

- 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 and snacks will be available complimentary from the Associate Members at the venue.
- 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. Cincinnati Reds
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
- 5:00 PM – 7:00 PM **Cocktail Reception**
Hotel Lobby Lounge OR /Pool Deck [Depending on Weather]
Sponsored by: Associate Members
- 7:00 PM **Attendees on their own for dinner**

Wednesday, May 22, 2019

- 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
- 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

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

8:10 AM – 8:15 AM

Invocation

Cliff Albertson, Executive Vice President and General Manager
BADGER COMMUNICATIONS®

8:15 AM – 8:25 AM

Welcome – [Innovating Our Industry and Invigorating our Communities](#)

Reed Warner, President

WSTA – Wisconsin's Broadband Association

8:25 AM – 9:15 AM

General Session 1

The Internet of Every Thing

John McDonald, CEO

ClearObject

The Internet of Things is everywhere... You are seeing it in commercials and reading about it all over the web. But how does it apply to your world? How is it impacting your work? Better yet, how could it? The Internet of Things is making the monetization of your product's data possible. The data driven economy isn't the future – it's already here and as everyday devices become smarter and connect to each other, the data produced through human interaction with those things has become the creator and destroyer of business.

Join John as he converses about the growing topic of the Internet of Things and how important your product's data really is. Learn how IoT allows you to transform operations while maintaining quality. He'll discuss the use of autonomous vehicles, connected factories, smart homes, connected manufacturing, energy, utilities and the implications of the world economy reorganizing around the value of data and the Internet of Things. You'll learn how everyone in every industry has data that can be valuable and monetized to enhance your customer's experience with your product and brand.

9:15 AM – 9:55 AM

General Session 2

The Road Ahead for Broadband and Rural America

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.

10:00 AM – 11:00 AM **General Session 3**
Business Growth Process
Mark Frasco, President
VistaGroup Consultants, Inc.

In this session Mark will discuss installing a process solution to business growth, elevating this function of business development and marketing, as a competitive advantage in your organization. Mark will also facilitate a workshop in the breakouts on building a strategic growth process and performance management structure, complete with an interactive workbook that will be taken back for ease of implementation.

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

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

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

Customer Service/Marketing Track

Galewood A/B

Broadband Grants and Loans – Harder to Get, But Still Benefit Wisconsin Subscribers

Bob Abrams, Senior Managing Consultant

BKD, LLP

The easy work has been done. But there are still opportunities for broadband grants and loans throughout Wisconsin. We dig into the status of 2019 programs, application ideas and strategies: ReConnect, Community Connect, RUS/Rural Development, one more round of State broadband grants, and whatever else is out there.

Three key points that attendees will learn from Bob's presentation: (1) Late-breaking news on state and federal program timelines. (2) Where should I be looking for an additional edge? (3) How do the new FCC broadband performance and testing requirements fit into my plans.

Policy/Accounting Track

Galewood C/D

FCC/USAC/NECA Issues and Updates

Jeff Kienholz, CPA

Interstate Telcom Consulting, Inc.

At this session you will hear Jeff give an update and discussion on current FCC, USAC, and NECA issues including items relating to settlements and analysis.

Three key points that attendees will learn from Jeff's presentation: (1) FCC Model & Legacy Rate-of-Return Reforms. (2) Information on current USAC programs. (3) NECA Settlement Analysis and Strategies.

Business Management Track

Evergreen 2

Charting Your Company's Path to 2025

Steve Meltzer, Senior Vice President

JSI

Many companies' strategic plans omit critical areas central to an integrated strategic/tactical roadmap. You need a specific scope of customers, ARPU, EBITDA margins, capital needs and sources, technology platforms, and staffing to effectively operate. This session will identify the essential elements of a comprehensive and actionable 2025 plan.

Three key points that attendees will learn from Steve's presentation: (1) Importance of strategic planning for your business success. (2) How to best develop an actionable plan. (3) Essential elements of a strategic plan that will help ensure success.

Technology Track

Evergreen 3

Getting the Most Out of Your Set Top Boxes

Jerry Weber, Vice President of Video and Voice Services

Innovative Systems

Dan Carufel, Director of Sales, NA

Amino Communications, Inc.

