

RuralMatters

 Advocates for Rural Broadband

WTA SPRING ANNUAL MEETING SCHEDULE | PALM SPRINGS, CA | MAY 3-6, 2015

SUNDAY, MAY 3, 2015

3:00p – 4:00p Associate Member Table-Top Set-up

DESERT VISTA DE

5:30p – 7:30p Board of Directors Dinner – Sponsored by **MP NexLevel**

Location TBD

8:00p – 9:00p Welcome Registration Reception

DESERT VISTA DE

Sponsored by **JSI, Mid-State Consultants** and **TCA**

MONDAY, MAY 4, 2015

7:00a – 11:00a Registration | Table Tops | Charging Station | Break Room

DESERT VISTA DE

7:00a – 8:00a Early Riser Coffee - Compliments of **CoBank**

DESERT VISTA DE

8:00a – 4:00p RUS Meetings By Appointment

P-PINON

8:00a – 12:00p OPENING | WELCOME | GENERAL SESSION I

DESERT VISTA ABC

8:00a - 8:15a **Invocation | Pledge of Allegiance | Antitrust Statement** (Jack Keen, WTA Past President/Board of Director, NM)
Welcome To Palm Springs (Mark Gailey, WTA President/Board of Director/OK)

8:15a – 9:00a **Rural America Really Does Matter!**
Diane Smith, Founder and CEO of American Rural, an organization dedicated to creating effective public policies in the areas of entrepreneurship, technology and energy for rural and small town America.

9:00a – 9:30a **RUS and Rural America**
Keith Adams, Assistant Administrator for the RUS Telecommunications Program, will update attendees on the latest news from the agency and discuss how RUS and rural telcos can be better partners in bringing broadband to rural America.

9:30a – 10:00a Morning Coffee Break | Table Top Exhibits

DESERT VISTA DE

Alamon Telco; the Berry Company; Calix; Farmers Union Insurance; GENBAND; Huawei Technologies USA; MACC; NeoNova Network Services; NISC; Omnitron Systems Technology; PEAK Internet; Security Coverage; Structured Communications Systems; Telcom Insurance Group; and Toly Digital Networks

- 10:00a – 11:45a **PPC Update**
Representatives from the WTA Public Policy Committee will discuss the latest telecom policy news from Washington, D.C. affecting your business. Featuring Derrick Owens, WTA; Eric Keber, WTA; Patricia Cave, WTA; Gerry Duffy, Blooston, Mordkofsky, Dickens, Duffy & Prendergast; Bob DeBroux, TDS (Co-Chair PPC); and Evelyn Jerden, LICT Corporation (Co-Chair PPC)
- 11:45a
Adjourn General Session I | Enjoy your afternoon and evening!
- 12:30p
INDIAN WELLS GOLF RESORT
WTA Golf Tournament | Shotgun start at 1:00p
Lunch compliments of **Alexicon**. Prizes will be awarded Tuesday during General Session III compliments of **KLJ Engineering**.
- TUESDAY, MAY 5, 2015**
- 7:00a – 8:00a
DESERT VISTA DE
Early Riser Coffee - Compliments of **Kiesling Associates**
- 7:00a – 8:00a
O-OCOTILLO
Scholarship Committee Breakfast Meeting
- 7:00a – 3:30p
DESERT VISTA DE
Registration | Table Tops | Charging Station | Break Room
- 8:00a – 4:00p
P-PINON
RUS Meetings By Appointment
- 8:00a – 11:30a
DESERT VISTA ABC
GENERAL SESSION II
- 8:00a – 8:45a **FCC Commissioner Michael O’Rielly**
Commissioner O’Rielly will provide insight on a variety of issues facing the FCC and the rural industry.
- 8:45a – 9:30a **How 802.11ac Could Change Your Business Plan**
Mike Ockenga, Manager of IP Services, Finley Engineering will talk about 802.11ac Wi-Fi and how this new IEEE standard brings Wi-Fi speed and performance into parity with wired networks, allowing providers to install services without significant regard to premise wiring. 802.11ac Wi-Fi enables providers to explore new revenue opportunities, save operational costs and retain more of their customer-base.
- 9:30a – 10:00a
DESERT VISTA DE
Morning Coffee Break/Table Top Exhibits
Alamon Telco; the Berry Company; Calix; Farmers Union Insurance; GENBAND; Huawei Technologies USA; MACC; NeoNova Network Services; NISC; Omnitron Systems Technology; PEAK Internet; Security Coverage; Structured Communications Systems; Telcom Insurance Group; and Toly Digital Networks
- 10:00a – 11:30a **Cybersecurity Panel**
Rear Admiral (ret.) David Simpson, Chief of the FCC’s Public Safety and Homeland Security Bureau; Traci Knight, Department of Homeland Security; David Spiller, Mapcom Systems; Weston Hecker, KLJ Engineering; and David Selembo, Hartford Insurance, will discuss the cybersecurity technology and policy challenges facing rural telecommunications providers and the nation.
- 11:30a
Adjourn General Session II – Lunch on your own

