

WSTA 105th ANNUAL CONVENTION

Smart Communities + Teamwork = Smart Wisconsin

#openforbusiness

May 18-21, 2015
Grand Geneva Resort
Lake Geneva, WI

AGENDA

Monday, May 18, 2015

- 3:00 PM – 5:00 PM **Midwest Video Solutions, LLC Members Meeting**
Salon C
- 3:30 PM – 6:30 PM **Registration Desk Open**
Ballroom Foyer
- FONEPAC Silent Auction**
Ballroom Foyer
- 5:25 PM **WSTA Members Memorial Walk/Run**
Melissa Lease from Mount Horeb Telephone Company has organized a memorial walk/run during the WSTA Convention. The walk/run will take place on a 1.69 mile [going around twice for just over a 5K] path near the Grand Geneva.
Meet at the Golf Pavilion of the Grand Geneva for a PROMPT departure at 5:30 PM
- 8:00 PM – 11:00 PM **WSTA's Welcoming Reception**
Evolve Bar
Two Drink Tickets per Registrant Courtesy of the WSTA Associate Members
Cash Bar Also Available

Tuesday, May 19, 2015

- 5:00 AM – 3:00 PM **Lake Michigan Fishing Trip**
Bus leaves at 5:15 AM from the Grand Geneva Lobby
Food and Beverages at the Fishing Outing Courtesy of the WSTA Associate Members
- 7:30 AM – 8:30 AM **Golf Registration, Coffee & Rolls**
Pavilion [Grand Geneva Brute Course]
Food and Beverages at the Golf Outing Courtesy of the WSTA Associate Members
- 8:00 AM – 5:15 PM **Registration Desk Open**
Ballroom Foyer
- FONEPAC Silent Auction**
Ballroom Foyer

- 9:00 AM – 2:30 PM **Golfers on Assigned Starting Tee**
Grand Geneva Brute Course
- Golf Hole-in-One for Automobile**
Grand Geneva Brute Course
- Golf Hole-in-One for \$5,000**
Grand Geneva Brute Course
- 2:55 PM **Bike Ride**
 Dave Frigen from Price County Telephone Company has organized three bike rides during the WSTA Convention. This is the first one of the three. The bike rides will take place on paved public road systems in and around the City of Lake Geneva. If you do not have a bike & helmet, you can rent the bike & helmet from the Grand Geneva Resort for \$25.
Meet at the Front Entrance of the Grand Geneva for a PROMPT departure at 3:00 PM
- 5:00 PM – 7:00 PM **Cocktail Reception**
Hotel Lobby Lounge/Pool Deck
Sponsored by: Associate Members
- 7:00 PM **Attendees on their own for dinner**

Wednesday, May 20, 2015

- 6:10 AM **Bike Ride**
 Dave Frigen from Price County Telephone Company has organized three bike rides during the WSTA Convention. This is the second one of the three. The bike rides will take place on paved public road systems in and around the City of Lake Geneva. If you do not have a bike & helmet, you can rent the bike & helmet from the Grand Geneva Resort for \$25.
Meet at the Front Entrance of the Grand Geneva for a PROMPT departure at 6:15 AM
- 7:00 AM – 7:30 AM **Wisconsin Locally Owned Telephone Association Board of Directors' Breakfast Meeting**
Grand Café Lakeview
- 7:00 AM – 8:00 AM **Badger State Chapter ITPA Board of Directors' Breakfast Meeting**
Grand Café
- 7:00 AM – 8:00 AM **WSTA Continental Breakfast (Open to all Registrants)**
Maple Lawn Hallway
- 7:45 AM – 11:30 AM **Coffee and Soda Available**
Maple Lawn Hallway
- 8:00 AM – 5:00 PM **Registration Desk Open**
Ballroom Foyer
- FONEPAC Silent Auction**
Ballroom Foyer
- 8:10 AM – 11:00 AM **General Sessions**
Maple Lawn Ballroom
Business casual attire is encouraged

