



# EXECUTIVE PATHWAYS

## Registration Guide

January 14, 2025 • Surety Hotel

# EXECUTIVE PATHWAYS

## Inspiring Leaders, Igniting Growth.

The Executive Pathway Conference equips general managers and their teams with management practices that enhance leadership and drive organizational growth.

Join us for a day of impactful sessions on HR best practices, financial management, performance management, industry trends, and key updates. Through expert-led workshops, interactive discussions, and peer networking, attendees will gain practical solutions to tackle daily challenges with confidence.

This event is an ideal space to build connections, exchange ideas, and prepare for the opportunities 2025 will bring.

We encourage General Managers, CEOs, Managerial Teams, HR Leaders, and Operations Staff to attend.

**Save the date and get ready for an inspiring experience!**

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**JANUARY 14<sup>TH</sup> • SURETY HOTEL**

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THE VOICE FOR  
CONNECTIVITY

# AGENDA

Tuesday, January 14, 2025



9:00 AM

## Registration & Breakfast

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10:00 AM

## Welcome

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10:10 AM

## Opening Keynote

### Chaos and Complexity - Looking at Employer/ Employee Issues in 2025

*Jo Ellen Whitney, Dentons Davis Brown*

This has been a particularly complicated year for employers with new rules, new guidance, court challenges to the rules and a general sense that we all accidentally got on a roller coaster that has not had a recent safety inspection. From DOL changes (including a state/federal standoff), non-compete issues, the NLRB and increasingly complex issues involving employee safety this session will provide updates on current laws, the status of challenges and changes as well as policy considerations.

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11:45 AM

## Networking Lunch

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12:30 PM

## General Session

### Understanding and Measuring Your Financial Condition

*Andrew Randol, Facilitator, Panora Fiber*

*Chuck Deisbeck, Panelist, South Slope Communications*

*Chris Hopp, Panelist, Alpine Communications*

As we face increasing competition in our industry, this is the time to understand and evaluate your internal and external costs so you can be more competitive. This session will feature three experienced leaders who will share their financial expertise on developing and using useful financial benchmarks on such items as costs per household passed, incremental costs per drop, internal costs by program, and more. This session will help you determine whether to participate in future expansions, quote new services, pursue new business opportunities, and improve your internal efficiencies.

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1:30 PM

## Roundtable Discussion

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2:00 PM

## Legislative Primer

*Daniel Stalder, Iowa Communications Alliance*

*Mike St. Clair, Capitol Edge*

ICA members will have a great opportunity to talk with their State Senators and Representatives during our annual "Welcome Back Reception." This session will give you talking points, legislative directories, and other tools to help create productive conversations with legislators.

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2:30 PM

## Break

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3:30-6:00 PM

## Welcome Back Reception

### Embassy Suites Downtown

ICA is co-hosting the annual Legislative Welcome Back Reception. Join your fellow colleagues in attending the reception for an opportune time to connect with your legislator on important topics within the broadband industry.

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# INFO



## Cost:

This event is free to attend for all telecom general managers, CEOs, and managerial employees. Registration is required to ensure an accurate guest count. A light breakfast and full lunch will be provided during the event.

## Accommodations:

A block of hotel rooms is available for the Surety Hotel at \$129 plus tax. The cut-off date to reserve your room is December 14, 2024. To reserve, call (515) 985-2066 and mention the Iowa Communications Alliance Conference or [click here](#). Book your room early as the hotel is not extending the room rate.

## Parking:

Surety Hotel offers self-parking across the street from the hotel at 604 Mulberry St., Des Moines, IA 50309 at \$25 + tax per night. Guests must validate parking with the front desk upon arrival to receive hotel discount pricing. Additionally, there are nearby parking garages and metered street parking options available.

## 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.

[Click Here to Register](#)

