing good business fundamentals is still key to future success. This session will take a sober look at the most important issues facing broadband providers and talk about the challenges of managing businesses as the good times roll.

11:30-12:15 pm



### **BOARD OF DIRECTORS** Governance vs. Management: Balancing the Roles of the Board and Executive Leadership

James Farstad (WIN Technology)

A board should play a very different role in an organization than that of the CEO or executive leader, but often the lines are blurred. A board's purpose is governance, not management. In this presentation, James will share strategies and practices that help boards to fulfill their role in driving the organization to realize stated goals and meet its obligations to all stakeholders, while holding the CEO accountable for management of the organization.

12:15-1:00 pm

## Lunch

12:15-1:00 pm

### Networking Lunch

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Engineering Uptime.

1:00 - 5:00 pm

## Expo Hall

3:45 - 5:00 pm

## Managers Meetings

3:45-5:00 pm

### **GENERAL MANAGERS** General Managers Policy Update (for General Managers and key personnel)

Dave Duncan (ICA), John Pietila (Dentons Davis Brown), and Mike St Clair (Capitol Edge)

Join ICA General Counsel John Pietila, Lobbyist Mike St. Clair, and CEO Dave Duncan for an open discussion that centers around your questions regarding all state and federal legislative, regulatory and industry trends as well as the latest on all the broadband funding programs. They will highlight the impact of all these developments on your business and will be available to answer any questions you may have regarding a variety of topics that impact your company.

3:45-5:00 pm



### **BOARD OF DIRECTORS** Board of Directors Roundtable (for Directors)

Moderator Doug Eidahl (Vantage Point Solutions)

Join your fellow Iowa Board Members 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, competitive threats, video and OTT trends, impacts of various funding programs on Iowa companies just to name a few items!

5:00 - 6:00 pm

## Expo Hall Networking Reception

SPONSORED BY: **DENTONS** DAVIS BROWN

Join us in celebrating the 10th anniversary in the expo hall with cake and ice cream!



# Wednesday, March 22nd



<b>7:30-8:30 am</b>	<b>Networking Breakfast</b>
<b>8:30-9:15 am</b>	<b>Breakout Sessions</b>

8:30-9:15 am



**CYBER** **Developing a Cybersecurity Program**

Ryan Pieken (OXEN Technology)  
Cybersecurity is a process, not a project. The role of the network assessment in a cybersecurity program, how it can help and provide guidance. This program will cover: how automation and systems can bring efficiency and consistency to your cybersecurity program. How a cybersecurity program can help ease insurance renewals.

8:30-9:15 am



**FINANCIAL** **Budgeting and Planning for WISPS – What Don't you Know?**

Jessica Richter (FORVIS)  
Wireless internet deployment has become more viable with improved technology in recent years. Due to this, many companies are leveraging wireless options to augment networks to deploy broadband in areas that may be trickier to serve via traditional fiber to the home or it just may be more cost effective. When you plan these kinds of networks, there many different things to consider and it can greatly affect your budget and future plans. Join me as we discuss what that looks like and how to approach the budgeting and planning process as you deploy a wireless internet network.

8:30-9:15 am



**MARKETING** **Where Do We Go With Video?**

Jean Edhlund (CNS)  
Many operators are at a crossroads with their video product. 2023 will see another cycle of retransmission consent negotiations and more and more content shifting to streaming services. Whether you are considering shutting down your video, or if you are committed to providing a high-quality, competitive, pay-tv service, you'll want to have the most up to date information where the industry is headed and what other companies (large and small) are doing.

8:30-9:15 am



**TECHNICAL** **What's Your Wish List?**

Brad Penney (Vantage Point Solutions)  
Every technician and plant manager we know has a mile-long wish list of improvements, upgrades, and expansions they'd like to see in their networks. But then budget time comes, and the improvements don't. What's missing? Is there a better way? YES! And it's easier than you think. By putting technical improvements into the context of a broader business plan, you can make it easier to show the value of the upgrades (and not just the costs). We'll walk through step-by-step, from a manager's view, to make the case for your wish list.

9:15-11:00 am

**Expo Hall**

11:00-12:00 pm

**Keynote & Closing Remarks**



**Five Ways to Craft an Incredible Company Culture That Makes Mondays Feel Like Fridays**

Drew Hardin (Blue Compass)  
Maintaining a welcoming, positive work culture can be difficult with all the demands and stressors of the modern workplace. Hear how embracing an unapologetically fun culture helped Drew Harden's company power through struggles and flourish from a small, two-person start-up to an industry-leading digital marketing agency. Discover how embracing company culture creates space for growth and productivity. Walk away with five eye-opening action items to help your team become more energetic, supportive and motivated—on Mondays, Fridays and all the days between.

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**Closing Remarks**

Tim Fencil (Danville Mutual Telephone)





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