



DRAFT SCHEDULE OF EVENTS as of February 8, 2018

SUNDAY, MARCH 18, 2018

5:00p – 7:30p
TBD

Board of Directors Dinner
Sponsored by QBE Farmers Union Insurance/UNITEL

7:00p – 7:45p
Magnolia Ballroom AB

Table-Top Set-up

8:00p – 9:00p
Magnolia Ballroom AB

Welcome Registration Reception
Sponsored by JSI, HMI Communications; Mid-State Consultants; MP NexLevel; and NeoNova Network Services (possibly Telcom Insurance Group)

MONDAY, MARCH 19, 2018

7:00a – 11:00a
Magnolia Ballroom AB

Registration | Table Tops | Breaks

7:00a – 8:00a
Magnolia Ballroom AB

Early Riser Coffee *sponsored by NECA*

8:00a – 4:00p
Cypress Boardroom

RUS Meetings By Appointment

8:00a – 12:00p
Magnolia Ballroom DEF

OPENING | WELCOME | GENERAL SESSION I
Invocation | Pledge of Allegiance | Welcome To Destin

8:30a

WTA's Public Policy Committee (PPD) Update
WTA's cast and crew (e.g., 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 behalf of rural telcos.

10:00a – 10:30a
Magnolia Ballroom DEF

Morning Coffee Break | Table Top Exhibits
Sponsored by Calix, CommSoft; KADENCE; MACC; NISC; QBE Farmers Union Insurance/UNITEL; REDCOM; Ribbon Communications; SecurityCoverage; Toly Digital Networks, Inc. and TouchTone Communications

10:30a

Tax Reform

11:30a

Adjourn General Session I

12:00p

WTA Golf Tournament BBQ at 12:00p | Shotgun start at 1:00p
Sponsored by Alexicon, KLJ Engineering and FWA, Inc.

8:00p
Location? Dessert Reception
Full and Social registered attendees (name tags required) will enjoy island music by *Tropical Flyer*, an array of desserts and drinks. How sweet it is! The WTA Foundation will be holding a raffle with all proceeds will go to the WTA Foundation and the Scholarship program.
Sponsored by CHR Solutions; KLJ Engineering; KPU Communications; Mid-State Consultants; Moss Adams; RTFC; Strata Networks; Toly Digital Networks, Inc.; and Vantage Point Solutions

TUESDAY, MARCH 20, 2018

7:00a – 8:00a
Magnolia Ballroom AB Early Riser Coffee *sponsored by TCA, Inc.*

7:00a – 8:00a
Jasmine Dues/Membership Committee Breakfast Meeting

7:00a – 3:30p
Magnolia Ballroom AB Registration | Table Tops | Breaks

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

8:00a – 11:30a
Magnolia Ballroom DEF GENERAL SESSION II

8:00a – 9:00a **Do You Feel Reformed Yet?**
This is going to be a year of change. Companies are still acclimating to the near-term USF reforms impacting their revenues. And now they'll need to figure out how the recently enacted federal tax reform law will impact them as well. What will your company's bottom line look like once all of these reforms are in place? What changes do you need to make in order to maximize any benefits while minimizing any potential losses? **Steve Meltzer, JSI** will provide an update on both the USF and tax reforms and review the critical time sensitive dates for the remainder of 2018.

9:00 – 10:00a **Robocalls and Caller-ID Spoofing**
Each month, U.S. consumers receive an estimated 2.4 billion robocalls. Many of these calls arrive with a caller ID that has been intentionally altered (spoofed). While some of these calls are simply a nuisance, others attempt to mislead and/or defraud the called party. This session provides an overview of these issues and efforts to mitigate them. **Bob Gnapp, NECA** will provide a background on robocalls and caller-ID spoofing; useful tools and techniques to help consumers protect themselves; and an overview of recent and current efforts by Congress, the FCC and others to address these problems.

10:00a – 10:30a
Magnolia Ballroom AB Morning Coffee Break | Table Top Exhibits
Sponsored by Calix, CommSoft; KADENCE; MACC; NISC; QBE Farmers Union Insurance/UNITEL; REDCOM; Ribbon Communications; SecurityCoverage; Toly Digital Networks, Inc. and TouchTone Communications

10:30a WTA Membership Dues Update

10:45a **Assume Breach**
Jon Brown, Vantage Point Solutions

11:45a Adjourn General Session II – Lunch on your own

11:45a – 1:30p
Magnolia C WTA Public Policy Committee Luncheon Meeting
Sponsored by Monte R. Lee & Company

This meeting is open to WTA telco and committee members only.

