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UNITING DEPARTMENTS

to Better Impact Our Customers
Marketing | Customer Service | Technicians

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WEDNESDAY 11.14.18

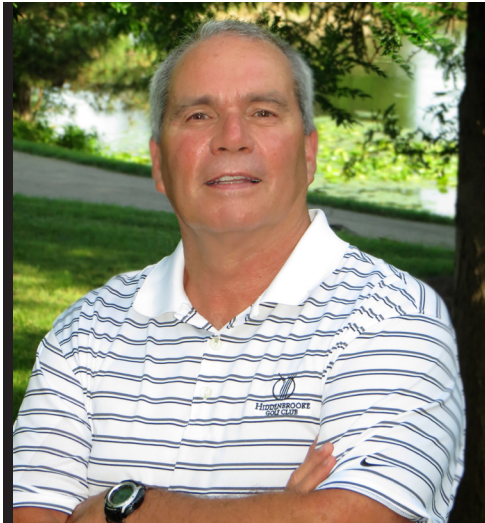
11.15.18

THURSDAY

TIME	EVENT	LOCATION
8:30 AM	Registration	Foyer
9:00 AM	Welcome	Sequoia
9:10 AM	Opening Keynote <i>Programming Challenges Today With OTT, Skinny Bundles – Where Do We Go With Video?</i> Frank Hughes, NCTC	Sequoia
10:15 AM	Break	Foyer
10:35 AM	Breakout Sessions	See pg. 7
11:35 AM	Lunch	Sequoia
12:20 PM	General Session <i>Telco Roleplay - A Closer Look at Our Connection</i> Lisa Dvorak & Mike Leeds	Sequoia
1:30 PM	Breakout Sessions	See pg. 8
2:30 PM	Break	Foyer
2:45 PM	General Session <i>Cyber Security and How Individuals Can Protect Themselves</i> Jake Anderson, BevComm	Sequoia
3:45 PM	Break - Grab a Drink!	Sequoia
4:00 PM	General Session <i>Dry Topic - Wet Bar Roundtables</i>	Sequoia
4:45 PM	Networking Reception	Foyer

TIME	EVENT	LOCATION
8:30 AM	Registration	Foyer
9:00 AM	Opening Keynote <i>Understand People and You'll Be More Successful</i> Doug Pals, Re:Sourceful Communications	Sequoia
10:00 AM	Break	Foyer
10:15 AM 11:15 AM	General Session <i>Workplace Harassment: The Big Picture</i> Kirsten Anderson, Equitas Solutions	Sequoia
12:20 PM	Lunch	Sequoia
1:25 PM	Breakout Sessions	See pg. 11
2:30 PM	Breakout Sessions	See pg. 12
2:45 PM	General Session <i>Inter-office Communication & Education - Panel</i> Bryan Nelson, Mike Leeds, Curt Thornberry, Dave Sherlock, and Lisa Dvorak	Sequoia
3:30 PM	Closing Remarks	Sequoia

OPENING KEYNOTE



Programming Challenges Today With OTT, Skinny Bundles – Where Do We Go With Video? Frank Hughes, NCTC

9:00 AM | Sequoia

Today's video marketplace is in a state of flux. What should traditional MVP's do? Should they embrace and encourage customers to take OTT products? How can they continue to provide video and try to make some reasonable margin on their video product?

BREAKOUT SESSIONS

TECH | Training at DMACC: Credit Coursework & Continuing Education Training Options

Teresa Tripp, DMACC | 10:35 AM | Cypress

Find out how partnering with Des Moines Area Community College is the solution you've been looking for to solve your employee recruitment, training and talent development needs online for those not in central Iowa.

MARKETING & CSR | Why Fiber? Basics of Fiber Design and Deployment

Tim Locker, CBM | 10:35 AM | Sequoia

Understand the drivers for bandwidth and learn why deploying fiber is necessary to handle today's needs. We will look at the development of fiber and the transition away from copper plants. We will look at various fiber designs, construction techniques, and deployments while incorporating some basic knowledge to gain a better understanding how fiber optics works.