- 8:10 AM – 8:20 AM ***Color Guard/National Anthem/Opening Video***
- 8:20 AM – 8:25 AM ***Invocation***
Cliff Albertson, Executive Vice President and General Manager
BADGER COMMUNICATIONS®
- 8:25 AM – 8:35 AM ***Welcome – Smart Communities + Teamwork = Smart Wisconsin #openforbusiness***
Dennis Bachman, President
Wisconsin State Telecommunications Association
- 8:35 AM – 9:15 AM ***General Sessions***
Opportunities and Challenges Ahead for Rural Communications Providers
Shirley Bloomfield, CEO
NTCA – The Rural Broadband Association
- WSTA welcomes Shirley back to the Convention for an update on recent FCC decisions, NTCA – The Rural Broadband Association priorities and other hot topics impacting our member companies.
- 9:15 AM – 10:05 AM ***A Funny Thing Happened to Me on the Road to the Internet of Things***
Justin Huebner, Partner
Kiesling Associates LLP
- New WiFi standards, new devices, evolving apps and video delivery models can create and strengthen demand for broadband. Companies that help define and implement valuable new uses can be seen as part of the solution instead of added cost.
- Key points that attendees will learn from Justin's presentation: (1) How can I capture more margin while providing more value with my bundles? (2) The importance of a smart solutions provider versus a dumb pipe commodity. (3) How do new wireless devices and apps fit into changing lifestyles?
- 10:10 AM – 11:00 AM ***Hackers – Get Into Your System and it Costs a Lot of Money to Clean Up/Fix – Top Five Threats – Examples – Best Practices***
Weston Hecker, Senior Pen-Tester/Security Analyst
KLJ
- Weston will construct an entertaining speech which is sales pitch free and go over a lot of the common things that he is finding from ISP specific pen tests (security assessments), how there has been custom malware targeting service providers, and how things to come will affect the Telecommunications industry.
- Key points that attendees will learn from Weston's presentation: (1) Why would hackers Target ISPs, Cyber War? Preparations, First steps. (2) What is different about protecting a Telecom environment compared to an average business? (3) Newest methods hackers are using to steal data, targeted malware, and memory scraping malware. New ideas on how it will be defeated.

11:00 AM – 11:25 AM **WSTA Annual Meeting**
Maple Lawn Ballroom

Report of the Resolutions Committee
Report of the Nominations Committee

11:00 AM – 1:30 PM **Tabletop Exhibits**
Grand Ballroom
Lunch and Beverages will be provided

Accedian Networks
Allied Telesis, Inc.
ANPI
BADGER COMMUNICATIONS®
Border States
Calix
Charles Industries, Ltd.
Cisco Systems
Communication Data Group
CostQuest Associates
Enterprise Systems Group

GENBAND
Goldfield Telecom
Innovative Systems
KLJ
Metaswitch Networks
NECA
Pivot Group
R-BOC Representatives
RAD Data Communications Inc. dba B & C
Telcom Insurance Group

1:15 PM – 4:30 PM **Coffee and Soda Available**
Evergreen Foyer

1:30 PM – 2:20 PM **Breakout Session I [4 Breakouts]**

WiFi/Technology Track

Evergreen 2

Knock-Knock, 802.11ac Would Like to Come In

Laren Metcalf, Director IP Services
Finley Engineering Company, Inc.

Service providers are moving further into the home, with opportunity to eliminate residential wiring. 802.11ac builds on its predecessor and brings the capabilities of Gigabit Ethernet along with the freedom of wireless. Learn how service providers are using the technology to get inside the home and the benefits this evolutionary technology present to providers and end-users.

Key points that attendees will learn from Laren's presentation: (1) Develop an overall understanding of 802.11ac and its benefits. (2) Create awareness of business opportunities 802.11ac creates. (3) Develop a plan to determine when, why and how to deploy the technology.

Policy Track

Evergreen 3

FCC/USAC/NECA Issues and Update

Jeff Kienholz, CPA

Interstate Telcom Consulting, Inc.

Jeff will give an update and discuss current FCC, USAC, and NECA issues including items relating to settlements and analysis.

