

LEVEL UP

COMPETING WITH PURPOSE



2025 ANNUAL MEETING & EXPO

REGISTRATION GUIDE

**COMMUNITY CHOICE CREDIT UNION
CONVENTION CENTER
DES MOINES, IA
MARCH 24-26, 2025**



The 2025 **Annual Meeting & Expo** is the largest state broadband conference, uniting over 1,000 attendees and 150 exhibitors. This year's theme, "**Competing with Purpose,**" empowers community based broadband companies to rise to new challenges, enhance services, and embrace innovation, all while staying true to their rural roots. Join us to gain the tools, insights, and connections to turn competition into opportunity and lead with impact.

Why Should You Attend?

Immerse Yourself in Growth:

Travel to Des Moines and experience a dynamic atmosphere of learning, networking, and innovation.

Tackle Industry Challenges:

Collaborate with peers to exchange ideas and solutions for shared opportunities and obstacles.

Stay Ahead of the Game:

Discover the latest trends, tools, and technologies shaping the broadband landscape.

Build Powerful Connections:

Network with over 1,000 professionals and 150+ exhibitors to form impactful partnerships.

Be Inspired and Energized:

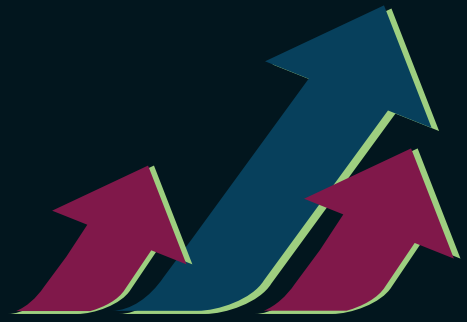
Gain fresh perspectives, actionable insights, and the motivation to excel in your role.

Level Up Your Skills:

Expand your expertise and discover new strategies to drive success and growth in your organization.

Don't just attend—experience the event that will empower you to Compete with Purpose and lead the way in broadband services!

REGISTRATION & PRICING



All conference attendees must register to attend conference events. Badges are required for entry to all sessions, receptions, the expo, and networking events. Registration is confirmed upon receipt of payment.

	Early Through March 13, 2025	Regular & On-Site March 14-March 26, 2025
Member Full Conference	\$575	\$675
Nonmember Full Conference	\$975	\$1,075
Member One-Day	\$375	\$475
Nonmember One-Day	\$775	\$875
Spouse	\$375	\$475
State/Federal Rate	\$75	\$75
Student (HS/College)	\$50	\$50

What's Included in Your Registration?

Member and nonmember registration includes access to on-site conference events including all sessions, expo, receptions, food and beverages, and networking events.

Spouse Registration

Spouse registration may be purchased for a spouse, partner, or significant other of a primary registrant and must accompany a primary member registration. Spouse registration includes all sessions, expo, receptions, food and beverages, and networking events.

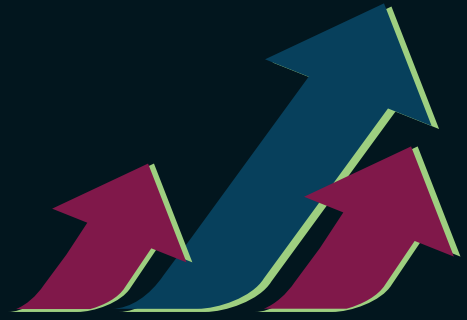
Cancellation & Refund Policy

Cancellations must be submitted via email to atraver@iacommunicationsall.com by the deadlines listed below. Registrations are transferable to other staff members within your organization but **not transferable to other ICA events.**

- **By February 19, 2025: 100% refund**
- **February 20 – March 7, 2025: 50% refund**
- **March 8, 2025, and later: No refunds issued**

Unclaimed registrations during the event are not eligible for a refund.

HOTEL & TRAVEL INFO



The ICA Annual Meeting & Expo will be held at the Community Choice Credit Union Convention Center in downtown Des Moines, Iowa.