1:30p – 5:00p
Magnolia Ballroom DEF

GENERAL SESSION III

1:30p

Assume Breach Continued - CyberSecurity Panel
GVNW, UNITEL, MossAdams, Vantage Point Solutions

2:30p

3.5 GHz: 5G Beachfront Property or Rural Broadband Solution? Turning the Tide Back in Our Favor!
When the FCC's Citizens Broadband Radio Service (CBRS) rules in the 3.5 GHz "innovation band" were adopted unanimously in 2015, many rural carriers and WISPs who currently utilize the 3.65 GHz band as well as other new entrants began investing in opportunities to deploy the spectrum for advanced wireless networks and industrial wireless broadband applications. Then in 2017, the large nationwide carriers swooped in to claim the band for 5G use. The FCC is now considering retooling the rules to accommodate both 5G and fixed broadband uses. **Carrie Bennet, Womble Bond Dickinson (US) LLP** will share her knowledge about the 3.5 GHz process and offer strategies for ensuring rural Americans can enjoy this spectrum.

3:30p – 4:00p
Magnolia Ballroom AB

Afternoon Coffee Break | Table Top Exhibits
Sponsored by Calix, CommSoft; KADENCE; MACC; NISC; QBE Farmers Union Insurance/UNITEL; REDCOM; Ribbon Communications; SecurityCoverage; Toly Digital Networks, Inc. and TouchTone Communications

4:00p

The Right Mixture of Sand and Water Is Necessary to Build a Sandcastle
Building the perfect sandcastle requires integrating just the right amounts of sand and water. The same can be said about what's required to build the nation's ubiquitous first responder public safety broadband network (e.g., FirstNet). **Carrie Johnson, AT&T FirstNet Program** and **Mel Wagner, Jr., INDATEL** will discuss how each organization plans to work to develop this network and how RLECs factor into the equation.

5:00p

Adjourn General Session III – Dinner on your own

WEDNESDAY, MARCH 21, 2018

7:00a – 8:00a
Magnolia Ballroom AB

Early Riser Coffee

7:00a – 8:00a
Jasmine

Associate Membership Committee Breakfast Meeting

7:00a – 10:30a
Magnolia Ballroom AB

Registration | Table Tops | Breaks

8:00a – 12:00p
Magnolia Ballroom DEF

GENERAL SESSION IV

8:00a

Software Defined Networking (SDN): Will it Work For You?
'Software defined networking' (SDN) is generating a lot of buzz in telecom media. SDN based services are already replacing WAN service options and are capturing revenue away from legacy WAN services such as MPLS and VPN. SDN has the capability to maximize the capacity of the current broadband infrastructure and slow down the pace of ongoing infrastructure investment. During the panel discussion we will go through an overview of the key concepts, technologies and practical applications of SDN. Panelists include **Brian Wagner, Mammoth Networks** (moderator); **Michael McCalpin, Calix**; **Bill Ciminelli, REDCOM**; and

Tory Richtmyer, Mid-State Consultants. Sponsored by WTA's Associate Member Committee

9:15a – 9:45a
Magnolia Ballroom AB

Morning Coffee Break | Table Top Exhibits
Sponsored by Calix, CommSoft; KADENCE; MACC; NISC; QBE Farmers Union Insurance/UNITEL; REDCOM; Ribbon Communications; SecurityCoverage; Toly Digital Networks, Inc. and TouchTone Communications

9:45a – 10:45

Geographic Data Visualization: Can You See Increased Revenue and Customer Service?

Everybody knows how powerful data can be. Recount the buzz words of the previous decade: Big Data, Business Intelligence, Data Science, Smart Data. “Do we have the data we need, and are we doing everything possible with that data to be successful?” Enter Data Visualization – it makes complex data more accessible, understandable and usable. In this session **David Spiller, Mapcom Systems** will help attendees understand how to: leverage a single lead opportunity into multiples of 10 with minimal additional cost; mobilize resources to attack the data more efficiently; and keep up with regulatory requirements with minimal disruption to your business operations.

10:45a

Fresh Solutions

Barbara Vrahnos, NECA will explore elements of NECA's Access Service tariff that allow ILECs to focus on customer needs. These market-responsive pricing plans help small rural ILECs capture and retain existing high-speed broadband customers. Specifically, she will cover tariff flexibility – which is a new way of thinking about tariff offerings. The key offerings include NECA's Ethernet Transport Service Fixed Rate Option, E-Rate Option, the rate realignment of ETS and new and more flexible ETS term discount plans.

11:45a

Adjourn WTA Fall Meeting

Start making plans for WTA's 2018 Fall Meeting!

October 7-10, 2018 | Hyatt Regency Indian Wells | Palm Springs, CA

12:15p – 3:00p
Magnolia C

WTA Board of Directors Meeting and Luncheon