Key points that attendees will learn from Jeff's presentation: (1) IntraMTA Lawsuit Update, (2) Information on current USAC Beneficiary and Contributor Audit Program, and (3) NECA Settlement Analysis and Strategies.

Business Management

Galewood A/B

Onboarding as an Employee Retention Tool

Brian Blahnik, Senior Human Resources Consultant

Kiesling Associates LLP

Half of all hourly workers leave new jobs in the first four months, and half of senior outside hires fail within 18 months, according to the SHRM Foundation's report. When you consider the costs of hiring, those figures translate into a lot of money wasted for employers.

One way companies can combat this is by developing a more strategic onboarding process. The sooner your new hires feel welcome and prepared for their jobs, the sooner they will be able to successfully contribute to your company's mission.

Key points that attendees will learn from Brian's presentation: (1) Onboarding best practice examples you can model. (2) Research on how onboarding affects employee retention and productivity. (3) Onboarding best practices and guiding principles for creating an onboarding program that leads to employee engagement—not "buyer's remorse."

Marketing Track

Galewood C/D

The Customer Experience – The Customer's Role in the Broadband Journey

Tanya Sullivan, President

James Mardis, Partner

Plus One Strategic Communications

Much attention is given to providing quality customer service. While this is an important part of serving your customers, a more holistic view of the customer's journey before, during and after purchase provides a better opportunity to deliver true customer satisfaction.

Three key points that attendees will learn from Tanya and James' presentation: (1) What entails a customer's experience and key journeys your customers regularly take. (2) How to assess current performance. (3) How to redesign the customer experience and engage staff in the process.

WiFi/Technology Track

Evergreen 2

Virtual Customer Premise Equipment (vCPE) – Technology, Standards & Methods of Operation

Marc Matthews, Director – Sales Engineering

Accedian Networks

This session will explore the vCPE – what it is, the components that make it work, and practical deployment options. Topics which will be covered in depth: (1) CPE functions suited to virtualization versus those which still require hardware assist. (2) A review of typical vCPE deployment architectures. (3) Virtual Network Function (VNF) hosting approaches, location in the network and performance implications. (4) ROI/cost savings that can be expected in transitioning to a vCPE strategy. (5) Considerations for Scalability, Capacity, Security, Reliability, OpEx, Footprint and Power Consumption, Latency. (6) Different options for on-premise demarcation, from dedicated hardware to virtualized instrumentation, the benefits of each and addressing site-specific requirements with a mix tailored to an operator's network architecture.

Policy Track

Evergreen 3

Legal Update: Net Neutrality/Open Internet

Dan Hardy, Partner

Judd Genda, Partner

Axley Brynson, LLP

The FCC intends to vote on net neutrality regulations on February 26, 2015. Chairman Wheeler has hinted that the FCC will employ Title II to reclassify broadband access as a utility which will create the possibility of significant regulation of the internet in the future. President Obama has called for similar action.

Key points that attendees will learn from Dan and Judd in this presentation: (1) The new net neutrality regulations; (2) How those rules impact WSTA members; and (3) Legal challenges to the net neutrality regulations.

Business Management

Galewood A/B

Communication and Injury Management – A New Approach to Lowering Workers Compensation Costs

Carl Zeutzius, Director of HR Solutions

UNITEL

This presentation will focus on how to take proactive steps to lower workers compensation costs. It will focus on communication and injury management as well as key information that supervisors/managers need to know about workers compensation.

Key points you will learn from Carl's presentation: (1) Key points on early claim reporting and why keeping claims medical only is so important. (2) How to understand your experience modification factor and how to lower it. (3) Impact of injuries on profits and sales.

Marketing Track

Galewood C/D

Creative Staffing to Boost Company Sales

Traci Brunner, Director of Business Development

JSI

Today's competitive market requires all of your employees to be sales savvy. You'll leave this session with strategies and solutions for developing your current front-line employees into active salespeople. We'll discuss evaluating your current staff's skills, using job descriptions to maximize results, encouraging your employees to be brand ambassadors, and establishing incentives and commission-based compensation programs to increase sales.

