

Municipal Broadband Conference

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

March 30 & 31, 2016

Municipal Broadband Explorers Track



The 5th Annual **IAMU Municipal Broadband Conference** has a new track of workshop sessions specifically designed for communities that are investigating whether a municipal broadband project might help meet their citizens' needs for **fast, reliable, and affordable broadband service.**

In addition to the Explorer's track, you'll also enjoy informative general sessions and plenty of opportunities to network with representatives of existing municipal broadband utilities that have "been there, done that".

It's one of the largest annual gathering of municipal broadband communities in the nation!

Turn The Page To Learn More!

Municipal Broadband Explorers Track

Expedition Leader: Christopher Mitchell



Christopher Mitchell is the Director of the Community Broadband Networks Initiative with the Institute for Local Self-Reliance (ILSR) in Minneapolis. Mitchell is a leading national expert on community networks and Internet access and serves as Policy Advisor to Next Century Cities, a national collaboration of mayors and CIO's seeking universal access to fast, affordable, and reliable Internet connections. He is also a Senior Advisor to the Coalition for Local Internet Choice.

On a day-to-day basis, Mitchell runs MuniNetworks.org, the comprehensive online clearinghouse of information about community broadband. Their interactive community broadband network map tracks over 450 such networks. His research and reports are available online at ILSR.org.

Schedule

Wednesday, March 30, 2016

10:00am-10:50am **Getting To Yes** Paul Scott, Decorah Fast Fiber; Kurt Karr, iVinton; Vincent Tuner, Longmont, CO

It starts with an idea. And regardless of whether that idea comes from the grassroots or the leadership, getting the community on board with the concept takes time and effort. The panel in this session will discuss how they got to YES in their communities.

11:00am-11:50am **Tales From The Trenches** Mike Litterer, Waverly Utilities; Mark Erickson, Sibley County, MN

Every municipal broadband project—from conception to implementation—faces challenges. In this session you'll hear from representatives of two new public broadband projects on the hurdles they faced and how they overcame them.

2:50pm-3:40pm **Legal and Regulatory Considerations** Ivan Webber, Ahlers & Cooney P.C.; Jim Baller, Baller, Herbst, Stokes, & Lide

There are legal and regulatory steps that must be taken when developing a municipal broadband project. Ivan Webber has worked with many Iowa communities on the Iowa legal requirements, and Jim Baller is one of the nation's top experts on municipal broadband regulation.

Thursday, March 31, 2016

8:30am-9:20am **Evaluating Business Models for Municipal Broadband Projects** Todd Kielkopf, kas; Jill Thornton & Dan Davis, Consortia Consulting

When considering a municipal broadband project, there are many approaches to examine. Publicly owned and operated? Public-Private partnership? Open access? In this session the panel will discuss the various models that communities have used as well as the advantages and disadvantages of each.

10:40am-11:30am **Municipal Broadband Financing** Steve Nadel, Ahlers & Cooney P.C.

Financing municipal broadband projects offers both challenges and opportunities. In this session Steve Nadel, who has helped many municipal broadband projects navigate the financing process, will share the do's and don'ts for putting your financing package together.

11:40am-12:30pm **Evaluating Feasibility Studies** Eric Lampland, Lookout Point Communications; Krista Allen, Consortia Consulting

An important step in the municipal broadband roadmap is conducting a feasibility study. Eric Lampland and Krista Allen will discuss some of the important elements of an effective feasibility study



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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

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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, Consortia Consulting

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