11:30a – 1:00p
O-OCOTILLO

WTA Public Policy Committee Luncheon Meeting
This meeting is open to WTA telco members only.

1:00p – 5:00p
DESERT VISTA ABC

GENERAL SESSION III

1:15p – 2:45p

The Power of Partnerships in Driving the Strategic High Ground

Skip Hirvela, Calix; Kevin Larson, CEO of CTC; Joe Buttweiler Director of Member and Broadband Services of Arrowhead Electric Cooperative; John Padalino, Kemp Smith LLP; and John Colbert, Fidelity Communications, Inc., will provide a 360-degree look at partnerships. This panel will explore various questions such as: Why should an ILEC consider leveraging its core competency in partnering? How should an ILEC drive a strategic advantage and the process to enable partnering? Who is looking to partner with ILECs and what drives them to partner? How do ILECs evaluate potential partners and what are the key things they want and need? What are the advantages to both parties of a partnership both expected and realized?

2:45p – 3:15p

Afternoon Coffee Break/Table Top Exhibits

Alamon Telco; the Berry Company; Calix; Farmers Union Insurance; GENBAND; Huawei Technologies USA; MACC; NeoNova Network Services; NISC; Omnitron Systems Technology; PEAK Internet; Security Coverage; Structured Communications Systems; Telcom Insurance Group; and Toly Digital Networks

3:15p – 4:15p

Never Look Back and Wish You Would Have Done More

Amanda Furrer, USA Olympic Shooting Team, will share her story about making the U.S. Olympic team and working hard to achieve her Olympic dreams.

4:15p – 5:00p

Stop Avoiding Your Employer Plan Retirement Check-Up!

Michael Furrer, Longbow Financial, will help attendees understand risks associated with employer retirement plans.

5:00p

Adjourn General Session III

6:00p

INDIAN WELLS BALLROOM IJK

CINCO DE MAYO PARTY

Celebrate Cinco de Mayo with your WTA Family. Attendees will enjoy a Mexican Fiesta atmosphere with food, dessert, beverages, margarita bar and a Mariachi Band. **A ticket is REQUIRED for admission.** Cinco de Mayo tickets are included with all Full and Social Registrations and will be included in your registration packet. Additional tickets may be purchased at the Registration Desk.

*Sponsored by: **3 Rivers Communications; ANPI; Blooston, Mordkofsky, Dickens, Duffy & Prendergasts; Cambridge Telephone Co.; CMJ Media; Cordova Telephone Coop.; Cordova Wireless; Finley Engineering; FWA Consulting; I-35 Telephone Co.; KLJ Engineering; Monte R Lee & Company; NATCO; NECA; Range Telephone Coop.; RTFC; Smithville Communications; Strata Networks; Tenino Telephone Co.; TDS Telecom; Totah Communications; Volcano Telephone Co.; Wheat State Telephone Co.; and WNM Communications***

The WTA Foundation will hold a silent auction and raffle. Proceeds help provide scholarships to graduating high school seniors seeking to further their education. All auction items are generously donated by WTA Members. Donations and contributions may be tax deductible.

