



**BOLD**  
*Robust*  
**BROADBAND**

WELCOME TO THE

2023

SPRING EDUCATIONAL FORUM

APRIL 23-26



ADVOCATES FOR RURAL BROADBAND



# WELCOME TO THE NAPA VALLEY!

## WTA Schedule *(subject to change)*

### SUNDAY | APRIL 23, 2023

4:00 - 7:00p      Table-Top Exhibits Sponsors Set-up  
*Napa Ballroom*

8:00 - 9:00p      WTA Welcome Registration Reception  
**Sponsors: Innovative Systems; Nex-Tech; and TCA, Inc.**  
*Napa Foyer / Ballroom*

### MONDAY | APRIL 24, 2023

7:00 - 11:00a      Registration | Table-Top Exhibits | Breaks  
*Napa Foyer / Ballroom*

8:00a - 4:00p      RUS Meetings by Appointment  
*Hospitality Room*

8:00a - 11:45a      **GENERAL SESSION I**  
*Grand Ballroom*

8:00a      • **Invocation and Pledge of Allegiance** - Jack Keen,  
WTA Board Member

8:05a

• **President's Welcome** – Jimmy Todd, WTA President

8:15 - 9:15a

• **Stay in the Deep End** – Daron K. Roberts spent nearly a decade coaching in the National Football League before taking the helm of the Center for Sports Leadership at the University of Texas. In this fast-paced keynote, Daron will share actionable strategies on how to stay agile and forward-thinking during periods of disruption.

**Sponsors: CoBank and Calix**

9:15 - 10:00a

• **Soft Landing, Hard Landing or No Landing at All: The Outlook for the U.S. Economy** – The U.S. economy is entering uncharted waters with a wide range of possible outcomes. The combination of high inflation, aggressive interest rate increases, low unemployment, resilient consumer spending and bank credit risks are crosswinds that are generating a significant amount of uncertainty. In this session **Jeff Johnston**, CoBank will review the current state of the economy and some of the key leading indicators to assess the future path of economic activity.

10:00 - 10:30a

Morning Coffee Break | Table-Top Exhibits

**Break Sponsor: CostQuest Associates, Inc.**

*Napa Ballroom*

10:30 - 11:45a

• **WTA's Public Policy Committee Update** – WTA Staff and PPC Committee leadership will update attendees about public policies at the federal level and discuss what WTA is doing to shape those policies to ensure its members are able to continue bringing modern communications technologies to their communities.

11:45a

Adjourn General Session I

12:30p

WTA Spring Golf Tournament | Shotgun start at 1:00 pm

**Sponsors: IDI Billing Solutions (Drink Cart);**

**Hylan West, Inc. (Lunch); and Moss Adams (Prizes)**

*Chardonnay Golf Club*

**8:00 - 10:00p**

Dessert Reception & Foundation Fundraiser – **Name Badge, Ticket and Wristband are REQUIRED.** Tickets will not be sold individually for this event. See the Registration Desk on Monday from 7:00-11:00a to purchase a Social Registration for guests.

**Sponsors: Aldrich Advisors; Calix; CoBank; JSI; Mears; MP NexLevel; NRTC; Womble Bond Dickinson; Telcom Insurance Group (Music)**

*Pool Patio (West)*

## **TUESDAY | APRIL 25, 2023**

**7:00a - 4:00p**

Registration | Table-Top Exhibits | Breaks  
*(Closed During Lunch)*  
*Napa Foyer / Ballroom*

**7:00 - 8:00a**

CyberTech Committee Breakfast Meeting  
*Castle Peak*

**8:00a - 4:00p**

RUS Meetings by Appointment  
*Hospitality Suite*

**8:00a - 4:00p**

UNITEL Meetings by Appointment  
*Diamond Mountain*

**8:00a - 12:00p**

### **GENERAL SESSION II**

*Grand Ballroom*

**8:00 - 9:00a**

• **State Broadband Office Panel Discussion** – More investments have been made in broadband deployment over the last year than ever before. **Derrick Owens**, WTA, **Thomas Tyler**, Louisiana Broadband Office, and **Mark Monroe**, California Department of Technology will help us understand how states are using these governmental resources to close the digital divide, break down technology adoption barriers and increase digital literacy for families and students.

