



2022 FALL EDUCATIONAL FORUM
SEPTEMBER 11-14 • ANCHORAGE, AK
WTA ADVOCATES FOR RURAL BROADBAND

DRAFT SCHEDULE OF EVENTS as of July 27, 2022

SUNDAY, SEPTEMBER 11, 2022

- 1:30p WTA Fall Golf Tournament | Shotgun start 2:00p
Anchorage Golf Course, 3651 O'Malley Road, Anchorage, AK
Sponsored by IDI Billing Solutions and Moss Adams
- 4:00p – 7:00p Table-Top Sponsor Set-up
- 8:00p – 9:00p Welcome Registration Reception
Sponsored by Innovative System, Nex-Tech, TCA, Inc., and Telcom Insurance Group

MONDAY, SEPTEMBER 12, 2022

- 7:00a – 3:00p Registration
- 7:00a – 12:15p Table Tops | Breaks
- 8:00a – 4:00p RUS Meetings By Appointment

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

- 8:00a – 8:30a** *Invocation/Pledge of Allegiance – Jack Keen*
WTA Fall Educational Cast Off – WTA President Jimmy Todd
Welcome to Anchorage – AK Governor Mike Dunleavy (Invited) and ATA CEO Christine O'Connor

8:30a – 9:45a *Give Your Employees C.R.A.P...The Success Formula for Building Employee Loyalty – Keynote Speaker Sponsored by CoBank*

Have you ever wondered why some bosses and organizations have people who are incredibly loyal to them and who will do anything for them while others have a revolving door of employee turnover? Those bosses and organizations people want to follow give their employees lots of C.R.A.P.! (Caring, Respect, Appreciation and Praise). **Jeff Kortes**, founder of Human Asset Management L.L.C. provides a “headhunter’s” insight into why some employees are loyal and others work only to get a paycheck. Through real-life stories and interactive participation, Jeff has created a program which helps participants understand how to demonstrate Caring, Respect, Appreciation, and Praise, so that they can systematically build employee loyalty in their organization.

Because Jeff is a “headhunter,” in addition to having 25 years in human resources leadership roles prior to starting his own company, he hears first-hand from candidates why bosses and organizations who give their people *lots* of C.R.A.P. have people who will go the extra mile for them when things get tough and others will leave at 5 o'clock on the dot.

Jeff’s unique insight will enable participants to leave the session with actionable steps to begin building employee loyalty and drive retention in their department or organization while participating in a program with realistic takeaways that will resonate with attendees.

- 9:45a – 10:15a Coffee Break | Table-Top Exhibits
Sponsored by VertiGIS

10:15a – 11:00a Update from NTIA (Invited)

11:00a – 12:15p WTA’s Public Policy Committee Update

WTA’s staff and PPC Committee leadership will update attendees about public policies at the federal level and discuss how WTA is shaping those policies to ensure its members are able to continue bringing modern communications technologies to their communities.

12:15p Adjourn General Session I

12:30p – 3:00p WTA Public Policy Committee Luncheon Meeting - *Sponsored by Monte R. Lee & Company*
This meeting is open to WTA telco and committee members only.

4:00p **MONDAY TAILGATE PARTY & WTA FOUNDATION FALL FUNDRAISER**

It’s time for WTA’s Annual Tailgate Party and Fundraiser! Watch the *Monday Night Football* game (*Denver Broncos vs. Seattle Seahawks*) 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, football pool boards and a Bean Bag Toss Tournament to raise money for the scholarship fund -- earlier this year, WTA awarded a total of 15 academic and trade school scholarships to graduating high school seniors. 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 their favorite football team jersey. **A ticket and name badge are REQUIRED for admission.** Monday 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 (\$150 each).

Tailgate Party Sponsored by ADB Companies; Alexicon; Com Net, Inc.; JSI; MP NexLevel; New Lisbon Telephone Company; NISC; NRTC; Ribbon; Smithville Communications; STRATA Networks; and VantagePoint Solutions

TUESDAY, SEPTEMBER 13, 2022

7:00a – 8:00a CyberTech Committee Breakfast Meeting

7:30a – 4:00p WTA Registration | Breaks | Table-Top Exhibits

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

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

8:00a – 11:45a GENERAL SESSION II

8:00a – 9:00a Broadband Demands in 2030

Fast forward to 2030. Fueled by technological advances and the digital transformation, your subscribers will demand faster broadband speeds. Gaming experiences will be richer with high-definition displays, Virtual Reality and Augmented Reality will be commonplace with a variety of immersive media displays swarming the consumer markets and large volumes of content made available and distributed over your networks. What will the broadband speed standard be in 2030; 10G, 5G, 2G? **Steve Meltzer, JSI** will discuss where the broadband standard may be in 2030, the various players competing for market share and the funding opportunities that may exist to meeting subscriber demand.

9:00a – 10:00a WTA Annual Meeting of the Membership/President’s Address

10:00a – 10:30a Morning Coffee Break | Table-Top Exhibits
Sponsored by NISC

10:30 – 11:45a Broadband Opportunities and Obstacles in Alaska

This panel will be moderated by **Christine O'Connor, ATA CEO**. She will help attendees understand the unique issues facing companies in rural Alaska.

