



VIRTUAL/ONLINE FALL CONFERENCE & EXHIBITS

October 13–22, 2020

TENTATIVE AGENDA

Tuesday, October 13, 2020

10:00 AM – 12:15 PM **General Sessions**
Online

Opening Video

Opening Remarks

Tim Kusilek, WSTA Fall Conference Committee Chairperson

Welcome

Chad Young, President
WSTA – Wisconsin's Broadband Association

General Session 1

The Fed, Markets & Economy in a COVID World

Sheldon Petersen, CEO
RTFC/CFC

Mr. Petersen has been a respected leader in finance and consulting for more than 35 years. He will share his insights and expertise regarding the current economic climate and consequences of the global pandemic.

General Session 2

Building a Culture of Ownership on a Foundation of Values

Joe Tye, CEO and Head Coach
Values Coach Inc.
Keynote Speaker

Joe will draw from history and examples from the current environment to describe strategies for sustaining a positive and resilient culture in challenging times. He will show how small and medium-sized businesses can use these challenges as a platform for being well-positioned to grow once the crisis has passed. He will conclude with practical strategies that managers can use to coach individual employees to help them face their own challenges with courage and perseverance.

What's New? What's It Do?

Associate Members

Get a glimpse of some new products in the last 12 months.

1:00 PM

Pre-Recorded Breakout Presentations Available for Viewing Online at Your Pace on Your Schedule – See Matrix Below

Live Q&A Discussions with Breakout Speakers are scheduled for October 20th and October 22nd

2:00 PM – 4:00 PM

Virtual Booths

If you are registered to attend the Virtual WSTA Fall Conference, you will receive a list of the associate members who have a Virtual Booth. The associate members may have a zoom meeting you can join, a You Tube video, etc. for you to view. The list will be emailed closer to the event with the links to join/view the Virtual Booths.

Please take time to view the Virtual Booths!

An email to all registered attendees will be emailed around 1 PM on October 13th with the List of Exhibitors and their Virtual Booth Links.

1:00 PM – Tuesday, October 13, 2020

Pre-Recorded Breakout Presentations Available for Viewing Online at Your Pace on Your Schedule

All registrants will be emailed the link to view the Breakout Presentations [this will be separate from the General Session link.]

Live Q&A Discussions are scheduled for October 20th and October 22nd

TRACK	SPEAKERS	TITLE	DESCRIPTION	KEY POINTS
Policy & Accounting	<p>Bob Abrams Senior Managing Consultant & Tony Balistreri Partner BKD, LLP</p>	<p>Even More Rural Broadband Ahead! Planning, Winning and Executing</p>	<p>The latest on Wisconsin's broadband grant processes, available RDOF areas, a possible 2021 USDA ReConnect program, and other opportunities. We provide guidance on application scoring, reimbursement workflow, and handling of accounting treatment of revenues and expenses. Will you participate?</p>	<ol style="list-style-type: none"> 1. The latest information on Wisconsin Broadband Grant applications and reimbursement. 2. What prospective RDOF coverage areas may look like in Wisconsin. 3. What guidance there is on accounting treatment of revenues and expenses.
Policy & Accounting	<p>Bridget Alexander White Staff Director – Business Development JSI</p>	<p>Assessing the Impact of Numbering Initiatives and Rules</p>	<p>Several upcoming numbering-related initiatives will impact your network, customer service and expenses. You'll be reporting disconnected numbers to a database, implementing 988, and maybe even finally transitioning to 10-digit dialing. We'll talk about the FCC's rules, technical requirements, timeframes, customer expectations and cost factors for each of these numbering initiatives.</p>	<ol style="list-style-type: none"> 1. Requirements & timeline for the Reassigned Numbers Database 2. 988 Implementation timeline and requirements, particularly customer education 3. Why all carriers will need to finally switch to 10-digit dialing
Policy & Accounting	<p>Eric Babler Director & Matt Macdonald Partner BKD, LLP</p>	<p>Telcom Accounting and Tax Hot Topics</p>	<p>This presentation will cover current accounting and tax topics for telecommunications providers in Wisconsin including WI ACT 128 broadband equipment property tax exemption, update on sales tax exemption for internet access services and other services, Payroll Protection Program loan and other CARES and Covid Relief Acts accounting and tax update, lessons learned from implementation of the new revenue accounting standard, and an update on the lease accounting standard.</p>	<ol style="list-style-type: none"> 1. What property qualifies for the broadband equipment property tax exemption in Wisconsin 2. Latest accounting/tax update on PPP loans, CARES and other Covid Acts impact on telecommunications providers, and sales taxes on internet access services. 3. Accounting update including accounting for revenues and the delayed lease accounting standard.

