

9:30a-10:15a Connecting the Unconnected

OneWeb Satellites is pioneering new value propositions in space to bridge the digital divide. **Diego Paldao**, OneWeb, will discuss OneWeb's launch of 900 satellites into low Earth orbit delivering affordable Internet access globally. OneWeb Satellites is a joint venture between OneWeb and Airbus, the world's second largest space company to manufacture low-cost, ultra-high performing satellites at high-volumes.

10:15a-11a Lifeline National Verifier Update

There has been plenty of change when it comes to enrolling customers for Lifeline. What do you need to know to make sure your low-income customers receive the subsidy? **Michelle Garber**, Vice President, Lifeline Program, USAC and **Catie Miller**, Lifeline's Communications Manager, will discuss the most recent developments surrounding the implementation of the National Verifier in rural communities.

11a-11:45a Retention and Succession Planning

Retaining valuable employees and preparing for the time when they actually do leave the company is not just a topic for HR. **Judi Ushio**, GVNW, will discuss ideas that top management and boards can consider as companies implement policies and plans to ensure that they are well-staffed for the future.

11:45a Closing/Adjourn WTA Fall Meeting

Join us for WTA's 2020 Spring Educational Meeting in beautiful Miramar Beach, FL!

April 26-29, 2020 | Hilton Sandestin Beach Golf Resort & Spa

**12:15p-3:30p WTA Board of Directors Meeting and Luncheon
Oaktree 1-3**

FREQUENTLY ASKED QUESTIONS

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

Select Network: Hyatt-Meeting

Password: WTA2019

Sponsored by CHR Solutions

What is the dress code for the WTA Fall Meeting?

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

I forgot my name tag in my hotel room. Can I or my guest 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. Certain events also require tickets for admission. Tickets are included in all Full and Social registration packets. Additional tickets can be purchased at the Registration Desk.

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!

What are the dates/locations for future WTA Meetings?

2020 Spring Meeting | April 26-29
Miramar Beach, FL | Hilton Sandestin Beach Golf Resort

2020 Fall Meeting | September 27-30
Coeur d'Alene Resort | Coeur d'Alene, ID

2021 Spring Meeting | April 18-21
Napa, CA | Marriott Napa Valley

2021 Fall Meeting | October 3-6
Indian Wells, CA | Hyatt Regency Indian Wells Resort

THE Next Wave

EXCEEDING TOMORROW'S EXPECTATIONS.

WTA 2019 FALL MEETING
SEPTEMBER 8-11 · MONTEREY, CALIFORNIA

ADVOCATES FOR RURAL BROADBAND



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WTA Schedule *(subject to change)*

SUNDAY, SEPTEMBER 8, 2019

5:30p	Board of Directors Dinner <i>Sponsored by UNITEL</i>
7p-7:45p	Table-Top Sponsors Set-up <i>Regency 4-6</i>
8p-9p	Welcome Registration Reception <i>Regency 4-6</i> <i>Sponsored by JSI, Mid-State Consultants and NeoNova Network Services</i>

MONDAY, SEPTEMBER 9, 2019

7a-11a	Registration Table Tops Breaks <i>Regency 4-6</i> <i>Table Top Sponsors: Calix; Cobo; CommSoft; Communications Data Group; ComTech-Leavitt Insurance Services; ISPN; MACC; NISC; Niels Fugal Sons Company LLC; Ribbon Communications; Toly Digital Networks; and TouchTone Communications</i>
7a-8a	Early Riser Coffee <i>Regency 4-6</i> <i>Sponsored by NECA</i>
8a-4p	RUS Meetings By Appointment <i>Oaktree 1</i>
8a-11:45a	OPENING WELCOME GENERAL SESSION I <i>Regency Main</i>
8a-8:30a	Invocation, Jack Keen, WNM Communications National Anthem, John Koppin, IBTA Welcome to Monterey, President Jerry Piper, Cambridge Telephone Company
8:30a-9:30a	Making Change Happen...FAST!

Are you ever frustrated by peoples' resistance to change? Are you ready to learn new tools to circumvent resistance? Jerry Jellison, Ph.D., University of Southern California, will explain how adopting an Action Based approach to influence will enable you to help people overcome their doubts and fears. Plus, you'll establish new patterns of action.
Sponsored by CoBank

9:30a-10a	Update from the FCC
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The FCC's newest addition, **Commissioner Geoffrey Starks**, will share his views on matters before the FCC and provide insight on his first year in the position.