Hotel Accommodations

We've reserved special room blocks at two downtown hotels for your convenience. Be sure to book before the cut-off date of March 10, 2025, to secure the group rate!

- **Hilton Downtown Des Moines – \$175+/night** | Phone: (515) 241-1456
- **Marriott Downtown Des Moines – \$165+/night** | Phone: (515) 245-5500

These room blocks are currently sold out. Please make sure to contact the Hilton or Marriott regularly to stay informed about any cancellations.

- **Embassy Suites Des Moines Downtown - Starting at \$155+/night**
Phone: (515) 244-1700 | (Limited Rooms Available)
Cut-off Date for Group Rates: February 21, 2025

Travel Information

Nearest Airport: Des Moines International Airport (DSM), which is just 10 miles or a 15-minute drive from the conference hotels.

Plan ahead to make the most of your time at the 2025 Annual Meeting & Expo!



**MONDAY,
MARCH 24TH**

MONDAY, MARCH 24TH

11:00 am-3:00 pm	Registration
11:30 am-12:45 pm	Luncheons
11:30 am-12:45 pm	Leadership Academy Luncheon <i>(Invitation Only)</i>
11:30 am-12:45 pm	New Attendee Luncheon <i>(Members Only)</i>
1:00 pm-3:00 pm	Welcome & Opening Keynote President's Opening, Annual Meeting of the Membership and Awards Ceremony Jamie Daubendiek, Jefferson Telecom, 2024-25 ICA Board President Local Broadband Delivers Shirley Bloomfield, CEO, NTCA –The Rural Broadband Association Small, community-based broadband providers are leading the way in connecting rural Iowa communities. But all too often, larger providers or new entrants into the broadband space seem to get all of the attention and a competitive edge. How can local providers assess and utilize their strengths in this new marketplace and focus less on traditional support mechanisms and more on finding operational efficiencies and finding the competitive edge? NTCA CEO Shirley Bloomfield will share best practices from NTCA members and resources available to help you develop partnerships, differentiate your companies from the competition and set the stage for the future. SPONSORED BY: 
3:00 pm-3:30 pm	Coffee & Beverage Break SPONSORED BY: 
3:30 pm-5:00 pm	General Session Monetary Masala Dr. Anirban Basu, Chairman & CEO, Sage Policy Group, Inc With the presidential and congressional elections of 2024 in the rearview, our eyes turn to 2025. Has the Federal Reserve engineered a soft landing, or is stagflation on the way? Can America continue to pace the advanced world, or will expanding indebtedness, policy uncertainty, and over-extended asset values prove our collective undoing? This presentation focuses on US and regional economic performance with an eye toward discussing emerging risks to what has thus far been an economy that has surprised to the upside. SPONSORED BY: 
	Operation IFAST: How You Can Join the Fight Against Sex Trafficking Chris Lovell, CL Tel; Andrea Perry, Guardian Group Our broadband networks are meant for immense good, but unfortunately, they can also be used for unthinkable evil. 150,000 new escort ads are posted online every day in America is 75% of underage victims report being sold online. As ISPs, we have the opportunity and responsibility to do what's right and join the fight. Hear about Operation IFAST (ISPs Fight Against Sex Trafficking), learn what signs of potential trafficking to look for as a service provider in the field, and receive a preview of the new toolkit that will make it easy for your company to join dozens across the country in taking a stand against this heinous crime.
5:00 pm-6:00 pm	Networking Reception SPONSORED BY:  DAVIS BROWN



