Monday, May 21, 2018

1:00 PM – 2:30 PM Midwest Video Solutions, LLC Board Meeting
Salon C

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

Convention First Aid Kit [Compact]
Sponsored by: WIN

Convention Hotel Key Card
Sponsored by: National Information Solutions Cooperative (NISC)

Convention Magnetic Football Schedule
Sponsored by: Axley Brynelson, LLP

Convention Name Badge Lanyard
Sponsored by: Inteliquent

Convention Pen
Sponsored by: Axley Brynelson, LLP

Convention Smart Wallet w/Full-Color Microfiber Cleaner for Cell Phone
Sponsored by: Mid America Computer Corp. (MACC)

Convention Raffle Prize Drawings for Breakouts and General Sessions
Sponsored by: Mid-State Consultants, Inc.

Convention Tote
Sponsored by: Interstate Telcom Consulting, Inc.

Convention T-Shirt
Sponsored by: Finley Engineering Company, Inc.

5:25 PM WSTA Members Memorial Walk/Run
[for WSTA member employees/directors, etc. that have passed in the last two years]
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 22, 2018

5:00 AM – 3:00 PM  Lake Michigan Fishing Trip
Coach leaves at 5:15 AM from the Grand Geneva Lobby
**Food and Beverages at the Fishing Outing Courtesy of the WSTA Associate Members**
Complimentary Coach Transportation
Sponsored by: TDS TELECOM

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**

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
Sponsored by: Olsen Thielen CPAs

Golf Hole-in-One for $5,000
Grand Geneva Brute Course
Sponsored by: WIN

Golf Hole Sponsorships
Sponsored by: Action Battery Wholesalers, Inc.
Axley Brynelson, LLP
Calix
Communication Network Engineering
Dakota Supply Group
Focus on Energy
KLJ
Mid-State Consultants, Inc.
Midwest Video Solutions
National Information Solutions Cooperative (NISC)
Ribbon Communications
TCA
Telcom Insurance Group
Tjader & Highstrom Utility Services, LLC
TurnKey Network Solutions
Vantage Point Solutions
Vertiv

11:00 AM – 5:15 PM  Registration Desk Open
Ballroom Foyer

FONEPAC Silent Auction
Ballroom Foyer

12:00 PM – 3:30 PM  Board & Brush
DIY Wood Sign Workshop
The Grand Geneva Van will take you to and from the DIY Wood Sign Workshop. The Van [holds 14 people] will leave the lobby of the Grand Geneva at 12:10 p.m. You will return to the Grand Geneva at approximately 3:30 p.m.
On your own for lunch before departure. Refreshments will be available for purchase at the venue. If you wish to bring a snack, you may do so.

2:55 PM  **Bike Ride**
Dean Mischke from Finley Engineering 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. The bike ride will last from 1 to 2 hours. If you do not have a bike & helmet, you can rent a bike & helmet from the Grand Geneva Resort for 2 Hours for $20.
*Meet at the Front Entrance of the Grand Geneva for a PROMPT departure at 3:00 PM*

4:15 PM – 10:00 PM  **Milwaukee Brewer Game**
*Brewers vs. Arizona Diamondbacks*
*Coach leaves at 4:30 PM from the Grand Geneva Lobby [Game begins at 6:40 PM]*
**Complimentary Coach Transportation**
Sponsored by: TDS TELECOM
**Complimentary Beverages on the Coach**
Sponsored by: Communication Network Engineering

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 23, 2018**

6:10 AM  **Bike Ride**
Dean Mischke from Finley Engineering 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. The bike ride will last from 1 to 2 hours. If you do not have a bike & helmet, you can rent a bike & helmet from the Grand Geneva Resort for 2 Hours for $20.
*Meet at the Front Entrance of the Grand Geneva for a PROMPT departure at 6:15 AM*

6:45 AM – 7:45 AM  **Wisconsin Locally Owned Telephone Association Board of Directors’ Breakfast Meeting**
*Grand Café Lakeview*

6:45 AM – 7:45 AM  **WSTA Continental Breakfast (Open to all Registrants)**
*Maple Lawn Hallway*
Sponsored by: Axley Brynelson, LLP
BADGER COMMUNICATIONS®
KLJ
Ribbon Communications
Theis Communications Consulting, LLC.