GENERAL SESSION



Telco Roleplay - A Closer Look at Our Connection

Lisa Dvorak, Northwest Communications
Mike Leeds, Huxley Communications

12:20 PM | Sequoia

We all have a common goal to connect people with our communication services. Just getting from one day to the next can be a challenge. We all focus on what we need to do and lose sight of the fact that within our offices we are connected as well. Please plan to attend this fun and inter-active communication session to examine and improve our daily work flow from initial phone call to billed service. All departments are encouraged to attend.

BREAKOUT SESSIONS

TECH | Ensuring Successful Home Wi-Fi Deployments

Bret McElwee, Calix | 1:30 PM | Sequoia

This session provides an overview of the different types of Wifi devices and how to use Calix Support Cloud to effectively deploy and maintain devices. As well as basic installation and troubleshooting of Wifi devices.

CSR | Marketing and Managing Fiber Builds in New Communities

Jacob Terstriep, CheckPoint Solutions | 1:30 PM | Cypress

Open discussion on lessons learned and best practices in marketing and managing fiber-to-the-home projects. Presented from an industry leader with a proven track record of building Gigabit Communities. This session will cover topics related to evaluating interest, marketing materials/strategies, and demand management.

MARKETING | Crisis Communication in the Digital Age

Cyndi Fisher, Aureon | 1:30 PM | Linden

The crisis you never expected suddenly strikes. Five hungry reporters are outside your door, demanding answers. Three dozen customers have phoned in the past 15 minutes wanting to know what happened and why? How will your organization react, and who will do what? We invite you to learn what it takes to plan, practice, respond, and recover from a crisis in the digital age. When an emergency occurs, the need to communicate is immediate. Crises operate at the speed of light, leaving little time for reaction. Proactively preparing your organization is critical.

GENERAL SESSION



Cyber Security and How Individuals Can Protect Themselves

Jake Anderson, BevComm

2:45 PM | Sequoia

Have you been hacked? Would you know? See why anti-virus software, firewalls and other technology doesn't protect you from the number one source of data breaches – Social Engineering. In this low-tech session you'll see how phishing, vishing, and on-site breaches can wreak havoc on your company and personal information. Learn how to protect yourself and see real, first-hand examples of how social engineering attacks are planned and executed.

Dry Topic - Wet Bar Roundtables

4:00 PM | Sequoia

Visit with your peers in an informal forum to discuss best practices, new trends, and other emerging topics of interest during this interactive roundtable session. Yes, the bar will be open during this session!

OPENING KEYNOTE



Understand People and You'll be More Successful

Doug Pals, Re:Sourceful Communications

9:00 AM | Sequoia

We all have our quirks. Each of us has pet peeves and odd traits, and all of us have good and bad days. Yet, even with all these factors, some companies manage to have healthy, professional relationships with co-workers and customers. And when conflict occurs, and it does occur, the company manages a positive outcome. How does this happen? No, they haven't made lucky hires. No, their customers aren't better behaved than yours. The company has likely developed a good culture. What is that and how can you do it? That is what this session is all about. Together, we will expend some energy learning about generations, gender, personality and leadership and how those attributes, and others, can impact your company culture. Engaged participants have the opportunity to grow professionally and personally during and after this session.

GENERAL SESSION



Workplace Harassment: The Big Picture

Kirsten Anderson, Equitas Solutions

10:15 AM | Sequoia

As the country wrestles with the aftermath of the #metoo movement, Kirsten will provide a comprehensive look at what many are not talking about, dealing with, and thinking about when it comes to the pervasive problem of workplace harassment. This session covers harassment from both an employee and employer perspective and focuses on what needs to be examined, communicated, and proactively accomplished in order to avoid damaging workplace outcomes.