Unleash the power of your Set Top Box for consumer data, improving the customer experience, and reducing service calls. Hear from Innovative Systems and Amino Communications on the importance of using your Set Top Boxes as powerful probes into a customer's home.

Three key points that attendees will learn from Jerry and Dan's presentation: (1) STB box data report on the most popular channels in rural America. (2) Replacing malfunctioning STBs before customers even know they have a problem. (3) CSRs can provide remote teaching moments for customers from your support center.

2:30 PM – 3:20 PM

Breakout Session II [4 Breakouts]

Customer Service/Marketing Track

Galewood A/B

Marketing Roundtable Discussion

Facilitators:

Patrick Scully, Product/Marketing Manager

Marquette-Adams Telephone Cooperative

Suzzan Lepianka, Marketing & Public Affairs Coordinator

Nsight Telservices

Policy/Accounting Track

Galewood C/D

Accounting Update for Telecommunications Companies

Eric Babler, Senior Manager

Matt Macdonald, Partner

BKD, LLP

Eric and Matt will present accounting updates that are mandatory for Telecommunications companies related to Revenue Recognition (ASC 606) and Leases (ASC 842). We will discuss implementation strategies and provide some useful examples for managers and executives as well as accountants. In addition, we will cover the Recognition and Measurement of Financial Assets and Financial Liabilities (ASU 2016-01), which requires equity investments to be measured at fair value, and changes to be recognized in net income.

Three key points that attendees will learn from the presentation: (1) Updates to mandatory accounting standards on Revenue Recognition and Leases. (2) Implementation strategies companies and coops can take related to these new standards. (3) Learn about how these mandatory standards will affect the company.

Business Management Track

Evergreen 2

Tech E & O with a Little Directors & Officers Insurance

Chris Danielson, Risk Advisor

UNITEL Insurance

Chris will discuss what Tech E & O does and doesn't do along with current claims in the industry. He will also talk about the 10 things your agent does not talk about but should and the top 10 things you should know and should ask about regarding Directors & Officers Insurance.

Three key points that attendees will learn from Chris' presentation: (1) Greater knowledge of risk exposures and coverages. (2) A greater sense of questions to ask your agent or carrier. A what you need to know discussion. (3) Industry updates.

Technology Track

Evergreen 3

Pros & Cons – Latest Wireless Options for the Last Mile

Warren Vande Stadt, Senior Technology Leader

Vantage Point Solutions

With the advent of 5G, fantastic things are being promoted for Fixed Wireless Access. Gigabit speeds! \$100 per subscriber! As good as Fiber! While exciting developments are emerging, no one solution fits these claims. This primer and comparison of emerging FWA solutions will empower you to understand and identify the best solutions for your market.

Three key points that attendees will learn from Warren's presentation: (1) Separating FWA hype from reality. (2) Non-engineering primer of FWA solutions. (3) Comparison of solutions and ability to determine best technology for an individual company.

3:30 PM – 4:20 PM

Breakout Session III [2 Breakouts]

Business Management Track

Maple Lawn Ballroom [General Session Room Main Level]

Building a Strategic Growth Process and Performance Management Structure Workshop

Mark Frasco, President

VistaGroup Consultants, LLC

Don't miss this 50-minute workshop where Mark will discuss building a strategic growth process and performance management structure, complete with an interactive workbook that will be taken back to your office for ease of implementation.

Technology Track

Evergreen 3

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.