**TUESDAY,
MARCH 25TH**

TUESDAY, MARCH 25TH

7:30 am-9:00 am	Women in Telecom Session The Power of Now: Why Mindfulness and Presence are the Key to Productivity and Excellence <i>(Breakfast Buffet Provided)</i> Liz Nead, Midwest Speakers Bureau We live in an era of constant information overload, with 90% of the world's data created in just the last two years. On average, you process 34 gigabytes of information daily—enough to overwhelm a laptop within a week. Amid this deluge, mindfulness—intentionally focusing on the present moment—has emerged as an essential tool for success. This session will explore how to shift from merely checking tasks off your to-do list to cultivating a life defined by focus, balance, and purpose. Learn how to harness the power of the present, integrate lessons from the past, and intentionally design a future aligned with your goals. Discover how mindfulness can enhance productivity, foster peace, and create a sustainable path to excellence. SPONSORED BY: 
8:00 am-9:00 am	Networking Breakfast
9:00 am-9:40 am	Breakout Sessions 1
9:00 am-9:40 am	BOARD OF DIRECTORS Guarding the Lines: Strategies for Detecting and Preventing Fraud in the Communications Industry Adam Hennen, Olsen Thielen Sit in for an insightful discussion that delves into the pervasive issue of fraud in the communications industry. As the industry evolves, so do the tactics employed by fraudsters. In this session, we will explore common fraud schemes affecting communications companies, financial impacts of reported fraud losses for companies with and without preventative measures in place, emerging trends in fraud including the role of technology and tactics that are becoming more sophisticated, prevention strategies that include best practices and innovative solutions for detecting and mitigating fraud. This session will follow real-world examples of fraud, how they happened, and how they could have been prevented. This presentation is ideal for CEOs / General Managers, CFOs and accountants, board of director members, and anyone interested in understanding the complexities of fraud within the communications industry. Listen in to equip yourself with the knowledge and tools needed to combat fraud effectively.
9:00 am-9:40 am	MARKETING/CSR 2025 Rural Broadband Subscriber Study Scott Meyer, Innovative Systems This presentation will include 2025 data that identifies key demographic, social, and service preferences of rural consumers. The study was conducted in rural marketplaces across the US with over 800 respondents and includes a benchmark report that covers 2021-2025. A free copy of the full report will be made available to conference attendees.

TUESDAY, MARCH 25TH (CONTINUED)

9:00 am-9:40 am

GENERAL AI Analysis: The Smart Way to Select

Ryan Pieken, OXEN Technology

In this session, you'll gain practical wisdom on how to evaluate AI solutions, ensuring they align with your values and deliver tangible benefits. You'll leave equipped to make informed decisions that not only drive your organization forward but also positively impact the communities you serve.

9:00 am-9:40 am

TECHNICAL From Wi-Fi 6 to 7: Exploring the Next Wireless Frontier

Andrew Cuellar, Zyxel Communications

The race to 10G and beyond has arrived, and providers are focusing on fiber buildouts to offer even more access to bandwidth. While this is great news for subscribers, we tend to overlook the most important aspect of the user experience, Wi-Fi. Wireless technologies continue to evolve to keep pace with the increased demand in speed and improve the overall experience. The latest Wi-Fi 7 technology is now here to meet these new expectations in performance. Join to learn more about wireless technologies including the everyday challenges with deployment, benefits of Wi-Fi 6/6E/7, and options to manage the subscriber experience.

9:45 am-10:25 am

Breakout Sessions 2

9:45 am-10:25 am

BOARD OF DIRECTORS Roundtable Discussion

Pat Powers, Olsen Thielen, Moderator

Board members will have the ability to learn and share insights with peers related to:

- Succession planning for key members of management and the Board.
- What Board members need to know about finances of their company.
- Budgeting and planning for a possible uncertain future.
- Need for a capital credit /dividend philosophy/policy.
- Any other Hot Topics the group wants to discuss.

9:45 am-10:25 am

LEADERSHIP Engaging and Developing Young Professionals

Kasey Sutton, Pella Corporation

Hear from a young professional some ways to engage and develop young professionals at your company and in your community. Every company spends time and money on advertising, recruiting, and onboarding. The first few months and years for someone at the company are critical as that is when they are establishing connections. How do we make people want to choose us? Let's talk about mentorships, how to aid connection building, community involvement & exploration, instilling company culture, and helping people love where they work. Getting connected is important when it comes to feeling like you belong.