Key points that attendees will learn from Traci's presentation: (1) Establishing sales accountability and benchmarks for all employees, regardless of job function. (2) Evaluating your existing talent's skill sets and how to strategically fill recognized need. (3) How to remain nimble in order to respond quickly to customers' future needs.

3:30 PM – 4:20 PM

Breakout Session III [4 Breakouts]

WiFi/Technology Track

Evergreen 2

Residential & Business WiFi Opportunities

Roundtable Discussion

Facilitator:

Rory Troff, Upper Midwest Sales Director

Multilink

Rory will facilitate this roundtable discussion on Residential & Business WiFi Opportunities. Learn from the experiences and ideas of your fellow members and colleagues during this informative roundtable discussion.

Policy Track

Evergreen 3

State and Federal Regulatory Hot Topics

Bob Abrams, Senior Telecommunications Consultant

Kiesling Associates LLP

Bob will discuss the current and upcoming state and federal issues impacting member companies. Including late-breaking developments in rural CAF opportunities, moving your broadband toward Title II, RUS programs and getting ready for the next round of Wisconsin broadband expansion grants. Bob will also cover any new developments in state E911 and the Police & Fire Protection Fee.

Key points that attendees will learn from Bob's presentation: (1) Issues, and potential harms, still outstanding from the 2011 FCC USF/ICC Transformation Order. (2) New broadband rules in the wake of recent FCC regulatory decisions. (3) Avoiding surprises with the next PSCW Broadband Expansion Grant applications.

Business Management

Galewood A/B

Making Money by Beginning Your Network in the Home

Bill Murphy, Solutions Marketing Director

Calix

Your Customers homes are going WiFi and your services are going OTT. This presentation will discuss how you can make those trends work for you so you can extract more ARPU from the home over the wide pipe you've brought to your customer. We'll talk about the importance of an in home point of presence, what services you can offer and how you do it without more support calls and truck rolls. This is about services and ROI and the key solution pieces not bits and signal strength.

Marketing

Galewood C/D

Sales & Marketing Strategies to Keep and Grow Your Customer Base

Gordon Caverly, Regional Vice President

Mid-State Consultants, Inc.

In our world of Social Media, high speed technology, access, access and more access our world has become a blur of information overload. So, how do we stand out from the crowds of other providers that are all doing the same thing? It takes a multi-faceted approach and a total company commitment integrated with face time, person to person talk time and ingenuity or thinking outside of the box!

Key points that attendees will learn from Gordon's presentation: (1) Personnel approaches that are available and work, (2) Social network approaches that increase your visibility and exposure to your clients, and (3) Areas of your company and your customer's space that you should be targeting.

**BREAKOUT SESSIONS
WEDNESDAY, MAY 20, 2015
1:30 P.M. TO 4:20 P.M.**

		Breakout 1 1:30 to 2:20	Breakout 2 2:30 to 3:20	Breakout 3 3:30 to 4:20	4:30 to 5:20
ROOM	TRACK				
Evergreen 2 (Upstairs)	WiFi/ Technology	<i>Knock-Knock, 802.11ac Would Like to Come In</i> Laren Metcalf Director IP Services Finley Engineering Company, Inc.	<i>Virtual Customer Premise Equipment (vCPE) – Technology, Standards & Methods of Operation</i> Marc Matthews Director – Sales Engineering Accedian Networks	<i>Residential & Business WiFi Opportunities Roundtable Discussion</i> Facilitator: Rory Troff Upper Midwest Sales Director Multilink	<i>Active Member CEO/GM Roundtable Discussion</i> Facilitator: Cheryl Rue CEO TCC
Evergreen 3 (Upstairs)	Policy	<i>FCC/USAC/NECA Issues and Update</i> Jeff Kienholz CPA Interstate Telcom Consulting, Inc.	<i>Legal Update: Net Neutrality/Open Internet</i> Dan Hardy Partner Judd Genda Partner Axley Brynelson, LLP	<i>State and Federal Regulatory Hot Topics</i> Bob Abrams Senior Telecommunications Consultant Kiesling Associates LLP	
Galewood A/B (Upstairs)	Business Management	<i>Onboarding as an Employee Retention Tool</i> Brian Blahnik Senior Human Resources Consultant Kiesling Associates LLP	<i>Communication and Injury Management – A New Approach to Lowering Workers Compensation Costs</i> Carl Zeutzius Director of HR Solutions UNITEL	<i>Making Money by Beginning Your Network in the Home</i> Bill Murphy Solutions Marketing Director Calix	
Galewood C/D (Upstairs)	Marketing	<i>The Customer Experience – The Customer’s Role in the Broadband Journey</i> Tanya Sullivan President James Mardis Partner Plus One Strategic Communications	<i>Creative Staffing to Boost Company Sales</i> Traci Brunner Director of Business Development JSI	<i>Sales & Marketing Strategies to Keep and Grow Your Customer Base</i> Gordon Caverly Regional Vice President Mid-State Consultants, Inc.	<i>Meeting of Associate Members</i>

