

# WSTA FALL CONFERENCE & EXHIBITS

**October 21-23, 2019**

Holiday Inn Hotel & Convention Center

Stevens Point, WI

[Updated 10/03/19]

## TENTATIVE AGENDA

### Monday, October 21, 2019

10:00 AM – 11:00 AM    **WSTA Education/Safety Committee**  
*Wisconsin Room*

11:00 AM – 6:00 PM    **Registration Desk Open**  
*Convention Center Main Entrance*

**Complimentary Flashlights with Bottle Opener and Key Chain**  
Sponsored by: Mid America Computer Corp. (MACC)

**Complimentary Hot/Cold Packs and Pens**  
Sponsored by: National Information Solutions Cooperative (NISC)

**Complimentary Lanyards**  
Sponsored by: Zyxel Communications, Inc.

**Complimentary Stainless Steel Vacuum Insulated Water Bottle [16 oz.]**  
Sponsored by: Finley Engineering Company, Inc.

**Complimentary Stylus Pens**  
Sponsored by: WIN Technology

**Complimentary Totes**  
Sponsored by: Interstate Telcom Consulting, Inc.

1:00 PM – 3:00 PM    **General Sessions**  
*Prairie Ballroom*

**Raffle Prize Drawings for the General Sessions**  
Sponsored by: Mid-State Consultants, Inc.

**Speakers for the General Sessions**  
Sponsored by: BKD, LLP  
JSI  
Power & Tel  
TCA

**Opening Remarks**  
Chad Young  
Norvado  
2019 WSTA Fall Conference Chairperson

## **Welcome**

Christy Berger, President  
WSTA – Wisconsin's Broadband Association

## **Coffee and Soda Available**

*South Concourse*

Sponsored by: Olsen Thielen CPAs  
Siepert & Co., LLP  
Theis Communications Consulting, LLC.  
UNITEL Insurance

## **General Session 1**

### ***The Internet of Small Packets***

Pete DeNagy, President / Co-Founder  
Internet of Things America, LLC

The Internet of Small Packets: How Low Power Wide Area Network (LPWAN) packets will deliver BIG results for WSTA members, their customers and rural Wisconsin.

There have been predictions of more than 50 billion sensors/devices in our connected world. The interesting aspect of this is that 70% of the data requirements are very small packets that measure repetitive states of action and/or values based on performance or time series. The sensors that do most of this are simple and require little band width for the packet. Conversely, there are lots of protocols that will do the job.

We will discuss how, why, and where communication stacks like Wi-Fi, ZigBee, ZWave, LoRaWAN, UMG, RPMA, Weightless, 2G, 3G, LTE, CatM1, NB IoT and 5G all play their roles and how their design intents impact what you need to deploy where. Lastly and notably of high importance, we will discuss ROI, TCO and Compliance gains for end users and profit strings for WSTA members.

## **General Session 2**

### ***Projecting the Financial & Regulatory State of the Industry in 2024***

Camille Christiansen, Partner  
Moss Adams

Camille will discuss a 5-year forward looking view of the industry from a variety of financial and regulatory perspectives including the USF, competition, services, consolidation, financial metrics, and more.

Three key points that attendees will learn from Camille's presentation are: (1) Identify opportunities to start planning today to minimize the impacts of current regulatory changes on future financial performance; (2) Understanding the current competitive market and how they may shape the services rural providers offer in the future; and (3) Overview of recent regulatory changes and the impacts it will have on organizations over the next five (5) years.

## **What's New? What's It Do?**

Associate Members  
MC – Cliff Albertson, BADGER COMMUNICATIONS®

Get a glimpse of some of the products featured at this year's exhibits.

