



WTA'S 2024 FALL EDUCATIONAL FORUM & 20th ANNIVERSARY CELEBRATION
October 6-9, 2024 – Hyatt Regency Indian Wells Resort & Spa – Indian Wells, CA

SCHEDULE OF EVENTS (as of 09.06.2024)

Sunday October 6, 2024	
4:00 pm – 7:00 pm Grand Salon Foyer	WTA Registration Table-Top Exhibits Breaks
7:00 pm – 9:00 pm Grand Salon Foyer	WTA Registration
8:00 pm – 9:00 pm Grand Salon Foyer	The Welcome Reception is exclusively for Full and Social registered attendees. Unregistered guests will not be permitted to attend. If you wish to bring a guest, you can purchase a Social Registration during check-in. <i>Sponsored by GigTel; Hylan West Inc.; MP NexLevel; NECA; NRTC; and TCA.</i>

Monday October 7, 2024	
7:00 am – 11:00 am Grand Salon Foyer	WTA Registration Table-Top Exhibits Breaks WTA Foundation Raffle tickets are available for purchase at WTA's Registration Desk through Wednesday morning. There are several great items up for grabs and on display at the registration desk. 100% of the proceeds benefit WTA's scholarship program. Winners will be drawn during the Closing Session on Wednesday morning. You do not need to be present to win. All raffle items have been generously donated.
8:00 am – 4:00 pm Gardenia B	RUS Meetings by Appointment
8:00 am – 11:30 am Grand Salon Ballroom	<p>GENERAL SESSION I</p> <ul style="list-style-type: none"> Invocation / Pledge of Allegiance / Welcome – Jack Keen (WMT), WTA Board Member, Emeritus and Matt Johnson (Shawnee Communications), WTA Vice President (8:00a – 8:15a) Gold Medal Mindset – <i>Sponsored by Emerald Sponsor CoBank</i> Harry "Butch" Reynolds, Olympian, Gold Medalist, and World Record Holder is the subject of the award-winning ESPN 30 for 30 Documentary "False Positive." Butch will share his story of resilience and how even in your lowest moments it's still possible to overcome adversity. (8:15a – 9:15a) <p>9:15a – 9:45a: Table-Top Exhibits and Morning Coffee Break Sponsored by Smartoptics</p> <ul style="list-style-type: none"> Fireside Chat with FCC Commissioner Anna M. Gomez (9:45a – 10:15a) WTA's Public Policy Committee Update – Court rulings, changes to USF, elections...There's a lot going on in Washington regarding federal broadband policy. WTA Staff and PPC Committee Co-Chairs Evelyn Jerden (LICT) and Mark Gailey (Totah Communications) will help attendees understand what's happening and what's to come so they can continue

	bringing the best communication services to their communities. (10:15a – 11:30a)
11:30 am	Adjourn General Session I
12:30 pm Indian Wells Golf Resort	WTA Fall Golf Tournament Shotgun start at 12:30p <i>Sponsored by IDI Billing Solutions (Beverage Cart); Moss Adams (Prizes); Olsen Thielen (Lunch)</i>
5:00 pm – 9:00 pm Grand Salon Ballroom	Join us for the Monday Night Tailgate Party & 20th Anniversary Celebration! - <i>Sponsored by Emerald Sponsor Nokia</i> Get ready for WTA’s Annual Tailgate Party as we watch the New Orleans Saints take on the defending Super Bowl champion Kansas City Chiefs, while continuing our 20 th Anniversary festivities. Feel free to show your team spirit by donning your favorite team’s football jersey. Experience a lively sports bar ambiance with delectable food and beverages. Ticket and name badges are REQUIRED for entry , included with Full and Social Registrations, and will be provided in your registration packet. Individual tickets are not available or sold at the door. If you would like to bring a guest, please stop by the Registration Desk on Monday morning to purchase a Social Registration.