- 9:00 - 9:45a** • **NTIA BEAD Update**, NTIA's Director of External Affairs, **Barbara Cottam**
- 9:45 - 10:15a** Morning Coffee Break | Table-Top Exhibits  
**Break Sponsor: NISC**  
*Napa Ballroom*
- 10:15 - 11:30a** • **High-Cost Program Broadband Compliance**. USAC representatives **Joelle Tessler, Jeanette Santana-Gonzales,** and **Tim Weith** will discuss the CAF compliance framework which is used to ensure carriers are using their funding to provide broadband service that meets minimum speed and latency standards to required location counts by relevant deployment milestone deadlines in rural areas eligible for support.
- 11:30a - 12:00p** • **RUS Update** from RUS Administrator **Andy Berke**
- 12:00p** Adjourn General Session II – Lunch on Your Own
- 12:15 - 1:30p** WTA Public Policy Committee Luncheon Meeting  
**Sponsor: Monte R. Lee & Company**  
*Grand Ballroom*  
*-This meeting is open to WTA broadband and committee members only-*
- 1:30 - 5:00p** **GENERAL SESSION III**  
*Grand Ballroom*
- 1:30 - 2:30p** • **Reducing Small Businesses' Exposure to Cyber Attacks - Cybersecurity & Infrastructure Security Agency (CISA),** **Richard "Dick" Tenney** will focus on advanced persistent cyber threats to rural areas and to municipalities using managed service providers. It will also include an update on CISA Emergency Communications services available to state and local first responders and stakeholders of the WTA membership.
- 2:30 - 3:00p** Afternoon Cocktail Break | Table-Top Exhibits  
**Break Sponsor: Nokia of America Corp.**  
*Napa Ballroom*

3:00 - 4:00p

• **Eye on the Sky: LEOs, 5G & The Industry Today** – **Larry Thompson**, Vantage Point. LEO (*low earth orbiting*) Satellite technology and fixed wireless have advanced rapidly in recent years, raising new questions about their place in the rural broadband industry. This discussion will offer an update on advancements in the adoption and technology of LEO and fixed wireless networks and their evaluation as a competitive threat. We'll also delve into policy and funding questions presented by these new wireless technologies.

4:00 - 5:00p

• **Broadband Fabric and BDC Update:** The Progression of an Iterative Process, **Mike Wilson**, CostQuest, will talk about updates and improvements made to the mapping Fabric as well as discuss NTIA's role in using the Fabric.

5:15 – 6:15p

Associate Member Committee Meeting & Reception  
*All Associate Members Invited*  
*Atlas Peak*

5:15 – 6:15p

WTA Board of Directors Reception – *By Invitation Only*  
**Sponsor: UNITEL Insurance**  
*Redwood Grove*

## WEDNESDAY | APRIL 26, 2023

7:00 – 11:00a

Registration | Table-Top Exhibits | Breaks  
*Napa Foyer / Ballroom*

7:00 – 8:00a

Tribal Affairs Committee Breakfast Meeting  
*Castle Peak*

8:00a – 12:00p

**GENERAL SESSION IV**  
*Grand Ballroom*

8:00 - 9:15a

• **Determine Best Last Mile Technology to Deploy** – The panel will include **Lynn Merrill**, Monte R. Lee & Company (moderator); **Michael Howe**, Nokia; **Sebastian Ivanisky**, VTX1; and **Brett Stains**, Block CXO. They will help us identify possible technologies, methods, financial considerations, and supply chain issues for effectively deploying last mile network. Sponsored by the WTA Associate Membership Committee

9:15 - 9:45a

Morning Coffee Break | Table-Top Exhibits

**Break Sponsor: NECA**

*Napa Ballroom*

9:45 - 10:45a

• **The Importance of Succession Planning and How You Can Start the Process** – Boomers have left or are leaving the workplace. Are you prepared? Organizations need to adapt to demographic changes and a shortage of talent. Succession planning isn't hard, but it is critical to an organizations ability to thrive. Chad Theis, Zelle will help us identify top performers, critical skills gaps, training needs, retaining institution knowledge and more.

10:45 - 11:45a

• **The Recipe: 5 Ingredients Driving the Most Successful Broadband Providers** – What are the top performing broadband providers doing to grow and thrive in today's competitive environment? In this session, Dave Nieuwstraten, Pivot will share best practices and tips from our work with 100's of broadband providers around the country and internationally. We'll hit on product/positioning, branding, marketing, and customer experience.

11:45a - 12:00p

• **Closing & Raffle Box Drawings**

12:00p

Adjourn WTA Spring Educational Forum

Join us for **WTA's 2023 Fall Educational Forum**

in beautiful Coeur d'Alene, ID

**September 10-13, 2023**

*The Coeur d'Alene Golf & Spa Resort*

12:15 - 3:00p

WTA Board of Directors Meeting and Luncheon

*Atlas / Castle*



ADVOCATES FOR RURAL BROADBAND

# FREQUENTLY ASKED QUESTIONS

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

Password: WTA2023

**Sponsored by CHR Solutions**

## *What is the dress code for the WTA Spring 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?*

Name tags 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 if available.

## *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?*

**2023 Fall Educational Forum** | September 10-13, 2023 | Coeur d'Alene, ID

**2024 Spring Educational Forum** | April 14-17, 2024 | San Antonio, TX

**2024 Fall Educational Forum** | October 6-9, 2024 | Indian Wells, CA

**2025 Spring Educational Forum** | April 13-16, 2025 | Miramar Beach, FL

**2025 Fall Educational Forum** | October 5-8, 2025 | Kauai, HI

