

Municipal Broadband Conference

Holiday Inn & Suites Des Moines-Northwest
4800 Merle Hay Rd.
Des Moines, IA

March 30 & 31, 2016

New Venue!

Session Schedule

Wednesday, March 30, 2016

7:30am-9:00am	Check In and Continental Breakfast	
9:00am-9:50am	General Session #1	<u>Fiber Design for IAMU Safe City</u> —Dan Olsen & Steve Leek, Finley Engineering
9:50am-10:00am	Break	
10:00am-10:50am	Concurrent Sessions	
	<u>Cable TV Game Changers</u> —Robert Schaeffer, Technology Planners	<u>Home Networking Challenges</u> —Darrell Severns, NCTI
10:50am-11:00am	Break	
11:00am-11:50am	Concurrent Sessions	
	<u>Getting To Know Your Customers</u> —Carrie Grimm, Strategic Marketing Services @ UNI	<u>Fiber Splicing Essentials</u> —Pat Stichter, Sumitomo Electric
11:50am-1:20pm	Tech Teasers and Lunch	
1:20pm-2:50pm	Vendor Show	
2:50pm-3:40pm	Concurrent Sessions	
	<u>Adding Direct Sales To Your Marketing Mix</u> —Kim Robinson & Rene Wukich, D2D Training	<u>MOCA Essentials</u> —Robert Schaeffer, Technology Planners
3:40pm-4:00pm	Break	
4:00pm-4:50pm	General Session #2	<u>Taking Customer Service To The Customer</u> —DJ Weber, TCA
4:50pm-7:00pm	Vendor Reception	
7:00pm-???	Vendor Hospitality Rooms	

Municipal Explorers Track

Getting To Yes

—Paul Scott, Decorah Fast Fiber; Kurt Karr, iVinton; Vincent Turner, Longmont, CO

Tales From The Trenches: Lessons Learned

—Mike Litterer, Waverly Utilities; Mark Erickson, Sibley County, MN

Legal And Regulatory Considerations for Municipal Broadband

—Ivan Webber, Ahlers & Cooney; Jim Baller, Baller, Herbst, Stokes, & Lide

Municipal Broadband Conference

Thursday, March 31, 2016

7:00am-8:30am NCTC Breakfast

8:30am-9:20pm Concurrent Sessions

Removing The Mystery of Relationship Selling
—David Saxby, Measure-X

New Technology for FTTH Rebuilds
—Mark Dickherber, Deep Fiber Solutions

9:20am-9:30am Break

9:30am-10:30am Roundtable Discussions

10:30am-10:40am Break

10:40am-11:30am Concurrent Sessions

Marketing Roundtable
—Curtis Dean, IAMU

Selling For Technicians
—Kim Robinson & Rene Wukich, D2D Training

11:30am-11:40am Break

11:40am-12:30pm Concurrent Sessions

Sell The Sizzle, Not The Steak
—Carissa Swanson, Consortia Consulting

Getting To A Gig: FTTH vs. DOCSIS
—Darrell Severns, NCTI

12:30pm-2:00pm Lunch

2:00pm-2:50pm General Session #2

Keynote Speaker: Dave Duncan, Iowa Telecommunications Alliance

FCC and Regulatory Update
—Matt Polka & Ross Liebermann, American Cable Association

2:50pm-3:00pm Wrap-Up and Attendance Prizes

Municipal Explorers Track

Evaluating Business Models for Municipal Broadband Projects
—Todd Kielkopf, kas; Krista Allen & Dan Davis, Consortia Consulting.

Financing Municipal Broadband
—Steve Nadel, Ahlers & Cooney

Feasibility Study Essentials
—Eric Lampland, Lookout Point Communications; Krista Allen, Consor-

REGISTRATION

IAMU Member Registration: First-\$135.00 Additional-\$65.00
(IAMU Utility, Associate, and Affiliate)

Non-IAMU Members: First-\$175.00 Additional-\$100.00

Register On the Events page at www.iamu.org

The standard room block at Holiday Inn is SOLD OUT. You can still reserve a suite at \$120 per night. Call 515-278-4755.

Other nearby hotels:

- Ramada Tropics (515) 278-0271
- Quality Inn (515) 278-2381
- Days Inn (515) 278-5511
- Super 8 (515) 270-1037