10a-10:30a	Morning Coffee Break Table Top Exhibits <i>Regency 4-6</i> <i>Table Top Sponsors: Calix; Cobo; CommSoft; Communications Data Group; ComTech-Leavitt Insurance Services; ISPN; MACC; NISC; Niels Fugal Sons Company LLC; Ribbon Communications; Toly Digital Networks; and TouchTone Communications</i>
10:30a-11:45a	WTA's Public Policy Committee (PPC) Update WTA's staff and PPC 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.

11:45a	Adjourn General Session I
12:15p	WTA Golf Tournament Shotgun start at 12:30p <i>Del Monte Golf Course</i> <i>Sponsored by ALEXICON and MasTec</i>
5:30p	Monday Night Tailgate Party & WTA Foundation Fall Fundraiser <i>Regency Main</i>

It's time for WTA's Annual Monday Night Football Tailgate Party and Fundraiser! Watch the Monday Night Football games (Texans vs. Saints/Broncos vs. Raiders) and support the WTA Foundation Fall Fundraiser.

Attendees will enjoy a sports bar atmosphere with food and beverages. There will be a silent auction, raffle and football pool boards to raise money for the scholarship program. WTA awarded a total of 12 academic and trade school scholarships this year. By supporting the WTA Foundation Fundraiser, we can continue supporting our next generation of leaders in their higher education pursuits. Attendees are encouraged to wear your favorite football team jersey. **A ticket is REQUIRED for admission.** 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 (\$55 each).

TUESDAY, SEPTEMBER 10, 2019

7a-8a	Early Riser Coffee <i>Regency 4-6</i> <i>Sponsored by TCA, Inc.</i>
7a-4p	Registration Table Tops Breaks <i>Regency 4-6</i> <i>Table Top Sponsors: Calix; Cobo; CommSoft; Communications Data Group; ComTech-Leavitt Insurance Services; ISPN; MACC; NISC; Niels Fugal Sons Company LLC; Ribbon Communications; Toly Digital Networks; and TouchTone Communications</i>
8a-4p	RUS Meetings By Appointment <i>Oaktree 1</i>
8a-11:45a	GENERAL SESSION II <i>Regency Main</i>
8:30a-9:30a	Everything You Wanted to Know About M&A But Were Afraid to Ask!

Two M&A advisory veterans, **Frank Gallagher** and **Michael Balhoff**, Charlesmead Advisors LLC, will discuss a variety of issues that boards and managers need to know, whether they are buying or selling.

9:30a-10:30a	Testing Cybersecurity Effectiveness - An Adversarial Perspective
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Over the last two years, **Robert Dowling**, Dynetics Inc., has conducted simulated cyber attacks for 11 rural broadband providers of various size. Each provider was investing in traditional cybersecurity but to various degrees and with various levels of in-house cybersecurity staff and expertise. The results, however, were consistent: 100% were breached, 82% fully compromised, and 0% knew they were compromised. In this session, Robert will discuss the reasons hackers are successful

and how rural broadband providers can confidently deploy EFFECTIVE cybersecurity. **Dave Osborn**, VTX1, and **Mike Pollock**, Nex-Tech, will also participate to share their insights on how to effectively manage cyber risk.