1:00 PM – Tuesday, October 13, 2020

Pre-Recorded Breakout Presentations Available for Viewing Online at Your Pace on Your Schedule

All registrants will be emailed the link to view the Breakout Presentations [this will be separate from the General Session link.]

Live Q&A Discussions are scheduled for October 20th and October 22nd

TRACK	SPEAKERS	TITLE	DESCRIPTION	KEY POINTS
Business Management	Julie Darrington VP of Consulting Vantage Point Solutions	Planning for Year 11	A-CAM, RDOF, CAF II – These are all 10-year funding commitments. What happens in year 11? Julie draws from experience to bring the right questions to light: What will the technology look like in year eleven? What will broadband demands be, and why? How will operations be different? How will networks be funded? And most importantly – What needs to be done today to ensure a brighter future in Year 11?	<ol style="list-style-type: none"> 1. Technology & broadband demand forecasts 2. Operational considerations for Year 11 3. Recommended action items over the next 1-5 years to prepare for Year 11
Business Management	Aaron Sedler Partner & Camille Christiansen Partner Moss Adams LLP	Financial and Operational Benchmarking	We have made some significant changes to our benchmarking study over the last couple of years and have new data that most carriers will find compelling, especially compared to historical data.	<ol style="list-style-type: none"> 1. A review of the parameters and metrics from our benchmarking study for the telecom industry 2. Insights to help participants compare their companies against competing/ similar services 3. Trends in savings opportunities, company strengths and weaknesses, and improvement goals
Business Management	Brian Blahnik, PHR B Squared Consulting, LLC	Effectively Managing Remote Staff and Telecommuters	Managing remote employees is very different than staff in an office. You can't just send people home with their laptops and expect that they're going to be immediately productive, accountable and happy. In fact, research shows that if remote work isn't handled correctly, people will lose productivity and suffer isolation and anxiety. We'll present the latest research and best practices about how to be an effective leader in a virtual workplace.	<ol style="list-style-type: none"> 1. The future of remote work 2. Understand common teleworking challenges 3. Establish remote productivity standards

1:00 PM – Tuesday, October 13, 2020

Pre-Recorded Breakout Presentations Available for Viewing Online at Your Pace on Your Schedule

All registrants will be emailed the link to view the Breakout Presentations [this will be separate from the General Session link.]

Live Q&A Discussions are scheduled for October 20th and October 22nd

TRACK	SPEAKERS	TITLE	DESCRIPTION	KEY POINTS
Technology	Tracy Tobin VP of Operations 3RT Networks	Enterprise Cybersecurity	A successful Enterprise Cybersecurity strategy requires many facets. Leveraging an established cybersecurity policy framework to provide organizational governance is a critical first step to prevent, detect and respond to cyber-attacks. This process will identify risk exposure and a direction for improvement. The result is clarity on how to apply essential technology to boost security posture.	<ol style="list-style-type: none"> 1. NIST Cybersecurity Policy Framework Analysis – a general understanding of what NIST CPF is and the value it has to enterprise organizations 2. Essential IT Cybersecurity Solutions & Services – IT cybersecurity solutions for essential elements within an enterprise organization will be discussed and reviewed 3. Quarterly Security Assessment & Remediation – the importance of conducting frequent security assessments and implementing remediation plans will be discussed.
Technology	Nick Reifschneider VP of Product Management Inteliquent	Get STIR/SHAKEN: Mitigating Robocalling	The communications industry solution to help combat the abuse is through the adoption of STIR (stands for Secure Telephone Identity Revisited)/SHAKEN (stands for Secure Handling of Asserted information using tokens) authentication standards, allowing for verification that calls come from a real caller ID instead of spoofed or faked caller ID.	<ol style="list-style-type: none"> 1. STIR/SHAKEN Update 2. Learn Transit, Authentication and Verification Services 3. A look ahead for STIR/SHAKEN
Technology	Dwayne Tucker, CISSP Managing Consultant, IT Risk Services BKD, LLP	More Connected More at Risk – The Dark Web	As the ease of doing business has increased with the internet and a more connected economy, so has the risk for a breach. Cybercrime continues to grow as the primary motivation for breaches. This session reviews current threats and cyber trends along with recommendations to help mitigate risk.	<ol style="list-style-type: none"> 1. Tips on how to protect your company from hackers 2. Lessons learned from others 3. The new wave of remote working and what you need to do to stay safe