Tuesday October 8, 2024	
7:00 am – 4:00 pm Grand Salon Foyer	WTA Registration Table-Top Exhibits Breaks (Closed During Lunch)
7:00 am – 8:00 am Hibiscus A	Tribal Affairs Committee Breakfast Meeting
7:00 am – 8:00 am Hibiscus B	Scholarship Committee Breakfast Meeting
8:00 am – 4:00 pm Gardenia B	RUS Meetings by Appointment
8:00 am – 4:00 pm LTBD	UNITEL Meetings by Appointment
8:00 am – 11:45 am Grand Salon Ballroom	<p>GENERAL SESSION II</p> <ul style="list-style-type: none"> • Sustainability and Its Impact on the Future of Our Industry – Martha Galley, Chief Sustainability Officer, Calix (8:00a – 8:45a) • Annual Meeting of the Membership (8:45a – 9:15a) • Tribal and Cultural Engagement – Ginger Sunbird Martin, Sunbird Enterprises, will explore the vital role of Tribal and cultural engagement in fostering inclusive communities and sustainable development. Drawing from her rich heritage and extensive experience in working with indigenous groups, Ginger will discuss effective strategies for building meaningful relationships with Tribal communities. She will emphasize the importance of understanding cultural values, traditions, and governance structures to ensure respectful collaboration. Attendees will gain practical tools for engaging with diverse cultural groups, promoting mutual respect, and co-creating initiatives that honor the unique contributions of indigenous peoples. (9:15a – 9:45a) <p>9:45a – 10:15a: Table-Top Exhibits and Morning Coffee Break Sponsored by Calix</p> <ul style="list-style-type: none"> • State Telecom Executives Panel Christine O’Connor (AK) will moderate a panel of state telecommunications association executives who will provide an overview of new challenges and broadband policy changes from their respective states. Find out where your state differs as Rhonda Chatham (GA); Tom Karalis (OK); Carrie Hackenberger (CO); and Carissa Swenson (ND) provide their state perspectives. (10:15a – 11:15a)

	<ul style="list-style-type: none"> • NTIA BEAD Update – NTIA (11:15a – 11:45a)
11:45 am	Adjourn General Session II – <i>Lunch on Your Own</i>
11:45 am – 1:30 pm Grand Salon Ballroom	WTA Public Policy Committee Luncheon Meeting Sponsored by Monte R. Lee & Company - This meeting is open to WTA broadband and committee members only.
1:30 pm – 5:00 pm Grand Salon Ballroom	<p>GENERAL SESSION III</p> <ul style="list-style-type: none"> • Telecom Disaster Recovery-Resiliency Panel – Derrick Owens (WTA) will moderate the panel of Industry leaders Larry Jones (Chickasaw Telephone Company), Godfrey Enjady (Mescalero Apache Telecom), and Kristi Westbrook (CTC) for an in-depth panel discussion on disaster recovery and resiliency in the telecommunications sector. These experts will share insights and strategies on maintaining robust networks, preparing for unforeseen challenges, and ensuring continuous service in the face of natural disasters and other disruptions. Don't miss this opportunity to learn from those at the forefront of telecom resilience. (1:30p – 2:30p) • Smart Agriculture in Rural America: Cultivating Opportunities and Growth Associate Member Panel – During this session moderator V Chornodolsky (Nokia); Cassidy Hjelmstad (SRT); and Dr. Will Aderholdt (Executive Director/Co-Founder of Grand Farm) will discuss the role of broadband and connectivity on the farm including topics such as precision agriculture, food security, cyber-threats and how broadband providers play a critical role in these areas. Attendees will hear about the work the team at Grand Farm has done to research and drive technology adoption on the farm as well as build bridges between service providers and farmers. Located in a major agriculture region, we'll learn how SRT supports its farming community and lessons learned in those endeavors. (2:30p - 3:30p) <p>3:30p – 4:00p: Table-Top Exhibits and Afternoon Cocktail Break Sponsored by Nokia</p> <ul style="list-style-type: none"> • Comedy Hour - Sponsored by Aldrich Advisors Sit back, relax, and enjoy a refreshing beverage as we welcome Cam Bertrand, a finalist from season 16 of America's Got Talent. Cam will have you laughing out loud with his sharp wit and hilarious stories. It's the perfect way to unwind and add some humor to your day! (4:00p – 5:00p)
5:00 pm	Adjourn General Session III – <i>Dinner on Your Own</i>
5:00 pm – 5:45 pm Hibiscus AB	WTA Associate Membership Committee Meeting
5:00 pm – 6:00 pm LTBD	UNITEL/WTA RECEPTION <i>Sponsored by Emerald Sponsor UNITEL</i> This is an Invitation-Only Reception for WTA Broadband Members. Invitations will be in registration packets for those eligible to attend.
8:00 pm – 10:00 pm The Grove	Join us for the WTA 20th Anniversary Dessert Reception Celebration! <i>Sponsored by Emerald Sponsor JSI</i> Gather under the starlit sky with your WTA friends and family for an evening of delicious desserts, refreshing beverages, and heartfelt toasts commemorating 20 years of achievements. The renowned saxophonist and national recording artist, Chase Huna , will serenade us with a delightful mix of jazz, R&B, and pop tunes. A ticket and name badge are REQUIRED for entry. Dessert Reception tickets are complimentary with Full and Social Registrations and will be included in your registration package. Individual tickets will not be available for purchase at the door. If you wish to bring a guest stop by the Registration Desk on Monday.

