MTA Office Manager’s 2010 Spring Conference

April 21 – 23
Northland Inn, Brooklyn Park, MN
Presented by MTA Office Manager’s Committee
MTA – Looking Back 2004

- Spring 2004
- April 21–23
- St. Cloud – Holiday Inn
- Committee Members
  - Kim Habeck – Loretel
  - Heidi Heeter – Park Regions
  - Jennifer Grewe – West Central
  - Roxi Hacker – Midwest Data
MTA – Looking Back 2004

- **Spring 2004**
  - MART Update – Randy Young
  - NECA Update
  - GM Perspective – Cheryl Scapanski, Benton Coop Tel
  - Break-Out Sessions
    - Collections/Bad Debt
    - Disconnect Policies
    - Seasonal Services
    - Motivation Techniques
  - New Jeopardy – Alan Holz, Olsen & Thielen
  - VOIP – Jack Nicklay, Onvoy
  - Industry Update – Olsen & Thielen
    - LNP
    - Sales Tax
    - Record Retention

- Sentinel Printing Tour
MTA – Looking Back 2004

- Fall 2004
- September 22–24
- Bemidji – Hampton Inn
- Committee Members
  - Heidi Heeter – Park Regions
  - Kim Habeck – Loretel
  - Kim Pearson – Hutchinson Telephone
  - Roxi Hacker – Midwest Data
MTA – Looking Back 2004

Fall 2004
- MART Update – Randy Young
- GM Perspective – Ron Laqua, Halstad Telephone
- Access Reform – NECA
- Tariffs, When and How To File – Fred Stub, O & T
- Your Role in Customer Service – Chuck Seviour
- LNP Update – Fred Strub
- Roundtable Discussion – Bring Your Questions
- Guarding Your Privacy – MN Attorney General Office

- Woolen Mills Store/Tour
MTA – Looking Back 2005

- Spring 2005
- April 13–15
- Mankato – Best Western
- Committee Members
  - Kim Habeck – Loretel
  - Kim Pearson – Hutchinson Telephone
  - Roxi Hacker – Midwest Data
  - Donna Eul – Federated Telephone
MTA – Looking Back 2005

- Spring 2005
  - MART Update – Randy Young
  - NECA Update
  - GM Perspective – Brent Christensen
    - Christenson Communications
  - The Attitude Virus, Terry Fleck
  - Death, Taxes & Change, Terry Fleck
  - Moss & Barnett
  - Fred Strub

- Group Entertainment ???
MTA – Looking Back 2005

- Fall 2005
- October 12–14
- Alexandria – Arrowwood Resort
- Committee Members
  - Roxanne Hacker – Midwest Data, Inc.
  - Kim Pearson – Hutchinson Telephone
  - Donna Eul – Federated Tele. Coop.
  - Joy Silbernick – diversiCOM
MTA – Looking Back 2005

- Fall 2005
  - MART Update – Randy Young
  - GM Perspective – Dave Wolf, Gardonville Coop
  - NECA Update
  - Eileen Bodamer, Cronin
  - Fred Strub – Olsen & Thielen Update
  - Department of Commerce – Michelle Rebholz

- Tastefully Simple Tour
MTA – Looking Back 2006

- Spring 2006
- April 19–21
- Two Harbors – Grand Superior Lodge
- Committee Members
  - Kim Pearson – Hutchinson Telephone
  - Donna Eul – Federated Tele. Coop
  - Joy Silbernick – diversiCOM
  - Julie Nesburg – Winthrop Telephone Co
MTA – Looking Back 2006

Spring 2006
- MART Update – Randy Young
- GM Perspective – Kevin Beyer, Federated Telephone
- NECA Update
- Eileen Bodamer – Cronin Communications
- Fred Strub – Olsen & Thielen
- HR Panel Discussion

- North Shore Tour & Dinner
MTA – Looking Back 2006

- Fall 2006
- October 4–6
- Red Wing, MN – Treasure Island
- Committee Members
  - Shirley Monson – Onvoy Inc.
  - Donna Eul – Federated Tele. Coop.
  - Joy Silbernick – diversiCOM
  - Julie Nesburg – Winthrop Telephone
MTA – Looking Back 2006

- **Fall 2006**
  - MART Update – Randy Young
  - GM Perspective – Scott Johnson, Cannon Valley
  - Fred Strub – Olsen & Thielen
  - Change Begins with Me – Chris Young, The Rainmaker Group
  - NECA Update
  - My Customer Experience – Chris Young, The Rainmaker Group

