

2018 NTCA FALL CONFERENCE

September 16–19 | Sheraton Seattle | Seattle, WA

Connecting the Future

Agenda

TT = Telco Track

DT = Director Track

SATURDAY	
8:00 a.m. – Noon	CSSA Board Meeting
4:00 p.m. – 6:00 p.m.	REGISTRATION
SUNDAY	
7:30 a.m. – 8:30 a.m.	CHURCH SERVICE
8:00 a.m. – Noon	TOUR 1: Seattle Highlights Tour
9:00 a.m. – 10:00 a.m.	NTCA Rural Broadband PAC Prestige Breakfast
9:30 a.m. – 10:00 a.m.	Welcome to Seattle Get insider tips on exploring Seattle, including information on local attractions, shopping and dining recommendations.
10:30 a.m. – 5:00 p.m.	NTCA Rural Broadband PAC/RTAF Present: Ingenuity, Artistry and Beer
Noon – 2:00 p.m.	Membership Committee Meeting
Noon – 2:00 p.m.	Meetings & Education Committee Meeting
2:30 p.m. – 5:00 p.m.	Government Affairs Committee Meeting
1:00 p.m. – 5:00 p.m.	TOUR 2: Seattle Highlights Tour
1:00 p.m. – 6:30 p.m.	REGISTRATION
1:30 p.m. – 2:15 p.m.	Open Forum for Directors: Regulatory and Policy As a board member in the telecom industry, you are faced with a torrent of information about regulatory and policy issues. Where do certain matters stand now at the FCC and on the Hill? How do you determine what is relevant for your company? What can you do to help? Get your questions ready and join Mike Romano, Sr. Vice President of Industry Affairs and Business Development for a wide-ranging discussion built just for you.

2:30 p.m. – 4:00 p.m.	<p>Director Peer-to-Peer Roundtables Invigorate your networking and discussions early in the program by participating in director roundtables for small, medium and large companies.</p>
2:00 p.m. – 4:00 p.m.	<p>Associate Member Advisory Council Meeting</p>
3:00 p.m. – 4:00 p.m.	<p>TT Customer Feedback and Reviews—Your Most Unhappy Customers Are Your Greatest Source of Learning Proactive is the name of the game. Positive or negative, mean tweets or adulation—bring it on. A group of NTCA Marketing Committee members will share tips and tricks for staying out in front when it comes to online reviews and company feedback.</p> <p><i>Brought to you by the NTCA Marketing Committee</i> FOR: TELCO EXECS, KEY EMPLOYEES, MARKETING TEAM MEMBERS NTCA Certificate Code: B108</p>
4:00 p.m. – 5:00 p.m.	<p>Women in Telecommunications Industry Roundtable</p>
4:30 p.m. – 7:00 p.m.	<p>FRS Cornhole Tournament</p>
5:00 p.m. – 5:30 p.m.	<p>First-Time Attendee Reception</p>
5:30 p.m. – 6:30 p.m.	<p>WELCOME RECEPTION Kick off the conference with fellow attendees while enjoying appetizers and drinks.</p>
7:00 p.m.	<p>Dine Arounds Indulge in local cuisine during a Dutch treat dinner with NTCA staff. The full list of restaurants and additional information will be posted online before the conference.</p>

MONDAY

7:30 a.m. – 4:00 p.m.	<p>REGISTRATION</p>
8:00 a.m. – 3:00 p.m.	<p>TOUR 3: Discover Bainbridge Island</p>
8:00 a.m. – Noon	<p>Consulting Rooms CoBank, RTFC and RUS</p>
8:30 a.m. – 11:30 a.m.	<p>OPENING GENERAL SESSION</p> <p>NTCA CEO Address <i>Shirley Bloomfield, Chief Executive Officer, NTCA</i> Hear insights on the political climate and policy initiatives, as well as overall industry and organizational perspectives.</p> <p>Jamie Clarke, CEO & Renowned Everest Adventurer From the heights of the Seven Summits to the peaks of business success, Clarke draws from his unique position as an accomplished adventurer turned acclaimed entrepreneur to help you advance your team, establish your purpose and succeed in any endeavor.</p>

	<p>The Augmented Human <i>Ted Schilowitz, Futurist, Paramount Pictures</i> Futurist Ted Schilowitz takes you on a journey with "The Augmented Human" by asking the audience lighthearted, thought-provoking questions on where the human race is today, and whether we are ready for new forms of spatial immersion and intensity. The more we know about ourselves, the more we can predict future forms of entertainment, productivity and cutting-edge technology in our day-to-day lives.</p>
11:45 a.m. – 12:45 p.m.	NTCA Rural Broadband PAC Board Meeting
11:45 a.m. – 1:00 p.m.	Legal Committee Meeting
Noon – 1:00 p.m.	LUNCH ON YOUR OWN
1:00 p.m. – 2:00 p.m.	<p>TELCO TRACK CONCURRENT SESSIONS</p> <p>TT Bringing the Internet of Things Down to Earth Rural IoT networks are not the same as their urban counterparts. Through smart agriculture, transportation, oil/gas/renewable energy and rural health care, industry and government players are working to bring rural IoT to life, and rural carriers must prepare for, implement and capitalize on these opportunities.</p> <p><i>Brought to you by the NTCA Associate Member Advisory Council</i> FOR: DIRECTORS, TELCO STAFF Certificate Course Code: T106</p> <p>TT The Convergence of Wired and Wireless Networks Wireline and wireless networks together provide a comprehensive broadband experience. Hear about how both wired and wireless network solutions are being integrated to expand availability of broadband in your communities. Between advances in wireless technology and increasing opportunities for buildouts and spectrum sharing, wireless solutions are quickly becoming an important component of wired rural networks.</p> <p>FOR: DIRECTORS, TELCO STAFF Certificate Course Code: T101</p>
1:00 p.m. – 2:00 p.m.	<p>DIRECTOR TRACK CONCURRENT SESSIONS</p> <p>DT Ethical Decision-Making for Directors As a director, you are exposed to many situations that challenge you to make carefully balanced decisions. An ethics policy or code of conduct might provide broad guidance, but making the right decision is a personal matter. Hear about strategies for performing your role ethically to the benefit of the entire organization.</p>

1:00 p.m. – 3:00 p.m.