9:45 am-10:25 am

MARKETING/CSR Marketing on a Budget (and with a Small Staff)

Amanda Scherer, Adtran, Moderator

Think big—even on a small budget! In this panel, industry experts will share creative, cost-effective marketing strategies that maximize impact without breaking the bank. From leveraging free and low-cost tools to streamlining efforts with a small team, this session is packed with real-world success stories, practical takeaways, and lessons learned. No product pitches—just smart strategies to help you get the most bang for your buck in today's competitive market. Whether you're working with limited resources or just looking for fresh ideas, this discussion is for you!

TUESDAY, MARCH 25TH (CONTINUED)

9:45 am-10:25 am	GENERAL The Competitive Landscape in Iowa Brian Duffner, Aureon Cara Walker, Aureon The Aureon sales team will discuss their market insights, touching on key trends observed in the industry. They'll share what major carriers such as T-Mobile, Verizon, AT&T, and US Cellular are looking for, and highlight the rising demand for a second carrier at locations. Also, they'll explore the impact of satellite options on rural businesses. Notably, they'll address how the sales process is evolving with the introduction of automated tools for quoting, and the implications this shift has on securing business deals.
9:45 am-10:25 am	TECHNICAL Penetration Testing: Identifying Your Common Vulnerabilities and What You Should Know About Them Travis Abrams, Universal Network Solutions, Inc A pen test, or penetration test, approaches your network as a hacker would, and is performed to identify weaknesses in your network before bad actors do. In this session, we will provide invaluable insights that will demystify the techniques used by attackers and showcase how even seemingly small vulnerabilities like outdated software or weak passwords can expose critical infrastructure. This will include real-world examples of the most common threats we see, plus actionable takeaways to help equip you with the knowledge needed to protect your network and customers.
10:25 am-10:45 am	Coffee and Beverage Break SPONSORED BY:  CENTRAL CABLE CONTRACTORS, INC. CABLE LAYING • WIRELESS BIDDING • TRAINING COMMERCIAL • RESIDENTIAL
10:45 am-11:25 am	Breakout Sessions 3
10:45 am-11:25 am	TECHNICAL 10G PON and Beyond - an Introduction to 50G PON Gregory Luhman, Adtran XGS-PON will deliver the bandwidth needs for most residential and business broadband use cases throughout the coming decade, but what about future applications that demand fiber connectivity with capacity needs that exceed what XGS-PON can deliver? What is the technology standards roadmap for moving beyond 10Gbit/s on PON architectures, and what considerations are needed to introduce them alongside existing deployments? In this session, go back in time with a PON history lesson of cautionary tales, pick up some professional tips on choosing the right technology for your fiber investment, and take a glimpse into what the future has in store for the next generation of PON technology.
10:45 am-11:25 am	MARKETING/CSR Roundtable Discussion Roman Slabach, Slabach Construction, Moderator Marketers will have the ability to learn and share insights with peers about a range of topics including: Hard Lessons / Biggest wins, Google Search AI Overviews & How to handle critique / feedback and more.

TUESDAY, MARCH 25TH (CONTINUED)

10:45 am-11:25 am **INNOVATION** **OpenPON: The Better Choice for Affordable, Scalable Fiber Networks: Here's Why It Matters for Service Providers**

Bradley H. Joe, Comtrend

Attendees will learn how industry-wide OpenPON-based architectural solutions provide new flexible, scalable, and future-proof alternatives to traditional proprietary systems. These solutions empower service providers to select best-in-class components that align with their unique needs. The presentation will highlight the key benefits of OpenPON, including cost savings, simplified network management, enhanced scalability for growing networks, and compatibility with a wide range of hardware and software. It's an ideal session for service providers aiming to optimize and expand their broadband deployment strategies.

10:45 am-11:25 am **GENERAL** **Leveling Up: The Role of ISPs in Powering the Gaming Revolution**

Chris Hatchitt - President of the Iowa High School Esports Association; Josie Bedard, South Slope Communications; Darcy Lorincz- WTFast; Cooper Slough - DxTEL

Gaming has evolved into a multi-billion-dollar industry, shaping culture, technology, and connectivity demands. Internet Service Providers (ISPs) play a critical role in ensuring gamers have the low-latency, high-speed connections they need. This panel will explore how ISPs can meet gamers' unique demands, uncover growth opportunities, and highlight our partnership with Fiber Gaming Network (FGN) in supporting local gaming communities.