- Red Wing Stoneware Company
MTA – Looking Back 2007

- Spring 2007
- April 11–13
- Brainerd – Cragun’s Resort
- Committee Members
  - Joy Silbernick – diversiCOM
  - Shirley Monson – Onvoy Inc.
  - Julie Nesburg – Winthrop Telephone
  - Mary Hallila – Connections –Etc.
MTA – Looking Back 2007

Spring 2007
- MART Update – Kevin Beyer, Federated Telephone
- GM Perspective – Kevin Larson – Consolidated Tel
- Teri Asaila – Olsen & Thielen
  - Revenue Assurance
  - Missoula Plan Update
  - LNP
- People Reading – Mike Kiefer, North Hennepin Community College
- NECA Update
- Porting, Migrating and VOIP for 911
  - Dorothy Jeseritz & Matt Cron, IES
- Kendall Candle Tour – Bonfire/Smores
MTA – Looking Back 2007

- Fall 2007
- October 3–5
- Duluth – Radisson Hotel
- Committee Members
  - Shirley Monson – Onvoy Inc.
  - Mary Hallila – Connections – Etc.
  - Mary Jo Biegler – Park Region Companies
  - Julie Nesburg – Winthrop Telephone
MTA – Looking Back 2007

Fall 2007
- MART Update
- GM Perspective – George Wallin, Connections Etc.
- Regulatory & Financial Update – O & T
- Motivation, Goal Setting & Achievement
  Mike Kiefer, North Hennepin Community College
- NECA Update
- MN PUC – Tracy Smetana

- Fitiger’s Museum Tour – Dinner at Baja Billy’s
MTA – Looking Back 2008

- Spring 2008
- April 23–25
- Brainerd – The Lodge
- Committee Members
  - Shirley Monson – Onvoy Inc.
  - Mary Hallila – Connections – Etc.
  - Mary Jo Biegler – Park Region Companies
  - Christie Turn – Paul Bunyan Telephone
MTA – Looking Back 2008

- Spring 2008
  - MART Update
  - GM Perspective – Paul Hoff, Onvoy
  - HR Updates – Alan Holz, O & T
  - The New Speed of Business
    Rick Cole, Dale Carnegie Course
  - NECA Update
  - CPNI Updates – Cecilia Ray, Moss & Barnett

- Comedy Show
MTA – Looking Back 2008

- Fall 2008
- September 24–26
- Plymouth – Kelly Inn
- Committee Members
  - Mary Hallila – Connections Etc.
  - MaryJo Biegler – Park Region
  - Christie Turn – Paul Bunyan
  - Dianne Rauenhorst – BEVCOMM
Fall 2008
- MTA Update
- GM Perspective – Jefferson Bishop, Lakedale Telephone
- Pollution Control – Johanna Kertesz
- Hiring the Right People – Katie Johnson, Cronin
- Managing by Numbers – Katie Johnson, Cronin
- NECA Update
- Red Flag & Identity Theft – Cecilia Ray (Moss Barnett) & Pat Holton (Olsen Thielen)

- Dinner at DB Searles & Live Performance at Pioneer Theatre
MTA – Looking Back 2009

- Spring 2009
- April 22–24
- Maple Grove – Holiday Inn
- Committee Members
  - Mary Jo Biegler – Park Region Companies
  - Christie Turn – Paul Bunyan Telephone
  - Dianne Rauenhurst – BEVCOMM
  - Jodi Benker – Connections Etc
MTA – Looking Back 2009

Spring 2009

- MTA Update – Mike Nowick
- GM Perpsective – Dave Schroeder, ACE Communications
- Sales Tax – Cheryl Ellefson, O&T
- 10 Steps to Leadership Excellence – Margaret McMullen, Skillpath
- Long Distance & VOIP – Teri Asiala, O & T

- Bus to Downtown MPLS – Dinner at NBA City with entertainment at Shout House
MTA – Looking Back 2009

- Fall 2009
- October 14–16
- Walker – Chase on the Lake
- Committee Members
  - Christie Turn – Paul Bunyan Telephone
  - Dianne Rauenhorst – BEVCOMM
  - Jodi Benker – Connections Etc.
  - Shirley Monson – Onvoy, Inc.
Fall 2009
- NECA Update
- GM Perspective – Fritz Hendricks – Onvoy
- Leadership Qualities, Mark Isaac, Gorman Business Consultants
- Time Management, Mark Isaac, Gorman Business Consultants
- MTA Update
- HR – Alan Holz
MTA – Present Committee Responsibilities

- **Time Commitment**
  - Two Year Term
  - Four Meetings

- **Planning Committee Meetings**
  - Four Members
  - Conference Calls
    - Average 7 to 9 calls for each meeting
  - Members Work Together
  - Members Share Responsibilities
  - Work within Budget/Available $$
MTA – Present Committee Responsibilities

