

# WSTA 110<sup>th</sup> ANNUAL CONVENTION

## 2020 Vision

May 18-21, 2020

Grand Geneva Resort

Lake Geneva, WI

## TENTATIVE AGENDA

### Monday, May 18, 2020

- 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**  
**FONEPAC Silent Auction**  
*Ballroom Foyer*
- 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 19, 2020

- 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**
- 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*
- Golf Hole-in-One for \$5,000**  
*Grand Geneva Brute Course*

11:00 AM – 5:15 PM **Registration Desk Open**  
**FONEPAC Silent Auction**  
*Ballroom Foyer*

12:00 PM – 3:30 PM **Board & Brush**  
**DIY Wood Sign Workshop**  
*Meet in the Hotel Lobby – Van leaves at 12:10 p.m.*  
Tickets will be collected

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 at the venue.

Sponsored by: Associate Members

2:55 PM **Bike Ride**  
*Meet at the Front Entrance of the Grand Geneva for a PROMPT departure at 3:00 PM*  
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 \$25 [bike], \$10 [helmet].

4:15 PM – 10:00 PM **Milwaukee Brewer Game**  
**Brewers vs. New York Yankees**  
*Coach leaves at 4:30 PM from the Grand Geneva Lobby [Game begins at 6:40 PM]*  
**Complimentary Coach Transportation**  
**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 20, 2020**

6:10 AM **Bike Ride**  
*Meet at the Front Entrance of the Grand Geneva for a PROMPT departure at 6:15 AM*  
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 \$25 [bike], \$10 [helmet].

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**  
**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 – 2020 Vision**  
Christy Berger, President  
WSTA – Wisconsin's Broadband Association
- 8:25 AM – 9:15 AM **General Session 1**  
**Focused on the Future**  
Shirley Bloomfield, CEO  
NTCA – The Rural Broadband Association
- WSTA welcomes Shirley back to the Convention to talk about:
- Fiber: Building future-proof networks
  - Fast: Speeds that will meet the growing demands of the future
  - Flexible Funding: Ways to adapt current deployment mechanisms for the future
  - 5G(?): Expectations vs. reality
- 9:15 AM – 9:55 AM **General Session 2**  
**TBD**
- 10:00 AM – 11:00 AM **General Session 3**  
**Strategic Opportunities and Tactical Objectives**  
Jim Broemmer, CEO  
Adams & Mid Century Communications
- As companies continue to strategically plan for their revenue support for the future, it has become evident that we must take control of our future and look to gain scale. In order to make this happen we must search for opportunities and tactically evaluate their success before proceeding. Adams has implemented its own data driven processes on the Salesforce platform to manage this initiative. Adams has grown from its original 13 FTTH incumbent Adams Telephone exchanges to now serving 28 FTTH communities. This presentation will highlight this process.
- 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**

*Evergreen 2*

***Data-Driven Decision Making: Network Expansion, Marketing and More***

Rachel Surtshin, Software Implementation Specialist

NewNet Services

Rachel will discuss how records are necessary for more than just managing your current network. Having accurate and complete records, combined with harnessing other available data sets, can help move you towards data-driven decision making when planning for future builds, managing strategic network expansion, and creating targeted marketing campaigns.

Three key points that attendees will learn from Rachel's presentation: (1) Publicly available data can be interfaced with your network data to provide meaningful insights. (2) Smart reports can inform strategic expansion plans, so you can make data-driven decisions for the future of your network. (3) Using smart geographic tools can help you create targeted marketing campaigns.

**Technology Track**

*Evergreen 3*

***Leveraging Innovations in Lithium Technology to Improve Your Network Reliability***

Rory Troff, Regional Territory Manager

Repcom International

Rory will explain how lithium technology and the intelligence that comes with it can be utilized within your network to drastically limit equipment failure due to external power issues as well as prolong equipment life.

Three key points that attendees will learn from Rory's presentation: (1) How lithium battery systems work. (2) What are ways they can be used to help network uptime. (3) Benefits of more power in a smaller space.

**Business Management Track**

*Galewood A/B*

***Keeping up With Streaming Video – Is it Right for my Customers***

Jean Edlund, Video Product Partner

Cooperative Network Services

Despite all the talk of cord-cutting, our customers are watching more content than ever before. And, the programmers are all racing to provide this content on various platforms, creating what many are calling "The Streaming Wars". How can we help our customers find their favorite news, sports and shows while still enjoying the best viewing experience? Hint: There is not one answer. This presentation will explore the many options and provide updates on today's video content options.