7:15 AM – 5:00 PM  **Registration Desk Open**
*Ballroom Foyer*

**FONEPAC Silent Auction**
*Ballroom Foyer*
7:45 AM – 11:00 AM  **Coffee and Soda Available**  
*Maple Lawn Hallway*  
Sponsored by: Dakota Supply Group  
Interstate Telcom Consulting, Inc.  
UNITEL Insurance

8:00 AM – 11:00 AM  **General Sessions**  
*Maple Lawn Ballroom*  
Business casual attire is encouraged

8:00 AM – 8:10 AM  **Color Guard/National Anthem/Opening Video**

**General Session Speakers**  
Sponsored by: BKD, LLP  
JSI  
Power & Tel  
Siepert & Co., LLP  
TCA  
WIN

8:10 AM – 8:15 AM  **Invocation**  
Cliff Albertson, Executive Vice President and General Manager  
BADGER COMMUNICATIONS®

8:15 AM – 8:25 AM  **Welcome – Leading Through Culture and Innovation**  
Jean Pauk, President  
WSTA – Wisconsin's Broadband Association

8:25 AM – 9:10 AM  **General Sessions**  
*Tech Transitions and Network Policy*  
Michael Romano, Senior Vice President – Policy  
NTCA – The Rural Broadband Association  
P.J. Louis, Director – Technical Planning  
NECA  

This presentation will discuss how network policy and technology evolution have impacted each other in the last few years.

Three key points you will learn from Mike and P.J.’s presentation are: (1) Regulation has become increasingly complex due to technological advances. (2) The Internet of Things has the potential of turning all objects into sources of information and therefore has the potential to blur existing regulatory boundaries. (3) What will the future look like?

9:10 AM – 9:25 AM  **General Session 2**  
**WSTA Update: Member Driven Success**  
Bill Esbeck, Executive Director  
WSTA – Wisconsin's Broadband Association

9:30 AM – 11:00 AM  **General Session 3**  
**Winston Churchill: CEO**  
**Timeless Leadership for 21st Century Leaders**  
Randy Otto IS Sir Winston Churchill  
Keynote Speaker
Featuring Winston Churchill’s Eight Principles of Leadership

1. Have a Clear Vision Which Drives All Strategies
2. Organize to Overcome Opposition
3. Turn Details Into **Action This Day**
4. Communicate From Experience, Using Simple Words
5. Encourage a Culture of Innovation, Building Confidence
6. Touch the Troops
7. Place Top Talent & Be Magnanimous
8. Nothing Inspires Like Optimistic Enthusiasm

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

11:15 AM – 1:30 PM **Tabletop Exhibits**  
*Grand Ballroom*  
Lunch and Beverages will be provided

Sponsored by:  
BADGER COMMUNICATIONS®  
Calix  
Focus on Energy  
KLJ  
Ribbon Communications

**TABLETOP EXHIBITORS [SOLD OUT]**  
*As of 4/20/18*

ADTRAN  
Advanced Media Technologies  
Allied Telesis, Inc.  
Arvig  
BADGER COMMUNICATIONS®  
Border States Electric  
Calix  
Cisco Systems  
Dakota Supply Group  
Focus on Energy  
Goldfield Telecom  
Innovative Systems  
Inteliquent  
KGPCo  
KLJ  
Market & Johnson  
NeoNova  
Olsen Thielen CPAs  
Ribbon Communications  
Solarus  
TouchTone Communications  
Vertiv  
Wireless Solutions, LLC

1:15 PM – 4:30 PM **Coffee and Soda Available**  
*Evergreen Foyer*  
Sponsored by:  
Communication Network Engineering  
KLJ  
UNITEL Insurance
Breakout Session I [3 Breakouts]

Marketing Track
Galewood A/B

**Strengthening and Promoting Your Company Culture**
Caralee Nowak, Products & Marketing Manager
Pinnacle Marketing Group

Whether it’s the work environment, communication structure or company perks, Caralee will discuss the many facets for company culture and the importance of showcasing your culture in your marketing pieces to effectively recruit talent and strengthen your brand.

Three key points that attendees will learn from Caralee’s presentation: (1) Identify ways to improve your company culture. (2) Learn how to promote your culture for job recruitment campaigns and growing your customer base. (3) Ideas and examples that you can apply at your office.

Policy Track
Evergreen 3

**Regulatory Roundup Session 1**
Bob Abrams, Senior Managing Consultant [Session Lead]
BKD, LLP
Steve Meltzer, Senior Vice President
JSI
Jeff Kienholz, CPA
Interstate Telcom Consulting, Inc.