10:45 am-11:25 am **BOARD OF DIRECTORS** **Corporate Governance: Best Practices in Corporate Formalities**

John Pietila, Dentons Davis Brown PC

A refresher on corporate formalities, including best practices in updating and maintaining bylaws and board policies, shareholder and member records (including dealing with share ownership restrictions, "lost" members or shareholders, estates of deceased members and shareholders, etc.), board meetings, shareholder and member meetings, and corporate records for subsidiaries and joint ventures. This presentation will include a brief update on Corporate Transparency Act (CTA) and (if applicable) ACCESS Rural America Act, including the impact of those laws on community-based broadband providers.

11:30 am-12:15 pm **Breakout Sessions 4**

11:30 am-12:15 pm **GENERAL** **Evolution of Broadband Networks**

Fayyaz Patwa, Nokia

Broadband networks must evolve to support extreme capacity and performance and the ability to optimize for a very wide range of consumer specific needs. How will technology areas of the Metaverse impact broadband networks? Join us for this informative session where we will explore key attributes of the network of the future, such as native AI, network sensing, Ubiquity and accessibility, advanced DSP techniques for 100GPON, SDN and FANS. Learn how AI/ML and emergence of Data Centers is reshaping Broadband networks.

11:30 am-12:15 pm **MARKETING/CSR** **DIY Video Production for ISPs: Creating Engaging Content Solo**

Ruby Hibben, Vantage Point Solutions

Video content is one of the most powerful tools for ISPs to connect with their audience, but it can feel out of reach without a big team. Learn how to harness the power of video marketing on your own, using budget-friendly tools and techniques to create compelling content that drives engagement and brand loyalty.

TUESDAY, MARCH 25TH (CONTINUED)

11:30 am-12:15 pm	<p>TECHNICAL Roundtable Discussion Curt Thornberry, Panora Fiber, Moderator Join this engaging technical roundtable to explore the key innovations, challenges, and strategies shaping the future of rural broadband. Discussions will focus on emerging technologies like 100G, XGS PON, and Wi-Fi 7, as well as the hands-on skills needed to support IoT and smart home devices. Attendees will delve into trends in Managed Wi-Fi, outdoor connectivity, and value-added services, while also addressing pressing issues such as cybersecurity threats, fiber network maintenance, and workforce development. This interactive session offers a platform for industry professionals to share insights, troubleshoot challenges, and collaborate on solutions that enhance service delivery and customer satisfaction in rural communities.</p>
11:30 am-12:15 pm	<p>BOARD OF DIRECTORS Board Governance & Understanding Financials Todd Thorson, Forvis Mazars A review of board best practices related to suggested internal control responsibilities, financial review, and future planning.</p>
12:15 pm-1:00 pm	Lunch
12:15 pm-1:00 pm	Networking Lunch
11:30 am-1:00 pm	ICA Board Meeting Lunch
1:00 pm-5:00 pm	Expo Hall
3:45 pm-5:00 pm	Managers Meeting
3:45 pm-5:00 pm	<p>GENERAL MANAGERS Regulatory, Legislative & Policy Update for General Managers & CEO's Dave Duncan, Iowa Communications Alliance Daniel Stalder, Iowa Communications Alliance Mike St. Clair, Capital Edge John Pietila, Dentons Davis Brown LC Join ICA's Legislative and Regulatory team for a lively roundtable conversation about Iowa Legislative Session, Federal Funding Updates, regulatory shifts, and any government-related issues impacting your business. This session will be open exclusively to ICA voting members. We welcome and encourage the participation of all who attend.</p> <p>While this conversation can go in any direction the participants choose, we expect conversation topics to include Federal – Government – Alphabet – Soup of programs and offices, Iowa State House happenings, facts, and broadband funding progress (or potentially lack thereof.)</p>
4:30 pm-6:00 pm	<p>Expo Hall Networking Reception SPONSORED BY: DENTONS DAVIS BROWN</p>
6:00 pm	<p>Dinner On Your Own Dinner on your own. Check out our App to see local food recommendations.</p>