Wednesday, October 14, 2020

10:00 AM – 12:15 PM **General Sessions**
Online

Opening Remarks

Tim Kusilek, WSTA Fall Conference Committee Chairperson

General Session 3

Telehealth: Telehealth is Here to Stay; Now What?

Chris Meyer, Director of Telehealth and Virtual Care
Marshfield Clinic Health System (MCHS)

Chris will discuss how MCHS telehealth volumes grew by 1700% in “a matter of days” as a result of COVID-19 closing facilities and what lessons were learned about the need for continued broadband expansion to residential homes.

General Session 4

New Frontiers in Competition

Will My Fiber Become Obsolete?

Larry Thompson, P.E., CEO
Vantage Point Solutions

Thousands of low-earth-orbiting satellites are scheduled to launch in the next few years, at the same time 5G is becoming a reality. Meanwhile, Google Loon, Microsoft Airband, and even Facebook - yes, Facebook - are launching innovative technologies. Don't be caught unprepared as these initiatives mature: Join to hear the facts and feasibility of these advancements, along with potential opportunities and the impact they may have on rural broadband networks, operation, and customer expectations.

Three key points that attendees will learn from Larry's presentation: (1) Overview of LEO and Geostationary Satellites, (2) Technology realities of 5G networks, Google Loon, Microsoft Airband, and Facebook Fiber and (3) Implications of these technologies for Rural areas

General Session 5

DC 2021 – Working Through the “What If’s”

Mike Romano, Senior VP of Industry Affairs & Business Development
NTCA – The Rural Broadband Association

Either way it turns out, the 2020 election promises significant changes in broadband and telecom policy. From market-based auction mechanisms to competition policy, the landscape will continue to shift – and small rural broadband providers need to be planning now for whichever way things go.

2:00 PM – 4:00 PM

Virtual Booths

If you are registered to attend the Virtual WSTA Fall Conference, you will receive a list of the associate members who have a Virtual Booth. The associate members may have a zoom meeting you can join, a You Tube video, etc. for you to view. The list will be emailed closer to the event with the links to join/view the Virtual Booths.

Please take time to view the Virtual Booths!

Wednesday, October 15, 2020

10:00 AM – 12:00 PM **WSTA Active Member CEO Zoom Meeting**

Tuesday, October 20, 2020

10:00 AM – 11:00 AM **Policy & Accounting Track Q&A for:**
Bob Abrams & Tony Balistreri, BKD, LLP
Bridget Alexander White, JSI
Eric Babler & Matt Macdonald, BKD, LLP

11:00 AM – 12:00 AM **Business Management Track Q&A for:**
Julie Darrington, Vantage Point Solutions
Aaron Sedler & Camille Christiansen, Moss Adams LLP
Brian Blahnik, B Squared Consulting, LLC

Thursday, October 22, 2020

10:00 AM – 11:00 AM **Technology Track Q&A for:**
Tracy Tobin, 3RT Networks
Nick Reifschneider, Inteliquent
Dwayne Tucker, BKD, LLP

10/12/20