BREAKOUT SESSIONS 1

TECH | Law and Order TVU – Telco Victims Unit. True Stories of a White-Hat Hacking Team

Brandon Knutson, Vantage Point | 12:20 PM | Cypress

In the criminal justice system, technology-based offenses are considered especially heinous. In South Dakota, the dedicated Red-Team hackers who investigate these vicious felonies are members of an elite squad known as the Telco Victims Unit. These are their Stories." This session focuses on true-life findings from Vantage Point Cyber-Security Red-Team exercises. Don't miss your chance to hear firsthand on all the unique new ways hackers are stealing your data through the eyes of a white-hat hacker. Dumpster diving, hiding in supply closets, stealing cars and even leveraging data from the Equifax breach are just some of the techniques covered in this session.

CSR | Crisis Communication in the Digital Age

Cyndi Fisher, Aureon | 12:20 PM | Linden

The crisis you never expected suddenly strikes. Five hungry reporters are outside your door, demanding answers. Three dozen customers have phoned in the past 15 minutes wanting to know what happened and why? How will your organization react, and who will do what? We invite you to learn what it takes to plan, practice, respond, and recover from a crisis in the digital age. When an emergency occurs, the need to communicate is immediate. Crises operate at the speed of light, leaving little time for reaction. Proactively preparing your organization is critical.

MARKETING | How to Market to Different Generations, Genders & Tribes

Doug Pals, Re:Sourceful Communications
12:20 PM | Sequoia

Marketing today is as misunderstood and confusing as it has ever been. There are more options, tools and expectations than ever, so it's easy to follow the crowd or get lost in the weeds of analytics. Marketing to rural consumers offers a unique set of challenges because of the wide range of age and economics involved. This session will give you insight, as well as tips and tricks – both basic and advanced. Bring your questions and expect to take home something you can start using tomorrow.

BREAKOUT SESSIONS 2

TECH | Evolution of the Pathway into Microtechnology

David Johnson, Dura-Line | 1:25 PM | Cypress

Increasing consumer demand for bandwidth and unpredictable growth, Dura-Line provides the perfect solution with Microtechnology. Microtechnology increases fiber density while lowering construction, restoration, upgrade, and maintenance costs by using reduced sizes of the pathway, components, and fiber cables.

CSR & MARKETING | Leveraging Data for Marketing and Customer Care

Derek Kiger, Calix | 1:25 PM | Sequoia

In the past year, 76% of U.S. broadband households reported using Wi-Fi as their primary connection technology. However, 37% of those households reported their Wi-Fi network seemed slow, 20% reported Wi-Fi coverage problems, and 19% reported that their Wi-Fi network stops working almost weekly. For all of its many benefits, home Wi-Fi represents a significant source of frustration and disappointment for consumers. Helping subscribers with their Wi-Fi issues presents an opportunity for service providers to address consumer demands for ease of use.

GENERAL SESSION

Inter-Office Communication & Education

Bryan Nelson, Mike Leeds, Curt Thornberry,
Dave Sherlock, and Lisa Dvorak

2:45 PM | Sequoia

Communication is one of the most important aspects of a work environment. If your communication is off the entire organization can reap the wrath. This session will cover how to better communicate amongst your colleagues, teams, and employer for a more productive and successful work environment.

UPCOMING EVENTS

General Manager's Roundtable & Legislative Welcome Back Reception

January 15-16, 2019

Embassy Suites

101 East Locust Street | Des Moines, IA 50309



Annual Meeting & Expo

March 25-27, 2019

Iowa Events Center

730 3rd Street | Des Moines, IA 50310



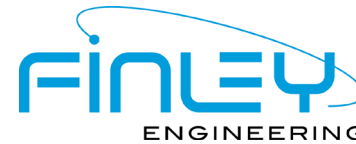
Golf & Grill Classic

June 17-18, 2019

Lake Panorama National Golf Course

5071 Clover Ridge Road | Panora, IA 50216

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THANK YOU FOR ATTENDING!