**WEDNESDAY,
MARCH 26TH**

WEDNESDAY, MARCH 26TH

7:30 am-8:30 am	Networking Breakfast
8:30 am-9:15 am	Breakout Sessions
8:30 am-9:15 am	BOARD OF DIRECTORS Board Member Benchmarks and Interactions Marty Fredericks, Forvis Mazars Being a board member for any type of entity is becoming more and more difficult. With changing regulations, technology and workforce demographics, staying up to date on the best practices to oversee an organization can be tricky. In this session we will discuss the roles and responsibilities of a board, review some industry benchmarks and trends and provide you with some tips and tools to help you govern your companies effectively.
8:30 am-9:15 am	LEADERSHIP SpeakNess: Improve How You Show Up Personally and Professionally with Public Speaking Skills Nick Lambe, Impact Speaker Education Public speaking skills are amongst the greatest gifts that you can give to yourself. Which in turn becomes one of the greatest gifts that you can share with others. The ability to speak more effectively allows you to SHOW UP. Fitness is defined as the condition of being physically fit & healthy & the quality of being suitable to fulfill a certain role or task. SPEAKness is the condition of being able to speak effectively & the quality of being able to show up impactfully on all the stages of your life, with clients, with family, in your community. This unique & engaging presentation will provide the beginning steps to improving your SpeakNess. With an immersive and experiential perspective into public speaking skills. From how to use your voice to telling dynamic personal stories, this talk will open doors to greater impact professionally and personally.
8:30 am-9:15 am	VIDEO Bringing Iowa Together – Statewide Video Offering from NICP Jean Edhlund, Moderator, Cooperative Network Services Gary Petersen, Northwest Communications Aaron McCartan, Ringtel Communications & Titonka-Burt Communications Josh Gillen, Innovative Systems Since Iowa has a state-wide franchise agreement for video operators; NICP has leveraged this into an opportunity to provide a state-wide video product that all broadband providers can take advantage of and offer a full bundle of services to their customers. Come learn how ICA members can work together to provide a quality video service, even if you are thinking of (or already have) shutting down your own video service.
8:30 am-9:15 am	CYBERSECURITY 10 Key Security Controls for Information Security Program Dan Burwitz, Vantage Point Solutions Congratulations, you have been newly promoted and are now responsible for your company's Information Security Program. What do you do now? This presentation outlines the critical steps you need to take, centering on the 10 key security controls applicable to any organization. By implementing these controls and integrating additional best practices, you will enhance the organization's resilience against cyber threats and cultivate a security-conscious culture among employees.

WEDNESDAY, MARCH 26TH

8:30 am-9:15 am **MARKETING/CSR Unleash Your Brand's Potential to Drive Growth**
Lauren Oscarson, Calix
Users' experiences are defined by how they use their networks, and what they are doing while they are on them. How can you exceed subscriber expectations? ISPs should strive to create an emotional connection with what their brand stands for. What do you do best? What do you want your brand to stand for? Focus on the attributes and benefits that differentiate you from your competition to fuel your growth.

9:15 am-11:00 am **Expo Hall**

9:15 am-11:00 am **Specialty Coffee Bar in Expo Hall**
SPONSORED BY:  ribbon

11:00 am-12:30 pm **Keynote & Closing Remarks**

Matt "The Armless Archer" Stutzman: Beyond Limits
Matt Stutzman's closing keynote promises to leave you inspired and energized. With his signature blend of humor and authenticity, Matt challenges us to rethink limitations and explore what's truly possible. Sharing insights from his journey as a Paralympic champion, he highlights the power of resilience, creativity, and a "figure it out" mindset. This session will not only close the conference on a high note but will also leave you motivated to tackle challenges in new and innovative ways. Don't miss this unforgettable conclusion to our event!

SPONSORED BY: 


A Look Ahead and Prize Giveaways
Tammy Wheeler, Farmers Mutual Communications, 2025-26 ICA Board President

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