Step #1
- Determine Meeting Dates
- Choosing Conference Location
- Finding Hotel Accommodations
  - Negotiating Contract Rates
  - Rooms & Meals
  - Meeting Rooms/Amenities
- Promoting the Conference
  - E–mail – ‘save the date’
  - MTA Website
MTA – Present Committee Responsibilities

- Step #2
  - Agenda/Meeting Content
  - Speakers
    - MTA Update
    - NECA Update
    - GM Perspective
    - Speakers from Industry
    - Speakers from Outside of Industry
  - Costs for Speakers
MTA – Present Committee Responsibilities

- **Step #3**
  - Obtaining Sponsorships
  - Tracking Costs/Budget

- **Step #4**
  - Group Activities/Thursday Evening
  - Sponsored by Office Manager Peer Group
MTA – Present Ewald Consulting ...

- Review hotel contracts
- Add information to MTA Website
- Send invites and reminders
- Send sponsorship requests
- Send invoices to sponsors
- Make copies of conference materials
- Print and assemble name badges
- Registration list is tracked in database
- Payment of all invoices
### MTA – Present Spring 2010 Budget

<table>
<thead>
<tr>
<th>Income</th>
<th>Budget</th>
<th>Actual</th>
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<tbody>
<tr>
<td>Registrations</td>
<td>$ 3,375.00</td>
<td>$ 2,903.00</td>
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<tr>
<td>Sponsorships</td>
<td>$ 2,300.00</td>
<td>$ 2,675.00</td>
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<td><strong>TOTALS</strong></td>
<td><strong>$ 5,675.00</strong></td>
<td><strong>$ 5,578.00</strong></td>
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<table>
<thead>
<tr>
<th>Expenses</th>
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<tr>
<td>Catering</td>
<td>$ 750.00</td>
<td>$ 1,200.00</td>
<td>Ice Breaker</td>
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<tr>
<td>Facility Fees</td>
<td>$ 350.00</td>
<td>$ 130.00</td>
<td>LCD</td>
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<td>Printing Costs</td>
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<td>Door Prizes</td>
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<tr>
<td>Entertainment</td>
<td>$ 2,025.00</td>
<td>$ 1,610.00</td>
<td>Thurs. Evening</td>
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<tr>
<td>Speaker Gifts</td>
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<tr>
<td>Speaker Costs</td>
<td>$ 2,000.00</td>
<td>$ 2,000.00</td>
<td>HA–HA Team</td>
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<tr>
<td>Travel</td>
<td>$ 650.00</td>
<td>$ 750.00</td>
<td>Speaker Expense</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$ 6,125.00</strong></td>
<td><strong>$ 6,165.00</strong></td>
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</tbody>
</table>
Starting Balance: $10,533.42

Deposit Northland Inn: $1,000.00
Old Log Theater: $1,610.00

Current Balance: $7,923.42

Does not include 2010 sponsorships or registrations
Survey Results

- Areas of Interest –
  - Top Five
    - Policies & Procedures
    - Customer Service
    - Industry Trends
    - Managing Others
    - Marketing
  - Areas Not Making Top Five
    - Sales
    - Technical Information
    - Monthly Billing
    - Telco Accounting
    - NECA and CABS
Survey Results

- **Speaker Costs**
  - Top Two (tied)
    - $3,000 or less
    - $1,500 or less

- **Number of Times Per Year**
  - 13 = twice per year
  - 11 = once per year

- **If Once, Time of Year**
  - 9 = Fall
  - 8 = Spring
Survey Results

- Other MTA Functions You Attend
  - MTA Convention = 17
  - Fall Conference = 5

- Other MTA Peer Groups You Attend
  - Customer Service
  - Marketing

- Preferred Conference Site
  - Central Minnesota

- Preferred Dates
  - April & October
  - Always 2nd Week of Month
MTA Future

- Establishing Meeting Dates
  - Always second week in April
  - Always second week in October
    - Other conflicts (TOC)

- Locations – Central MN
  - Alexandria
  - Brainerd
  - Duluth
  - St. Cloud
  - Mankato/New Ulm
  - Metro Area
  - Red Wing

- Thursday Evening Entertainment
  - Evaluations indicate this is expected
MTA Website

- http://www.mnta.org
- Access to Peer Group Information
- Conference in a Box
- Templates Available
Thank You – Partner Sponsor

Midwest Data
Thank You – Silver Sponsors

Interstate Telcom Consulting, Inc.
Independent Telecommunications Consultants

Onvoy Voice Services
A subsidiary of Zayo Group
Thank You – Bronze Sponsors!

- Pinnacle Publishing LLC
- NiSC
- MAPCOM Systems
- Vaonet
- VantagePoint