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

1:15p – 4:45p GENERAL SESSION III

1:15p – 2:00p The Broadband Data Collection (BDC) and Broadband Funding: The Future of the Intersection of Data and Dollars

With the first submission deadline for the BDC passing, and the Form 477 program in the rearview mirror (largely), how will the new data impact various funding programs going forward? NTIA, the FCC, and States all have a role in determining how upcoming funding programs will be managed. The data produced under the BDC program, while still imperfect, will be much improved in accuracy and granularity. **Mike Wilson, CostQuest**, will focus on how might the entities managing massive funding programs use this improved data to support the effective rollout of network infrastructure and services to consumers?

2:00p – 2:45p We Can't "Afford" to Ignore Broadband Pricing

Zachary Cochran, Alexicon, takes a look at broadband pricing that will produce the following outcomes: background on why pricing is critically important in this environment of deployment funding; the basic rate development process and the key role that middle mile plays; high level statistical analysis of factors that impact demand (price, digital literacy, income levels, ACP/Lifeline), supply (cost, access to middle mile, support/grants, density), and price (the intersection of supply/demand); and digital discrimination/inclusion from a rates perspective

2:45p – 3:15p Happy Hour | Table-Top Exhibits
Sponsored by Toly Digital Networks

3:15p – 4:45p Laughter is the Best Medicine! – Sponsored by CALIX

Grab a beverage and some popcorn and enjoy some much-needed comic relief after a long day of meetings. **Arvin Mitchell** (Standup Comic, Actor, Writer and Master Chef of Ramen Noodles) is a St. Louis, MO native. He grew up entertaining his family at home and friends at school as a daily routine. That is until his mother popped up at his school and put an end to all the jokes. Mrs. Mitchell explained to Arvin, that if he was going to be a clown, he'd better get paid for it! It would be years before Arvin realized that he could actually get on stage and make audiences laugh by sharing his point of view, but once he started it was all she wrote.

Within a few short years of hitting local stages Arvin would make it his business to begin expanding his market even more by getting booked both internationally and abroad. After his debut as first runner up in the nationally televised comedy competition on BET's Coming to The Stage, Arvin went on to become J Anthony Brown's bartending co-host on Club Comic View. Since then, Arvin has continued to make television appearances on Tony Rock's The Funny Spot, Kevin Hart's One Mic Stand and various commercials. In addition to performing two Drybar comedy specials, Arvin Mitchell is currently featured as a cast member on the family comedy series Studio C!

4:45p Adjourn General Session III

5:00p – 6:00p WTA Board of Directors Reception *by Invitation* – *Sponsored by UNITEL*

WEDNESDAY, SEPTEMBER 14, 2022

7:00a – 8:00a Associate Membership Committee Breakfast Meeting

7:00a – 8:00a Tribal Affairs Committee Breakfast Meeting

7:30a – 10:30a WTA Registration

7:30a – 10:30a Breaks | Table-Top Exhibits

8:00a – 12:00p GENERAL SESSION IV

8:00a – 9:15a Position Your Network for Maximum Valuation hosted by WTA's Associate Membership Committee
Moderator Ted Koerner, CoBank; Nik Trkulja, Grain Management; and Steve Soraparu, Stifel will discuss the PE/M&A valuation process and how to make investments in the network that help build value and leverage the investments in the best way possible.

9:15a – 9:45a Morning Coffee Break | Table-Top Exhibits
Sponsored by JSI

9:45a – 10:30a Update from RUS – Kristin Lough, Acting Deputy Assistant Administrator Policy and Outreach Division Telecom Program, Rural Development U.S. Department of Agriculture

10:30a – 11:15a Maximizing Your Company's Profitability and Growth: Why Centralized Real-Time Data Matters
Join this fireside chat to learn and understand how the normalization of data and processes impact profitability and efficiency of day-to-day operations and growth opportunities. **Eugene McCord, CHR Solutions; Jason Louvier, AmericanBroadband; and Aaron LeBato, CLevelAnalytics** will help attendees learn how one company leveraged data integration into profitable growth, discover how real-time data improves actionability and accountability, hear how centralized systems unite company resources in their overall objectives and understand why your potential market is as important as your existing customers.

11:15a – 12:00p Reactive To Proactive: How to Build a B2BSales Engine
B2B is the goldmine in the sales engine: higher recurring revenues, long-term loyalty, and less hands-on touches. If you're not sure what your goldmine is producing (or if it is at all) you definitely need to attend this session. **Ivan Sanders, Nex-Tech** will explain how to build a B2B sales practice focusing on people, KPIs and other tools. Attendees will be given actionable takeaways that you can start doing tomorrow and will teach you how to have a predictable revenue stream that delivers!

12:00p *Closing/Adjourn WTA Fall Educational Forum*
Join us for WTA's 2023 Spring Educational Meeting in beautiful Napa, CA!
April 23-26, 2023 | Napa Marriott

Upon Adjournment – 3:30p WTA Board of Directors Meeting and Luncheon