4:30 PM – 5:15 PM **Associate Members Meeting**
Galewood C/D

4:30 PM – 5:20 PM **WSTA Active Member CEO/GM Roundtable Discussion**
Evergreen 2
Facilitator: Cheryl Rue, CEO
Tri-County Communications Co-op, Inc. (TCC)

5:30 PM – 7:00 PM **Tabletop Exhibits/Cocktail Reception/Appetizers**
Grand Ballroom

7:00 PM – 8:00 PM **Live Auction/Short Program/Awards**
Grand Ballroom
Auctioneer: Carol Wagenson, Lemonweir Valley Telcom

Presentation of President's Montage
Presentation of Lifetime Achievement
Bill Esbeck, Executive Director
Wisconsin State Telecommunications Association

Exhibit Tear Down After the Completion of the Live Auction/Short Program/Awards

Thursday, May 21, 2015

6:10 AM **Bike Ride**
Dave Frigen from Price County Telephone Company has organized three bike rides during the WSTA Convention. The last bike ride of three. The bike rides will take place on paved public road systems in and around the City of Lake Geneva. If you do not have a bike & helmet, you can rent the bike & helmet from the Grand Geneva Resort for \$25.
Meet at the Front Entrance of the Grand Geneva for a PROMPT departure at 6:15 AM

7:30 AM – 9:00 AM **WSTA Continental Breakfast (Open to all Registrants)**
Maple Lawn Hallway

8:00 AM – 9:00 AM **Organizational Meeting of the WSTA Board of Directors**
Geneva Bay Boardroom

8:00 AM – 11:30 AM **Registration Desk Open**
Ballroom Foyer

8:45 AM – 11:30 AM **Coffee and Soda Available**
Maple Lawn Hallway

9:00 AM – 11:30 AM **General Sessions**
Maple Lawn Ballroom

Introduction of New WSTA Directors & Officers

Dennis Bachman, President
WSTA – Wisconsin's Broadband Association

Presentation of Awards (Past President, Retiring Director, Etc.)

Bill Esbeck, Executive Director
WSTA – Wisconsin's Broadband Association

FirstNet and Other Department of Justice Priorities

Deputy Administrator David Zibolski
Wisconsin Department of Justice

David is the Deputy Administrator of the Department of Justice's Division of Law Enforcement Services. WSTA is pleased to welcome David Zibolski as he discusses FirstNet and other Department of Justice priorities.

Cyber Security – Real Life Scenarios – What Happened and the Resulting Impact

Jon Brown, Senior Technology Leader
Vantage Point Solutions

Many telcos have experienced cyber security challenges and impacts to their business. Typically these are only discussed behind closed doors. Jon Brown will present real world scenarios and discuss the follow up telcos need to protect themselves and the business impact.

Understanding Local Government and Approaches to Internet Access

Christopher Mitchell, Director, Community Broadband Networks

Institute for Local Self-Reliance

This session will discuss why local governments around the country are taking action – and the various ways they are taking action – to improve Internet access to anchor institutions, businesses, and residents.

11:30 AM

Convention Adjournment

05/06/15