Actions taken by the PSCW, FCC, the IRS, NECA and USAC all affect the way you conduct your business, and your filing requirements. Insure that you are up-to-date with the most recent Orders and Proposals.

We begin with a discussion of continuing Wisconsin deregulation, the quickly approaching state broadband grant cycle, preparing for CAF Phase II, living with Internet Freedom, and broadband’s role in national infrastructure plans.

Technology Track
Evergreen 2

**Wireless on the Edge**
Dean Mischke, P.E., Vice President
Finley Engineering Company, Inc.

Wireless has been thought of as either a massive mobile service not suitable for the Tier 3 Market, a low cost service alternative run by a teckie as a hobby, or a quick way to lose money. In reality, changes in wireless capacity with TV White Space, CBRS, and enhanced WiFi is rewriting how you may want to look at wireless as another tool in your arsenal as companies look to expand their reach.

Three key points that attendees will learn from the presentation: (1) New product innovation is changing how we see and use wireless. (2) Small Scale deployments can prove profitable. (3) It is much easier to do than it used to be.
Breakout Session II [3 Breakouts]

**Marketing Track**

*Galewood A/B*

A Comprehensive Marketing and Sales Approach to Revenue Growth for Your Organization

Bill Gerski, Vice President Business Development
CHR Solutions
Jeremy Graves, Principal
Pivot Group

During this session, Pivot Group's Jeremy Graves and CHR's Bill Gerski will present a comprehensive marketing and sales approach to revenue growth for your organization. The session will center on two key themes: (1) How do you reach your market with the right message at the right time and in the right place? (2) How can you take advantage of your existing opportunities to sell more effectively with a great customer experience, which then leads into creating your own opportunities to enhance revenue growth?

Three key points that attendees will learn from the presentation: (1) How to get a better understanding of their overall markets. (2) How to maximize results from their marketing campaigns utilizing social media, advertising and direct sales. (3) How to create a great customer experience by integrating their marketing and sales efforts.

**Policy Track**

*Evergreen 3*

Regulatory Roundup Session 2

Steve Meltzer, Senior Vice President [Session Lead]
JSI
Bob Abrams, Senior Managing Consultant
BKD, LLP
Jeff Kienholz, CPA
Interstate Telcom Consulting, Inc.

Actions taken by the PSCW, FCC, the IRS, NECA and USAC all affect the way you conduct your business, and your filing requirements. Insure that you are up-to-date with the most recent Orders and Proposals.

This session will dive deeper into and analyze the NPRM associated with the USF distribution Order, CBOL options, and Federal Tax reform issues.

**Technology Track**

*Evergreen 2*

4K Video: Impact and Opportunity

Chris Beatson, CTO
NeoNova

With 4K video growing in popularity, providers need to be aware of the potential impact to their businesses. Join NeoNova’s CTO Chris Beatson as he discusses the future of this important technology and what providers should know to meet its challenges... and opportunities.

Three key points that attendees will learn from the presentation: (1) How fast will 4K content grow and proliferate, and will consumers demand and engage with it? (2) What impact will 4K video have on providers who offer video services? (3) What are some of the other (and future) technologies that will impact video services?
3:30 PM – 4:20 PM  

**Breakout Session III [3 Breakouts]**

**Marketing Track**

*Subscription Video is Alive and Well – A Peer Panel*

Jerry Weber, Vice President of Video and Voice Services
Innovative Systems

Shane McCann, Video Tech Supervisor
Marquette-Adams Telephone Cooperative, Inc.

Marty Snustead, Executive Director
Midwest Video Solutions

Contrary to media reports that everyone is abandoning traditional pay TV in favor of OTT video, hear how your peers in Wisconsin are growing their subscription video customer counts. This panel of your peers will lay out their keys to success in the video business.

Three key points that attendees will learn from the presentation: (1) Learn how Wisconsin video providers are busting Netflix viewing time with VOD and other time shifted viewing strategies. (2) Advertising the availability of on demand viewing library from your platform is critical in growing customers and reducing churn. (3) Three years of rural video survey data validates continued investment in linear video. All attendees will receive free access to three years of benchmark rural video and broadband research in a 50-page report.

**Policy Track**

*Evergreen 3*

**Regulatory Roundup Session 3**

Jeff Kienholz, CPA [Session Lead]
Interstate Telcom Consulting, Inc.
Bob Abrams, Senior Managing Consultant
BKD, LLP
Steve Meltzer, Senior Vice President
JSI

Actions taken by the PSCW, FCC, the IRS, NECA and USAC all affect the way you conduct your business, and your filing requirements. Insure that you are up-to-date with the most recent Orders and Proposals.