- 3:00 PM – 6:00 PM      **Exhibits Open**  
*Convention Center Expo Hall*  
**Raffle Prizes in Exhibit Hall on Monday & Tuesday**
- Sponsored by: Action Battery Wholesalers, Inc.  
BADGER COMMUNICATIONS®  
BKD, LLP  
Calix  
Communication Network Engineering  
Graybar Electric Company, Inc.  
National Information Solutions Cooperative (NISC)  
Utility Sales & Service, Inc.
- 4:30 PM – 6:00 PM      **Beer, Wine and Soda (cash bar also available)**  
*Convention Center Expo Hall*  
Sponsored by: Exhibitors
- 5:00 PM – 6:00 PM      **Hors d'oeuvres**  
*Convention Center Expo Hall*
- Sponsored by: BADGER COMMUNICATIONS®  
BKD, LLP  
Border States  
Calix  
Communication Network Engineering  
Interstate Telcom Consulting, Inc.  
Metaswitch  
National Information Solutions Cooperative (NISC)  
WIN Technology
- 6:00 PM                      **Exhibits and Registration Close**  
Attendees on their own for dinner!

**Tuesday, October 22, 2019**

- 6:30 AM – 7:45 AM      **Free "HOT" Continental Breakfast (Open to all Registrants)**  
*Convention Center East Commons*  
Sponsored by: Exhibitors
- 7:00 AM – 5:00 PM      **Registration Desk Open**  
*Convention Center Main Entrance*
- 7:45 AM – 10:00 AM      **Coffee and Soda Available**  
*South Concourse*
- Sponsored by: Communication Network Engineering  
Juniper Networks  
Theis Communications Consulting, LLC.
- 8:00 AM – 10:00 AM      **General Sessions**  
*Prairie Ballroom*
- Raffle Prize Drawings for the General Sessions**  
Sponsored by: Mid-State Consultants, Inc.

## Speakers for the General Sessions

Sponsored by: BKD, LLP  
JSI  
Power & Tel  
TCA

### General Session 3

#### *How to "WOW" Service Excellence*

Rob Bell, Certified Speaking Professional

Every team member has the opportunity to enhance your company's reputation. When face to face with the customer, each person represents the whole organization. The key is to make sure each interaction earns a ringing endorsement.

With this presentation attendees will learn:

- What your customers really want
- Five levels of listening
- Choosing positive words...our success comes in CANS, not cannots
- The importance of body language – reading our customers', and taking responsibility for our own
- Five steps to turn service breakdowns into loyalty building opportunities

"Remarkable Customer Service requires that every person in your organization understands the Fundamentals of Consistent Unsurpassed service."

### General Session 4

#### *Changes in Federal High-Cost USF Programs*

Mike Jacobs, Vice President, Regulatory Affairs  
ITTA – The Voice of America's Broadband Providers

Mike will analyze recent and proposed changes to the Federal High-Cost USF Programs.

10:00 AM – 12:30 PM

### **Exhibits Open**

*Convention Center Expo Hall*

### **Raffle Prizes in Exhibit Hall on Monday & Tuesday**

Sponsored by: Action Battery Wholesalers, Inc.  
BADGER COMMUNICATIONS®  
BKD, LLP  
Calix  
Communication Network Engineering  
Graybar Electric Company, Inc.  
National Information Solutions Cooperative (NISC)  
Utility Sales & Service, Inc.

12:30 PM

### **Exhibits Close**

12:30 PM – 1:30 PM **Lunch [Outside the Exhibit Hall]**  
*Convention Center East Commons*

Sponsored by: BADGER COMMUNICATIONS®  
 BKD, LLP  
 Calix  
 Juniper Networks  
 Mid-State Consultants, Inc.  
 National Information Solutions Cooperative (NISC)

2:00 PM – 4:50 PM **Coffee and Soda Available**  
*South Commons*

Sponsored by: Olsen Thielen CPAs  
 Siepert & Co., LLP  
 UNITEL Insurance

2:00 PM – 4:50 PM **Breakout Sessions [See Details for each Breakout after this Matrix]**

