



DIRECTORS TRAINING
C O N F E R E N C E

2021 REGISTRATION GUIDE

DECEMBER 8-9, 2021

HILTON GARDEN INN
205 S 64TH STREET
WEST DES MOINES, IA



SCHEDULE OF EVENTS

Directors Training is designed specifically for Board Directors and General Managers. The goal of the training is to build stronger boards and advance exemplary board leadership.

This year's event offers a mix of presentations, panels, and roundtable discussion times designed to give attendees a strong foundation, get them thinking about possibilities for the future, and offer time to connect with others from around the state.

DECEMBER 8, 2021

12:30 PM REGISTRATION

1:00 PM WELCOME

Heath Mallory, Chair, Directors Training Committee

OPENING PRESENTATION

Capitalizing on New Opportunities for Growth

Kristy Szabo, Director of Consulting, Vantage Point Solutions

As the saying goes: If you're early, you're on time; if you're on time, you're late. That's certainly true as state, federal, and regional agencies invest in rural broadband connectivity. In this session, funding expert Kristy Szabo will explain why it's critical to be prepared before programs are announced; and walk through practical steps you can take NOW to position your company or co-op to capitalize on new funding sources as they emerge.

1:45 PM ROUNDTABLE DISCUSSION

This will be an opportunity for attendees to learn from each other and ask questions of Directors from other companies through small group discussions.

2:30 PM BREAK

3:00 PM PANEL DISCUSSION

Raising Your Game: The Board's Role in Leading for the Long Term

John Pietila, President, Dentons Davis Brown

As business models change and stakeholder expectations evolve, boards of directors of private companies and cooperatives face increased pressure to elevate their standards in the areas of corporate governance, corporate culture, and stakeholder engagement. This session will discuss the legal and fiduciary duties of directors, with a special focus on the board's responsibilities relating to mergers and acquisitions, managing capital structure, and communicating to and with various stakeholders.

3:45 PM GENERAL SESSION

Understanding Financial Statements

Cheryl Clauson, CPA, BKD CPAs & Advisors

Financial statements are a valuable resource to directors to assess past performance and to set goals for the future. This session will help you gain an understanding of the basic financial statements, so you can use them in your companies to achieve success.

4:30-5:30 PM NETWORKING RECEPTION

DECEMBER 9, 2021

8:00 AM CONTINENTAL BREAKFAST AVAILABLE

8:30 AM

The Importance of Legislative and Regulatory Involvement

PANELIST: *Kevin Cabbage*, General Manager and CEO, Farmers Mutual Telephone Company of Stanton
Heath Mallory, CEO, Wiatel
Mike St. Clair, ICA Lobbyist, Capitol Edge
MODERATOR: *Dave Duncan*, CEO, Iowa Communications Alliance

For many ICA members, the #1 reason they believe membership in our association is vital to their interests is the legislative and regulatory advocacy that ICA provides. But how is ICA so effective in what it does? The answer is that our member companies offer strong grassroots advocacy, strategic thinking on advocacy initiatives, and expert analysis on regulatory matters. Yes, it is the membership that drives ICA's advocacy success, and this cannot happen without the support of every company's board of directors. This session will dig deeper into how your company can help ICA's advocacy efforts, and in turn, help your company be more profitable and productive.

9:15 AM

Board Best Practices and Innovations

PANELIST: *Casey Peck*, CFO & GM, KCTC
Jeff Roiland, CEO, Western Iowa Networks
Lynn Schmitz, Board Member, FMCTC of Harlan

Sometimes the best ideas and practices are those that are borrowed from your peers. This panel will share best practices of their boards and from their board experiences. Come ready to learn what your board might be able to borrow to help create a more efficient, effective, or innovative board for your company.

10:00 AM BREAK

10:15 AM

Looking to the Future

Jamie Daubendiek, GM, Jefferson Telecom
Mitchell Bailey, CEO, GRM Networks

There is a lot of attention being given to broadband buildout and expansion right now. Is your board talking about what's next - after expansion or thinking 8-10 years out? While there are always lots of unknowns in looking to the future, it's important for boards and management teams to be looking beyond the daily operations. In this session, leaders from two ICA member companies will share what they and their boards are doing to think long term and cast vision for the future.

10:45 AM

Life After ACAM

Michael Romano, Senior VP of Industry Affairs and Business Development, NTCA

Whether your company elected any of the ACAM funding programs from the FCC or elected to stay with traditional USF funding, all programs have an end date coming in the next several years. As leaders, you need to ask: "How do we prepare for when this funding runs out?" Some programs are scheduled to end as soon as 2027 and our member companies need to plan for long-term success well past that date. Join this session as the country's foremost expert on FCC funding, NTCA's Mike Romano, shares his insight during this exclusive in-person engagement.

11:30 AM LUNCH WITH ROUNDTABLE DISCUSSIONS

12:30 PM

Closing Remarks and Door Prizes

Heath Mallory, Chair, Directors Training Committee

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REGISTRATION FORM

COST

\$239 – ICA Member – until November 30

\$259 – ICA Member – after November 30 and onsite

Attend as a group and save! For every 3 paid attendees from the same member company, the 4th individual attends for free. We encourage ICA member company to register as a group – including the CEO/General Manager and Directors.

HOTEL RESERVATIONS:

ICA has a block of rooms at the Hilton Garden Inn at a rate of \$119 plus tax per night. Go online or call 515-223-0571 to reserve your room. The cut-off date for the room block is November 18.

CANCELLATION POLICY:

All cancellations must be received by November 30, 2021 to receive a full refund. Cancellations must be emailed to melissa@iacommunicationsall.com. No refunds will be made for requests received after that time. Substitutions will be allowed.

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.

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COMPANY:

Contact Name: _____ **Phone:** _____ **Email:** _____

Attendee #1: _____ Title: _____ \$ _____

Attendee #2: _____ Title: _____ \$ _____

Attendee #3: _____ Title: _____ \$ _____

Attendee #4: _____ Title: _____ \$ _____

Attendee #5: _____ Title: _____ \$ _____

Total Company Registration: \$ _____

PLEASE SEND REGISTRATION & PAYMENT TO:

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

- Online registration can be found at iacommunicationsall.org/2021-directors-training-conference
- Check enclosed
- To pay by Credit Card, please go online or call Melissa Primus at 515.868.0333.