SEE NEXT PAGE FOR BREAKOUT MATRIX

BREAKOUT SESSIONS
WEDNESDAY, MAY 22, 2019
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				
Galewood A/B (Upstairs)	Customer Service/ Marketing	<i>Broadband Grants and Loans – Harder to Get, But Still Benefit Wisconsin Subscribers</i> Bob Abrams Senior Managing Consultant BKD, LLP	<i>Marketing Roundtable Discussion</i> <u>Facilitators:</u> Patrick Scully Product/Marketing Manager Marquette-Adams Telephone Cooperative Suzzan Lepianka Project Manager – Fixed Operations Nsight Telservices		<i>Meeting of Associate Members</i>
Galewood C/D (Upstairs)	Policy/ Accounting	<i>FCC/USAC/NECA Issues and Updates</i> Jeff Kienholz CPA Interstate Telcom Consulting, Inc.	<i>Accounting Update for Telecommunications Companies</i> Eric Babler Senior Manager Matt Macdonald Partner BKD, LLP		
Evergreen 2 (Upstairs)	Business Management	<i>Charting Your Company's Path to 2025</i> Steve Meltzer Senior Vice President JSI	<i>Tech E & O With a Little Directors & Officers Insurance</i> Chris Danielson Risk Advisor UNITEL Insurance		
Maple Lawn Ballroom (Main Level)	Business Management			<i>Building a Strategic Growth Process and Performance Management Structure Workshop</i> Mark Frasco President VistaGroup Consultants, LLC	
Evergreen 3 (Upstairs)	Technology	<i>Getting the Most Out of Your Set Top Boxes</i> Jerry Weber Vice President of Video and Voice Services Innovative Systems Dan Carufel Director of Sales, NA Amino Communications,- Inc.	<i>Pros & Cons – Latest Wireless Options for the Last Mile</i> Warren Vande Stadt Senior Technology Leader Vantage Point Solutions	<i>Technology Roundtable Discussion</i> <u>Facilitator:</u> Rory Troff Upper Midwest Sales Director Multilink	<i>Active Member CEO/GM Roundtable Discussion</i> <u>Facilitator:</u> Jean Pauk Manager – State Government Affairs TDS TELECOM

- 4:30 PM – 5:20 PM **WSTA Active Member CEO/GM Roundtable Discussion**
Evergreen 3
 Facilitator: Jean Pauk, Manager – State Government Affairs
 TDS TELECOM
- 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**
 Bill Esbeck, Executive Director
 WSTA – Wisconsin's Broadband Association
- Exhibit Tear Down After the Completion of the Live Auction/Short Program/Awards**

Thursday, May 23, 2019

- 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 Pioneers Board of Directors' Breakfast Meeting**
Grand Café
- 7:30 AM – 8:45 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 PM **General Sessions**
Maple Lawn Ballroom
- Introduction of New WSTA Directors & Officers***
 Reed Warner, 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 ***Interactive Panel Discussion – Broadband Speed and Latency Testing –***

Ready, Set, Test!

Facilitator:

Bob Abrams, Senior Managing Consultant
BKD, LLP

Panelists:

Russ Berg, Chief Technology Officer
WIN Technology
Jon Brown, Senior Technology Leader
Vantage Point Solutions
Mike McCalpin, Principal Solutions Engineer
Calix
Dean Mischke, P.E., Vice President
Finley Engineering Company, Inc.

We're all in the same boat: Broadband speed and latency testing begins in the third quarter. This interactive panel discussion will bring together voices from the field and from consultants to identify and share best approaches, last minute issues, and strategies that minimize the chances of lost support due to failed testing outcomes.

Three key points that attendees will learn from this Interactive Panel Discussion: (1) Can you improve how you're describing the testing process to your subscribers? (2) What are the best strategies for insuring a high pass rate to limit retesting or support loss? (3) Are there better ways to package subscriber testing requests, and your testing results?

10:00 AM – 10:40 AM ***TBD***

10:40 AM – 11:30 AM ***Law and Order TVU – Telco Victims Unit: True Stories of a White-Hat Hacking Team***

Jon Brown, Senior Technology Leader
Vantage Point Solutions

This session will focus on true-life findings from Vantage Point Cyber-Security Red-Team exercises. Don't miss your chance to hear firsthand all the unique new ways hackers are stealing your data through the eyes of a white-hat hacker. Dumpster diving, hiding in supply closets, stealing cars and even leveraging data from the Equifax breach are just some of the techniques covered in this session.

Three key points that attendees will learn from the presentation: (1) Unique methods being used by hackers. (2) Stories of dumpster diving, hiding in supply closets – even stealing cars. (3) Means of protecting your company.

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

03/14/19