		Breakout 1 2:00 to 2:50	Breakout 2 3:00 to 3:50	Breakout 3 4:00 to 4:50
ROOM	TRACK	TOPIC	TOPIC	TOPIC
Spruce/Sands	Customer Service/ Marketing	<i>Great Expectations – What Your Manager Wants from You</i>  Jenna Monse HR Business Partner Shelly Netland Training Development Partner Cooperative Network Services	<i>Call Coaching</i>  Christopher Schnurr Supervisor – Multi-Channel Consumer Sales ILEC TDS TELECOM	
Harvest	Customer Service/ Marketing			<i>Customer Service/Marketing Roundtable Discussion</i>  Facilitator Shelly Geerdes CEO/General Manager Pinnacle Marketing Group
Evergreen	Policy/Business Management	<i>PSC and Federal Broadband Grants – Organize, Apply, Build</i>  Bob Abrams Senior Managing Consultant BKD, LLP  Bob Silverman Attorney Womble Bond Dickinson (US) LLP	<i>Mapping Your Company's Future Broadband Funding</i>  Paul Nesenson Staff Director – Revenue Requirements JSI	<i>Leases – An Update for Telecommunications Companies' Newest Assets</i>  Tony Balistreri Partner Eric Babler Senior Manager BKD, LLP
Frontier	Technology	<i>Cybersecurity – Hacks, Tips and Tools</i>  Blake Griffin President CNE / CNE IT Solutions	<i>Enabling the IoT: A WLAN Security Wake-Up Call</i>  Andrew Walding President CellStream, Inc.	
Stonefield	Technology			<i>Technology Roundtable Discussion</i>  Facilitator Jeff Lee Chief Operations Officer Norvado

**Customer Service/Marketing Track**

***Great Expectations – What Your Manager Wants from You***

Jenna Monse, HR Business Partner

Shelly Netland, Training Development Partner

Cooperative Network Services

Your boss has high expectations of you; know the products, services, service territory, upsell, cross-sell, multiply, divide...you get the picture. What skills do they *really* want you to be the master of? Jenna and Shelly will review why treating your work with Purpose will enable you to master the Customer Service Role.

This presentation is a compilation of best practices to help CSRs identify and build on the skills that Managers want them to be the master of in order to Solve Customer Problems. By understanding sub-sections of your Purpose such as Emotional Intelligence, Having a Sales and Service Mindset, and Effective Listening we illustrate how it will lead to more successful outcomes between co-workers, customers and revenues.

Three key points that attendees will learn from Jenna's and Shelly's presentation are: (1) Applying your **Emotional Intelligence** and **Workplace Relationships** for greater success; (2) Using **Effective** Listening to help you **Be Thorough** in solving your customer's problems; and (3) Why it's important to have a **Service and Sales Mindset**.

**Policy/Business Management Track**

***PSC and Federal Broadband Grants – Organize, Apply, Build***

Bob Abrams, Senior Managing Consultant

BKD, LLP

Bob Silverman, Attorney

Womble Bond Dickinson (US) LLP

The landscape changes this year: The Wisconsin Broadband Expansion Grant budget is significantly larger; USDA ReConnect goes into a second year; the FCC's Rural Digital Opportunity Fund. Three chances to expand or reinforce your networks.

Three key points that attendees will learn from Bob's and Bob's presentation are: (1) Getting extra points on your Wisconsin Broadband Expansion Grant application. (2) Is a second chance at the USDA ReConnect loan/grant program in the future? (3) What will the FCC's Rural Digital Opportunity Fund look like, and can you share in it?

**Technology Track**

***Cybersecurity – Hacks, Tips and Tools***

Blake Griffin, President

CNE / CNE IT Solutions

Everyone has been to presentations discussing cyber threats and best practices. In this presentation Blake will give live demonstrations of these hacks. He will also discuss the tips used to avoid these hacks and the tools that can be used to combat them.

Three key points that attendees will learn from Blake's presentation are: (1) Real world demonstration of hacks; (2) Tips to avoid demonstrated hacks; and (3) Tools that you can utilize to limit your vulnerability.