WEDNESDAY, MAY 6, 2015

7:00a – 8:00a
DESERT VISTA DE

Early Riser Coffee - Compliments of ***Vision Net***

7:00a – 8:00a O-OCOTILLO	RUS Committee Breakfast Meeting
7:00a – 10:30a DESERT VISTA DE	Registration Table Tops Charging Station Break Room
8:00a – 12:00p DESERT VISTA ABC	GENERAL SESSION IV
8:00a – 8:45a	An Overview of the Connect America Cost Model James Stegeman, President of CostQuest Associates, will provide an overview of the FCC's new A-CAM model that will be considered for Rate-of-Return CAF funding. CostQuest and Mr. Stegeman are heading up the development, deployment and support of A-CAM for the FCC and USAC.
8:45a – 10:15a	Understanding the Various Rate of Return USF Reform Plans Douglas Meredith, Director of Economics and Policy at JSI, will moderate a panel that will take you on a journey through several of the current proposed USF reform plans under consideration at the FCC. The panel includes Gerry Duffy, Blooston, Mordkofsky, Dickens, Duffy & Prendergast; Ken Pfister, Great Plains Communications; Christine O'Connor, Alaska Telephone Assoc.; and Genny Morelli, ITTA.
10:15a – 10:30 DESERT VISTA DE	Morning Coffee Break/Table Top Exhibits <i>Alamon Telco; the Berry Company; Calix; Farmers Union Insurance; GENBAND; Huawei Technologies USA; MACC; NeoNova Network Services; NISC; Omnitron Systems Technology; PEAK Internet; Security Coverage; Structured Communications Systems; Telecom Insurance Group; and Toly Digital Networks</i>
10:30a – 11:30a	Generate New Revenue through MDUs, Commercial and Enterprise Clients This panel will focus its attention on ways telcos can generate new revenue opportunities. Bill Gerski, Huawei Technologies, USA, will moderate the panel of Rick Peterson, Peak Internet; Opie Williams, Pace International; and Glen Ziegler, Huawei Technologies, USA.
12:00p	Adjourn WTA Spring Meeting
12:00p – 3:30p P-PINON	WTA Board of Directors Meeting and Luncheon

FREQUENTLY ASKED QUESTIONS

How do I download the WTA Spring Meeting APP?

Thanks to NISC attendees can download the App by searching for "WTA 2015 Spring Meeting" at your App store.

How do I get wireless Internet access in the General Sessions?

Thanks to REDCOM attendees may enjoy wireless Internet by using the code is [wta2015](#).

What is the dress code for the WTA Spring Meeting?

NO SUITS! Resort casual is the recommended attire. Attendees are encouraged to bring a jacket for their comfort.

I forgot my nametag in my hotel room. I am assuming I can attend the events without it.

Nametags are REQUIRED for admittance to all WTA events. If you don't have your badge at an event, you will be turned away. Spouses/guests must be registered for attendance at all WTA events.

I am not golfing but would like to enjoy the Agua Serena Spa at the hotel. Are there discounts available?

WTA attendees will receive a 15% discount for treatments (some exclusions). Reservations are required at 760.674.4100.

I have to take this phone call!

Be courteous! Please put your cell phones on silent during all General Sessions to avoid disrupting the Meeting!

I missed out on early-bird registration/hotel reservations for the Spring Meeting. I don't want to make the same mistake twice. So how do I guarantee reservations for the Fall Meeting in Napa, CA?

The Marriott Napa Valley Resort is now accepting reservations for WTA Fall Crush, October 11-14, 2015. Visit www.w-t-a.org for hotel reservation and registration information.

What are the dates/locations for future WTA Meetings?

2015 Fall Crush | October 11-14, 2015 | Marriott Napa Valley Resort | Napa, CA

2016 Spring Meeting | April 10-13, 2016 | Hutton Hotel | Nashville, TN

2016 Fall Meeting | September 11-14, 2016 | Cheyenne Mountain Resort | Colorado Springs, CA

2017 Spring Meeting | March 12-15, 2017 | The Westin Hilton Island Resort | Hilton Head, SC

2017 Fall Meeting | September 17-20, 2017 | Coeur d'Alene Resort | Coeur d'Alene, ID