



2017 WTA FALL MEETING GAME PLAN as of August 14, 2017

SUNDAY, SEPTEMBER 17, 2017

7:00p – 7:45p Table-Top Set-up
Casco/Kidd

8:00p – 9:00p Registration Reception
Casco/Kidd
Sponsored by *NeoNova Network Services; TCA; and Tierra Right of Way*

MONDAY, SEPTEMBER 18, 2017

7:00a – 11:00a Registration | Table Tops | Breaks
Casco/Kidd

7:00a – 8:00a Early Riser Coffee sponsored by *QBE/NFU*
Casco/Kidd

8:00a – 4:00p RUS Meetings By Appointment
Boardroom 3

8:00a – 12:00p *1st QUARTER*
Bay 5-6

8:00a Invocation | Pledge of Allegiance | Welcome To Coeur d'Alene
WTA Annual Meeting of the Membership

8:45a **The Future of Technology**
Attorney *Lewis Lee* is co-founder and partner of Lee & Hayes, PLLC. Mr. Lee is a renowned speaker and author regarding technology, and specifically intellectual property (IP). As technology takes on a more prominent role in our daily lives and is crucial for businesses to thrive, Mr. Lee will share insights into how companies can maximize their IP in this growing era of technology advances. Sponsored by *Moss Adams*

9:45a – 10:15a Morning Coffee Break | Table Top Exhibits
Casco/Kidd
Sponsored by *Calix; CommSoft; GenBand; KADENCE; MACC; NISC; Niels Fugal Sons; REDCOM; Toly Digital Networks; Touchtone Communications; and UNITEL*

10:15a **WTA's Public Policy Committee (PPC) Update**
The WTA staff and Committee leadership will discuss the latest legislative and regulatory issues facing the industry. They will also highlight what WTA is doing to bring about positive change on rural telcos' behalf.

11:45a *1st QUARTER ENDS - Enjoy your afternoon!*

12:30p WTA Golf Tournament (Sold Out) | Shotgun start at 12:30p
Coeur d'Alene Golf Club
Water taxis are available dockside outside the hotel to take golfers to the course. You should plan to arrive early, as there is limited space on each water taxi. Fore

Caddies are required for all foursomes. Be sure to tip your Fore Caddies! Lunch sponsored by [Alexicon](#) and Prizes sponsored by [KLJ Engineering](#)

12:30p – 4:30p

Guided Fly Fishing Trip (\$225 per person)

If golf isn't your thing then spend an afternoon on the Coeur d'Alene River **fly-fishing!** Beginner and advanced anglers will be guided to some of the area's best fly-fishing spots. Transportation will depart from the Resort lobby to take you to a local fly-fishing shop to outfit you and complete all required fishing licenses. Afterwards, anglers will take a quick trip to The Coeur d'Alene River, a true Northern Idaho gem! Lunch sponsored by [Blackfoot](#).

5:00p
Bay 4-6

MONDAY NIGHT FOOTBALL TAILGATE PARTY

Are You Ready For Some Football? Watch the *Detroit Lions vs. New York Giants* on the big screen. Attendees will enjoy a sports bar atmosphere with food, dessert and beverage stations. Attendees are encouraged to wear your favorite football team jersey or shirt. **A ticket is REQUIRED** for admission and doors open at 5:00p and kickoff is at 5:30p. Monday Night Tailgate Party 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](#); [Blackfoot](#); [Blooston, Mordkofsky, Dickens, Duffy & Prendergast](#); [CHR Solutions](#); [Cordova Telephone Coop.](#); [Cordova Wireless](#); [FWA, Inc.](#); [KLJ Engineering](#); [QBE/NFU](#); [RTFC](#); [SecurityCoverage](#); [Strata Networks](#); [TDS](#); [Tejas](#); [Telcom Insurance Group](#); [Toly Digital Networks](#); [Totah Communications](#); [UNITEL](#); [Volcano Telephone Company](#); [VTX1](#); [Wheat State Communications](#); and [WNM Communications](#)

The **WTA Foundation** will hold its annual silent auction, football pool and gift card 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.

TUESDAY, SEPTEMBER 19, 2017

7:00a – 8:00a
Casco/Kidd

Early Riser Coffee sponsored by [NECA](#)

7:00a – 3:30p
Casco/Kidd

Registration | Table Tops | Breaks

8:00a – 4:00p
Boardroom 3

RUS Meetings By Appointment

8:00a – 11:30a
Bay 5-6

2nd QUARTER

8:00a

FCC Commissioner Michael O'Rielly

WTA is pleased to have Commissioner O'Rielly speak to its membership once again. The Commissioner will share his views on telecom matters before the FCC.

9:00a – 9:30a
Casco/Kidd

Morning Coffee Break | Table Top Exhibits

Sponsored by [Calix](#); [CommSoft](#); [GenBand](#); [KADENCE](#); [MACC](#); [NISC](#); [Niels Fugal Sons](#); [REDCOM](#); [Toly Digital Networks](#); [Touchtone Communications](#); and [UNITEL](#)

9:30a

Understanding and Attracting the Millennial Workforce

It should come as no surprise that millennials will make up to 75% of our entire workforce by 2030. The new wave of employees coming through office doors are not just digital natives and highly tech literate, they are accustomed to being connected anywhere, at any time. Today, millennials represent a pool of talent and

future leaders that businesses would like to attract. To bring them onboard, businesses must listen to their message, and understand how they think. **Jason Williams, Blackfoot** will moderate a panel of millennials to help us understand how to attract these talented future leaders and the successes he has experienced with the millennial workforce.