10:30a-11a	Morning Coffee Break Table Top Exhibits <i>Regency 4-6</i> <i>Table Top Sponsors: Calix; Cobo; CommSoft; Communications Data Group; ComTech-Leavitt Insurance Services; ISPN; MACC; NISC; Niels Fugal Sons Company LLC; Ribbon Communications; Toly Digital Networks; and TouchTone Communications</i>
10:30a-11a	WTA Board Reorganizational Meeting <i>Spyglass 1-2</i>
11a-11:45a	WAIT! In a Broadband World There are STILL Video Issues In our industry and in Washington, all you hear is BROADBAND, BROADBAND, BROADBAND! But the most vexing, angry questions you hear from operators are always focused on VIDEO, VIDEO, VIDEO! Whether it's retransmission consent abuse by broadcasters, this year's STELAR reauthorization, big broadcast and cable mergers, the cable "bundle," cord-cutting and OTT, and FCC video regulations and proceedings, video issues still take up a lot of time in an operator's day. Matt Polka , President and CEO of ACA Connects (formerly the American Cable Association), will discuss today's video issues and take your (ANGRY, VEXING) questions!
11:45a	Adjourn General Session II - Lunch on your own
11:45a-1p	WTA Public Policy Committee Luncheon Meeting <i>Spyglass 1-2</i> <i>Sponsored by Monte R. Lee & Company</i>
1:15p-5:30p	GENERAL SESSION III <i>Regency Main</i>
1:15p-2:15p	Nuisance Call Handling Complaints about robocalls are reaching a fever pitch. It's hard to go through a day without hearing about the inconvenience caused by these annoying calls. While we await regulation from the FCC, many U.S. carriers are working to mitigate robocalls even without regulatory guidance. Panelists Eric Keber , WTA, John Mason , REDCOM and Dave Frigen , Wabash Communications will discuss what was mandated in Canada and how this might translate into the U.S., the SHAKEN/STIR call authentication protocol, the need for a "best of worlds" approach that leverages reputation scoring, whitelist/blacklist, audio CAPTCHAs, and more.
2:15p-3p	How To Use A Map To Get Lost Zachary Cochran , Alexicon, will take a fun approach to broadband mapping that will address the following issues: why broadband maps are important; broadband mapping problems and their causes; the history of the various proposed solutions to the problems; demonstrations of how the various solutions would look; a review of key items to consider when comparing proposals; and current events including any FCC action on broadband mapping.
3p-3:30p	Afternoon Coffee Break Table Top Exhibits <i>Regency 4-6</i> <i>Table Top Sponsors: Calix; Cobo; CommSoft; Communications Data Group; ComTech-Leavitt Insurance Services; ISPN; MACC; NISC; Niels Fugal Sons Company LLC; Ribbon Communications; Toly Digital Networks; and TouchTone Communications</i>

3:30p-4p	2019 Awards/WTA Leadership Announcement/Incoming President's Address
4p-4:45p	The Clock is Ticking on USF Your federal USF decision has been made, and the 10-year funding clock is ticking. Now is the time to properly position your company for life after A-CAM, Alaska Plan, and Cost-Based support. Steve Meltzer , JSI, will discuss several key issues companies should be looking at as the current USF regime moves forward: CBOL strategies; forecasting and recommended key performance indicators (KPIs); meeting reporting and buildout requirements; and possible grant and loan opportunities. Don't put off this important strategic planning...year nine will be too late.
4:45p-5:30p	Supply Chain Security Efforts and Their Impact on Rural America Policymakers are grappling with what to do with the Huawei and ZTE equipment deployed by rural wireless providers. Is a "rip and replace" policy necessary or are there other options on the table? Carri Bennet , Womble Bond Dickinson, will give an overview of supply chain security issues as well as discuss the various proposals under consideration for tackling the problem.

5:30p	Adjourn General Session III - Dinner on your own
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WEDNESDAY, SEPTEMBER 11, 2019

7a-8a	Associate Membership Committee Breakfast Meetings <i>Cypress 1</i>
7a-8a	Early Riser Coffee <i>Regency 4-6</i> <i>Sponsored by Toly Digital</i>
7a-10:30a	Registration Table Tops Breaks <i>Regency 4-6</i> <i>Table Top Sponsors: Calix; Cobo; CommSoft; Communications Data Group; ComTech-Leavitt Insurance Services; ISPN; MACC; NISC; Niels Fugal Sons Company LLC; Ribbon Communications; Toly Digital Networks; and TouchTone Communications</i>
8a-11:45a	GENERAL SESSION IV <i>Regency Main</i>
8a-9:15a	Risky or Rewarding? Partnering for Deployment

"Working together" sounds great, but in practice it can be tricky. Some providers see partnerships as a tremendous opportunity, but for others the idea feels threatening. Yet the fact remains that looking beyond traditional models and exploring unconventional partnerships may be one of the greatest opportunities for communication service providers today. **Larry Frazier**, Central Arkansas Telephone Coop, **Dennis Bachman**, Citizens Connected, and **Craig Eccher**, Tri-County Electric Coop, will talk about steps they've taken to break down barriers between organizations previously perceived to be threats to one another and bridge the gap for the greater good.

9:15a-9:30a	Morning Coffee Break Table Top Exhibits <i>Regency 4-6</i> <i>Table Top Sponsors: Calix; Cobo; CommSoft; Communications Data Group; ComTech-Leavitt Insurance Services; ISPN; MACC; NISC; Niels Fugal Sons Company LLC; Ribbon Communications; Toly Digital Networks; and TouchTone Communications</i>
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