Wednesday | October 9, 2024

7:00 am – 12:00 am Grand Salon Foyer	WTA Registration Table-Top Exhibits Breaks
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7:00 am – 8:00 am Hibiscus A	CyberTech Committee Breakfast Meeting
8:00 am – 12:00 pm Grand Salon Ballroom	<p>GENERAL SESSION IV</p> <ul style="list-style-type: none"> • Assessing the Economic and Market Forces Impacting M&A and Valuations in Rural Broadband – Jeff Johnston (CoBank), will provide an overview of the current macroeconomic environment with an emphasis on how economic and industry factors such as interest rates, GDP, the labor market, and competition are impacting M&A and valuations in the broadband industry. (8:00a – 9:00a) • Employee Benefits State of the Union - Dan Dahl (UNITEL) will moderate a panel that includes Chad Theis (Zelle); Mark Sloan (Cigna); and Kipp Kissinger (UNITEL) in which they will provide us with an overview of what they’re seeing, hearing, and implementing in the employee benefits market. They’ll discuss how we got to where we are today, cost trends, controllable cost savings, alternative risk solutions, best practices for hiring, training, & retaining employees, and will tie it all together with trends and strategies you should be keeping an eye on over the next five years. (9:00a-10:00a) <p>10:00a – 10:30a: Table-Top Exhibits and Morning Break Sponsored by CostQuest</p> <ul style="list-style-type: none"> • A Conversation with Emerging Leaders – Catherine Moyer, Pioneer Communications (Moderator); Mitch Gailey (Totah Communications), Ryan Ponder (MTA) and James Wescott (Cambridge Telephone Company) will delve into the challenges and opportunities faced by the next generation of industry leaders as they navigate the rapidly changing landscape of telecommunications. Panelists will share their unique perspectives on leadership, innovation, and the future of connectivity. (10:30a – 11:30a) • Leadership Brief – Understanding the Business Impact of the NIST CSF 2.0 Update – Matthew Smith, Seamless Transition LLC The NIST Cybersecurity Framework (CSF) was updated in February of 2024 to give organizations an updated way to organize and communicate cybersecurity risks. This talk will highlight the key differences in the update and focus on the business impact of cybersecurity and the CSF. (11:30a – 12:00p)
12:00 pm	<p>WTA Foundation Raffle Winners Announced – Adjourn WTA Fall Educational Forum</p> <p>Make plans today and join us at the beaches in 2025!</p> <ul style="list-style-type: none"> • WTA’s Spring Educational Forum April 13-16, 2025 Hilton Sandestin, Miramar Beach, FL • WTA’s Fall Educational Forum October 5-8, 2025 The Royal Sonesta Kauai Resort, Kauai, HI
12:15 pm – 3:00 pm Gardenia AB	WTA Board of Directors Meeting and Luncheon