We will explore the USAC support revenues and NECA settlements and how they are being impacted by budget controls, rate of return, and other federal changes.

**Technology Track**

*Evergreen 2*

**Technology Roundtable Discussion**

Facilitator:
Rory Troff, Upper Midwest Sales Director
Multilink

Rory will facilitate this roundtable discussion on Technology. Learn from the experiences and ideas of your fellow members and colleagues during this informative roundtable discussion.
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<th>Breakout 3 3:30 to 4:20</th>
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<td>Facilitator: Bill Eckles CEO BEVCOMM, Inc.</td>
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4:30 PM – 5:20 PM  **WSTA Active Member CEO/GM Roundtable Discussion**  
**Evergreen 2**  
Facilitator: Bill Eckles, CEO  
BEVCOMM, Inc.

4:30 PM – 5:20 PM  **Associate Members Meeting**  
**Galewood A/B**

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, Lynxx Networks™

Presentation of President's Montage  
Presentation of Hall of Fame Awards  
Bill Esbeck, Executive Director  
WSTA – Wisconsin's Broadband Association

Exhibit Tear Down After the Completion of the Live Auction/Short Program/Awards
6:10 AM  **Bike Ride**  
Dean Mischke from Finley Engineering Company has organized three bike rides during the WSTA Convention.  **This is 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.  The bike ride will last from 1 to 2 hours.  If you do not have a bike & helmet, you can rent a bike & helmet from the Grand Geneva Resort for 2 Hours for $20.  
*Meet at the Front Entrance of the Grand Geneva for a PROMPT departure at 6:15 AM*

7:00 AM – 8:00 AM  **Badger State Chapter ITPA Board of Directors’ Breakfast Meeting**  
*Grand Café*

7:30 AM – 8:45 AM  **WSTA Continental Breakfast (Open to all Registrants)**  
*Maple Lawn Hallway* 
Sponsored by:  Focus on Energy  
  KLJ  
  Mid-State Consultants, Inc.  
  Solarus

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*  
Sponsored by:  Calix  
  Dakota Supply Group  
  Theis Communications Consulting, LLC.

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

**Introduction of New WSTA Directors & Officers**  
Jean Pauk, President  
WSTA – Wisconsin’s Broadband Association

**Presentation of Awards (Past President, Retiring Directors, Etc.)**  
Bill Esbeck, Executive Director  
WSTA – Wisconsin’s Broadband Association

9:10 AM – 10:00 AM  **If We’re Secure, Then How Did We Get Breached**  
Joe Puhalla, Project Engineer  
KLJ

Every day it seems we read about the next big breach. The same questions are always asked,  
how did it happen, what could’ve been done to prevent it, and how can I prevent my company  
from being next.

Three key points that attendees will learn from Joe’s presentation: (1) A look at some breaches  
from the past 2 years and how they happened. (2) Common reasons and ways breaches can  
happen. (3) A look into preventative measures that won’t break the budget.
10:00 AM – 10:50 AM  **Telehealth and Virtual Care: How Healthcare is Driving Demand for Broadband**  
Chris Meyer, Director of Virtual Health  
Marshfield Clinic Health System

Healthcare is evolving quickly. Just a few short years ago, the only way to see your doctor was to travel to their office. Today we are inundated by advertisements for Virtual Care, E-visits, Online consults, etc. What are these and how do they work? We will be exploring what is ahead for healthcare in the way services are delivered including using patient devices such as tablets and smartphones to deliver care directly to the patient in their homes using broadband internet service.

10:50 AM – 11:30 AM  **Develop a Smart Home and Business Strategy**  
Juan Vela, Area Vice President Field Marketing  
Calix

There are 35 billion reasons why Google, Apple and Amazon are interested in the Smart Home and Business of the future. Each of those reasons features technologies like Zigbee, Z-Wave, Bluetooth and Wi-Fi. Of course, we're talking about 35 billion IOT devices and the incredible opportunity they present to fast moving, innovative companies. But like any opportunity, there are also challenges. This session will explore the rapid growth of the Smart Home and Business market and the software defined access and premises solutions that help service providers eliminate the complexity of IOT while tapping into the vast revenue potential.

11:30 AM/Noon  **Convention Adjournment**