- 10:45a **How to Keep and Retain Key Employees**
Your employees are the framework on which all of your company's success is built, which is why a company with low turnover is far more likely to be successful than one with high turnover. Retaining a positive and motivated staff is vital to an organization's success. High employee turnover increases expenses and also has a negative effect on company morale. **Carl Zeutzius, UNITEL** will focus on ways to keep and retain key employee to help make sure they remain employed while maintaining job performance and productivity.
- 11:45a *End of the 2nd QUARTER – Lunch on your own*
- 11:45a – 1:30p
Bay 4 WTA Public Policy Committee Luncheon Meeting sponsored by **UNITEL**
This meeting is open to WTA telco members.
- 1:30p – 5:00p
Bay 5-6 *3rd QUARTER*
- 1:30p **What Does ATSC 3.0 Mean for Your Operations**
Robert Schaeffer, Technology Planners, LLC
- 2:30p **Insights from state commissioner Paul Kjellander**
As president of the Idaho Public Utilities Commission and chairman of NARUC's Committee on Telecommunications, **Commissioner Kjellander** will provide insights into the latest developments from DC related to the FCC and Congress as they concern state regulators and broadband deployment. He'll also talk about recent resolutions passed during the NARUC's Summer Meeting.
- 3:00p – 3:30p
Casco/Kidd Afternoon Coffee Break | Table Top Exhibits
Sponsored by **Calix; CommSoft; GenBand; KADENCE; MACC; NISC; Niels Fugal Sons; REDCOM; Toly Digital Networks; Touchtone Communications; and UNITEL**
- 3:30p **Financial Telecom Deployment in a post-ACAM/RoR World**
Frank Gallagher, CharlesMead (moderate); **Jackie Bove, CoBank**; and **Don Samonte, RTFC** will discuss current and future mergers, financial trends in deployment of broadband and what this means to your company.
- 5:00p *End of the 3rd QUARTER – Dinner on your own*

WEDNESDAY, SEPTEMBER 20, 2017

- 7:00a – 8:00a
Casco/Kidd Early Riser Coffee sponsored by **Smithville Communications**
- 7:00a – 8:00a
Boardroom 6 Rural Partners & Finance Committee Breakfast Meeting
- 7:00a – 10:30a
Casco/Kidd Registration | Table Tops | Breaks

8:00a – 12:00p Bay 5-6	<i>4th QUARTER</i>
8:00a – 9:15a	How to be an Entrepreneur in an Existing Business through New Technologies This panel moderated by Armond Dawson , <i>SecurityCoverage</i> , will discuss and provide case studies showing ways new technology (current and future) changes the way of doing business. Daryl Atley Zakov , <i>Bennet & Bennet</i> ; Byron Tuley , <i>SecurityCoverage</i> ; and Matt Reed , <i>Great Plains Communications</i> will discuss Drones; Drops for FTTC; In-Home Networking apps/WiFi; IP Transition and Network Monitoring.
9:15a – 9:30a Casco/Kidd	Morning Coffee Break Table Top Exhibits Sponsored by Calix; CommSoft; GenBand; KADENCE; MACC; NISC; Niels Fugal Sons; REDCOM; Toly Digital Networks; Touchtone Communications; and UNITEL
9:30a	Using TV White Spaces to Close the Digital Divide in Rural America Kevin Connolly , <i>Microsoft</i> , will discuss how his company intends to use unused spectrum in the UHF television bands to eliminate the rural broadband gap by July 4, 2022. The initiative seeks to combine private sector capital investments and new technologies with targeted and affordable public-sector support. Microsoft’s new strategy reflects in part its own experience as a company working around the world having deployed 20 TV white spaces projects in 17 countries that have served 185,000 users.
10:15a	Universal Service Administration Corporation (USAC) Update
10:45a	NTIA Update The National Telecommunications and Information Administration (NTIA) BroadbandUSA program promotes innovation and economic growth by supporting efforts to expand broadband connectivity and use across America. Aimee Meaham , <i>NTIA</i> will provide an overview of BroadbandUSA and its work to support the administration’s efforts to promote broadband deployment. She will also provide an update on its recent Industry Day with federal land management agencies and industry associations to determine next steps in improving broadband permitting on federal lands.
11:15a	Rural Utilities Service Update (Invited)
12:00p	And That is Game! Start making plans for WTA’s 2018 Spring and Fall Meetings! March 18-21, 2018 Sandestin Golf and Beach Resort Destin, FL October 7-10, 2018 Hyatt Regency Indian Wells Palm Springs, CA
12:15p – 3:00p Boardroom 5ABC	WTA Board of Directors Meeting and Luncheon

ADDITIONAL TOPIC:

- Indatel/FirstNet (Invited)