Three key points that attendees will learn from Jean's presentation: (1) How to help customers choose the best video product(s) (2) Overview of streaming video content options. (3) My company's video product is still valuable, how to help customers realize that value.

### **Policy/Accounting Track**

*Galewood C/D*

#### ***Finding the Funding: RDOF and More***

Julie Darrington, Vice President of Consulting  
Vantage Point Solutions

Julie will discuss RDOF; State grants; ReConnect; RUS Loans; and more. The need for closing the digital divide has never been greater, and neither have the funding opportunities. We will walk through the most important components of funding programs and touch heavily on RDOF. Join us for a conversation filled with insights built on experience.

Three key points that attendees will learn from Julie's presentation: (1) Common and Important components of funding programs. (2) What to do ahead of time and what to expect after. (3) RDOF – the \$20.4 billion reverse auction set to begin this year.

2:30 PM – 3:20 PM

### **Breakout Session II [4 Breakouts]**

#### **Customer Service/Marketing Track**

*Evergreen 2*

#### ***Marketing Roundtable Discussion***

Facilitator:

Melissa Lease, Communications Consultant  
Mount Horeb Telephone Company

Learn from the experiences and ideas of your fellow members and colleagues during this informative roundtable discussion.

#### **Technology Track**

*Evergreen 3*

#### ***The Evolution of the Smart Home***

Joe Kohegyi  
Calix

Greg will present on how to compete effectively, increase revenue from broadband, and expand the footprint in the home. Leading service providers are embracing a three-step approach that addresses growing consumer frustration and rising support costs associated with in-home network coverage. It all starts with Managed Wi-Fi, then progresses to Whole Home Wi-Fi, culminating in the Smart Home.

Three key points that attendees will learn from Greg's presentation: (1) How service providers can evolve from Managed wi-fi into the Smart Home. (2) Learn about the three-step approach that service providers are offering for Smart Home. (3) How offering Smart Home can help service providers increase revenue.

### **Business Management Track**

*Galewood A/B*

#### ***Succession Planning: The End of an Era***

Jenna Monse, Human Resources Business Partner  
Cooperative Network Services

This presentation will address the complexities of succession planning, while breaking down the content into easier-to-manage steps. We will discuss what we can and cannot ask of employees, while developing a step by step process to the future needs of your company.

Three key points that attendees will learn from Jenna's presentation: (1) Understanding of ADEA, EEOC and being compliant while discussing retirement with employees. (2) The 5 manageable steps in succession planning. (3) Review of current and future policies needed to recruit and retain future and current employees.

### **Policy/Accounting Track**

*Galewood C/D*

#### ***Contemplating the Future of USF Support***

Jon Boike, Director – Revenue Requirements  
JSI

No matter the support path you chose, certain compliance obligations still exist, and you must look ahead. Will there be Federal USF once the current plans sunset? If so, how will it be administered? Will there be an A-CAM III offering? This session will review the status of the current settlement plans and discuss what changes may lie ahead. Change could come as soon as 2024 if in the FCC's next budget review, it determines changes to the budget are appropriate. Will you be properly positioned to respond to those changes?

Three key points that attendees will learn from Jon's presentation: (1) Current status of USF settlement plans. (2) Predictions for the programs' future. (3) How to best position your company for the future.

3:30 PM – 4:20 PM

### **Breakout Session III [2 Breakouts]**

#### **Technology Track**

*Evergreen 3*

#### ***Technology Roundtable Discussion***

Facilitator:

Rory Troff, Regional Territory Manager  
Repcom International

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.

### **Business Management Track**

*Galewood A/B*

#### ***Communication and Change: Why you Need Both to Succeed***

Brian Weis, Director of Customer Success

Innovative Systems

Brian will discuss how to implement change successfully and communicate it in a way that helps create a company culture that embraces empowerment.

Three key points that attendees will learn from Brian's presentation: (1) Keys to successfully implement change. (2) The important aspects of communicating to employees in a company environment. (3) What it takes to have empowered employees.