3:00 PM – 3:50 PM

## Breakout Sessions – 3 Tracks

### Customer Service/Marketing Track

#### *Call Coaching*

Christopher Schnurr, Supervisor – Multi-Channel Consumer Sales ILEC  
TDS TELECOM

Christopher will discuss how TDS does their call coaching. This will include how coaching is done, including attributes of a good call, frequency of coaching, scoring (coach listens to select calls and scores then employee scores), how this translates into better customer service, and how CSRs transition to sales.

### Policy/Business Management Track

#### *Mapping Your Company's Future Broadband Funding*

Paul Nesenson, Staff Director – Revenue Requirements  
JSI

The FCC plans to revamp the Form 477 data collection to improve the accuracy of location reporting. Form 477 data has caused problems for rate-of-return companies throughout the transition to A-CAM and has wrongly subjected CAF-BLS carriers to the 100% competitive overlap rule. Paul will discuss the new rules and what “below census block level” means. He will also delve into how better broadband mapping data could open doors in future broadband funding offers like CAF Phase III and ReConnect 2020.

Three key points that attendees will learn from Paul's presentation are: (1) New Form 477 requirements; (2) How to better map your company's locations, particularly for the HUBB filings; and (3) How this will affect future funding opportunities.

### Technology Track

#### *Enabling the IoT: A WLAN Security Wake-Up Call*

Andrew Walding, President  
CellStream, Inc.

Andrew will give a demonstration of the WLAN/Wi-Fi Security issues that can affect the Internet of Things, and that most people overlook.

Three key points that attendees will learn from Andrew's presentation are: (1) Dependency on Wi-Fi for IoT devices is vulnerable; (2) Learn about security risks and take appropriate measures; and (3) Understand tool set and methods.

4:00 PM – 4:50 PM

## Breakout Sessions – 3 Tracks

### Customer Service/Marketing Track

#### *Customer Service/Marketing Roundtable Discussion*

#### **Facilitator:**

Shelly Geerdes, CEO/General Manager  
Pinnacle Marketing Group

Come prepared to discuss frequently asked questions of CSRs, customer relations/customer management, troubleshooting, etc.

### Policy/Business Management Track

#### *Leases – An Update for Telecommunications Companies' Newest Assets*

Tony Balistreri, Partner

Eric Babler, Senior Manager

BKD, LLP

Tony and Eric will discuss the new standard for handling telecom service and equipment leases which will be implemented by the Financial Accounting Standards Board (FASB). FASB ASC 842 Lease Standards are coming! Luckily, telecommunications companies will have some additional time to learn, plan, record and report their newest assets on the balance sheet.

Three key points that attendees will learn from Tony's & Eric's presentation are: (1) What issues telecoms will encounter with implementation of the new lease standard. (2) Practical strategies telecoms can use to implement the new lease standard. (3) Lessons learned from companies that have implemented the new lease standard.

### Technology Track

#### *Technology Roundtable Discussion*

**Facilitator:**

Jeff Lee, Chief Operations Officer

Norvado

Hear best practices, concerns, questions and insights at this interactive session.

- 4:50 PM                    **Breakout Sessions End**
- 5:00 PM – 5:30 PM      **Associate Member Meeting**  
*Wisconsin*
- 5:00 PM                    **Registration Closes**
- 5:30 PM – 7:30 PM      **Beer, Wine and Soda (cash bar also available)/Heavy Appetizers**  
*East Commons/Sands & Spruce*  
Sponsored by: Exhibitors
- 7:30 PM                    **FINAL ADJOURNMENT**

### Wednesday, October 23, 2019

- 7:30 AM – 9:30 AM      **WSTA Active Member CEO Breakfast/Meeting**  
*Woodland*  
Sponsored by: WIN Technology
- 9:45 AM – 11:45 AM    **Midwest Video Solutions, LLC Members Meeting**  
*Expo 3A*
- 9:45 AM – 12:00 PM    **Ribbon Communications User Group Meeting**  
*Wisconsin*