### **Policy/Accounting Track**

*Galewood C/D*

#### ***Broadband Grants – Looking Toward FY2021 Awards***

Bob Abrams, Senior Managing Consultant

BKD, LLP

Bob will explain what we learned from the 143 applications to this past year's round of the Wisconsin Broadband Grant Expansion Program. What we should know planning an application for the upcoming second round in this program. What we can look forward to on the federal side.

Three key points that attendees will learn from Bob's presentation: (1) Late-breaking news on state & federal program timelines. (2) Where should I be looking for an additional edge? (3) What are the pros and cons of state and federal grant and loan options going forward?

**BREAKOUT SESSIONS**  
**WEDNESDAY, MAY 20, 2020**  
**1:30 P.M. TO 4:20 P.M.**

		<b>Breakout 1 1:30 to 2:20</b>	<b>Breakout 2 2:30 to 3:20</b>	<b>Breakout 3 3:30 to 4:20</b>	<b>4:30 to 5:20</b>
<b>ROOM</b>	<b>TRACK</b>				
Evergreen 2 (Upstairs)	Customer Service/ Marketing	<b><i>Data-Driven Decision Making: Network Expansion, Marketing and More</i></b>  Rachel Surtshin Software Implementation Specialist NewNet Services	<b><i>Marketing Roundtable Discussion</i></b> <u>Facilitator:</u> Melissa Lease Communications Consultant Mount Horeb Telephone Company		
Evergreen 3 (Upstairs)	Technology	<b><i>Leveraging Innovations in Lithium Technology to Improve Your Network Reliability</i></b>  Rory Troff Regional Territory Manager Repcom International	<b><i>The Evolution of the Smart Home</i></b>  Joe Kohegyi Calix	<b><i>Technology Roundtable Discussion</i></b>  <u>Facilitator:</u> Rory Troff Regional Territory Manager Repcom International	<b><i>Active Member CEO/GM Roundtable Discussion</i></b>  <u>Facilitator:</u> Reed Warner General Manager Union Telephone Company
Galewood A/B (Upstairs)	Business Management	<b><i>Keeping up With Streaming Video – Is it Right for my Customers</i></b>  Jean Edlund Video Product Partner Cooperative Network Services	<b><i>Succession Planning: The End of an Era</i></b>  Jenna Monse Human Resources Business Partner Cooperative Network Services	<b><i>Communication and Change: Why you Need Both to Succeed</i></b>  Brian Weis Director of Customer Success Innovative Systems	<b><i>Meeting of Associate Members</i></b>
Galewood C/D (Upstairs)	Policy/ Accounting	<b><i>Finding the Funding: RDOF and More</i></b>  Julie Darrington Vice President of Consulting Vantage Point Solutions	<b><i>Contemplating the Future of USF Support</i></b>  Jon Boike Director – Revenue Requirements JSI	<b><i>Broadband Grants – Looking Toward FY2021 Awards</i></b>  Bob Abrams Senior Managing Consultant BKD, LLP	

4:30 PM – 5:20 PM **WSTA Active Member CEO/GM Roundtable Discussion**  
*Evergreen 3*  
Facilitator: Reed Warner, General Manager  
Union Telephone Company

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 Award**  
**Presentation of Lifetime Achievement Award**  
Bill Esbeck, Executive Director  
WSTA – Wisconsin's Broadband Association

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

**Thursday, May 21, 2020**

6:10 AM **Bike Ride**  
*Meet at the Front Entrance of the Grand Geneva for a PROMPT departure at 6:15 AM*  
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 \$25 [bike], \$10 [helmet].

7:00 AM – 8:00 AM **Badger Pioneers 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***

Christy Berger, 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

***The Future of Broadband Competition***

Moss Adams LLP

This is a session on the variety of competitors in the broadband marketplace that may have a significant impact on rural broadband providers and customers.

Two key points that attendees will learn from this presentation (1) An overview of the competitive field in broadband services. (2) An outlook on the current/future impact of marketplace dynamics on rural providers/customers.

10:00 AM – 10:40 AM

***General Session 5***

***TBD***

10:40 AM – 11:30 AM

***Positive Power of Servant Leadership***

Tom Thibodeau, Associate Professor

Viterbo University

This session will focus on positive energy, encouragement and engagement.

11:30 AM/Noon

**Convention Adjournment**

03/10/20