1:00 p.m. – 3:30 p.m.

1:00 p.m. – 5:30 p.m.

2:15 p.m. – 3:15 p.m.

3:00 p.m. – 5:00 p.m.

3:30 p.m. – 4:30 p.m.

3:30 p.m. – 4:30 p.m.

FOR: DIRECTORS

Certificate Course Code: G106

DT Policy Pitfalls and Bylaws Barriers

Are there issues lurking in your bylaws and policies that could stop your telco in its tracks? Learn about key areas of concern for outdated language or unexpected gaps in governing documents for boards of all shapes and sizes. Some preplanning on your part can ward off unwanted challenges.

FOR: DIRECTORS

Certificate Course Code: G103

TIG Board Meeting

Innovation and Business Opportunity Committee Meeting

Joint Industry and Regulatory Policy/Competitive and Advanced Services Committees

Concurrent Sessions Repeat

Rural Trust Insurance Co. Board Meeting

TELCO TRACK CONCURRENT SESSIONS *(repeats Tuesday morning)*

TT The 'Well' Rounded Employee: How to Recognize, Cultivate and Keep Them

When talking about what will carry your team through to a great finish, it is about fit, performance, collaborative culture, wellbeing and so much more! Learn about work-life culture considerations, wellbeing workplace initiatives, and other performance impacting factors that shape employee engagement and promote success in your strategic initiatives.

FOR: TELCO EXECS & STAFF

Certificate Course Code: B105

TT Mission Critical Issues for the Carrier

Today's carrier is burdened on many fronts, from providing a deeper level of network security to ramped up restrictions on consumer privacy and data. This session takes a closer look at how companies are navigating a minefield of costs and exposures while at the same time providing top-shelf service.

FOR: TELCO STAFF

Certificate Course Code: T110

DIRECTOR TRACK CONCURRENT SESSIONS *(repeats Tuesday morning)*

DT Gadgets and Gizmos for the Greatest Generation

Over the years, there has been an exponential growth of technologies related to seniors and aging in place. These

connected devices require solid, sustainable broadband. This demonstration of practical technologies will show how aging subscribers can get the most benefit from their broadband while gaining the in-home conveniences they need.

FOR: DIRECTORS
Certificate Course Code: T108

DT Director Tools of the Trade

Examine tools that directors use to streamline governance responsibilities in this session. This survey of hardware and software for boards will prepare you to better meet your obligations as a director and improve workflows so you can focus on what matters.

FOR: DIRECTORS
Certificate Course Code: G108

3:30 p.m. – 5:00 p.m.

Awards Committee Meeting

3:30 p.m. – 5:00 p.m.

Tribal Affairs Committee Meeting

3:30 p.m. – 5:30 p.m.

National Information Solutions Cooperative (NISC) Telecom Membership Reception and Meeting

4:00 p.m. – 6:00 p.m.

Technical Committee Meeting

6:30 p.m. – 9:30 p.m.

FRS Fundraising Event: Emerald City Trapeze

TUESDAY

7:30 a.m. – 2:00 p.m.

REGISTRATION

8:00 a.m. – Noon

Consulting Rooms
CoBank, RTFC and RUS

9:00 a.m. – 10:00 a.m.

Concurrent Sessions Repeat

9:30 a.m. – 10:30 a.m.

Spouse Session: Turk The Mentalist

10:15 a.m. – 11:15 a.m.

TELCO TRACK CONCURRENT SESSIONS

TT Fighting Robocalls and Spoofing

Robocalls are the number one consumer complaint received by both the FCC and the FTC. Telcos continue to field complaints as well. The fight against unlawful robocalls and Caller ID spoofing is taking place on several fronts. Hear how you can protect your subscribers. Explore steps you can take now to limit unwanted robocalls, and learn about call authentication technology that promises to combat spoofing.

FOR: TELCO STAFF
Certificate Course Code: P101

	<p>TT A Practical Guide for Futures Planning <i>(does not repeat)</i> The NTCA CEO Futures Group has been working for the past year on resources to support the future development of the rural telco. Taking many factors into consideration, such as competitive landscapes, size of company and funding structures, the resources provide a comprehensive set of challenges, issues, and opportunities for use in your own planning. CEOs will share their findings and help you consider paths to a successful future.</p> <p>FOR: DIRECTORS, TELCO STAFF, KEY EMPLOYEES Certificate Course Code: B106</p>
<p>10:15 a.m. – 11:15 a.m.</p>	<p>DIRECTOR TRACK CONCURRENT SESSIONS</p> <p>DT Developing Directors for Today’s Broadband Industry The Board of Directors’ insights and skills have always been important in guiding local carriers. However, fast-evolving financial, competitive and transactional opportunities and risks require that Boards themselves should evolve. This session will focus on the importance and rationale for developing specific capabilities to meet the needs of today’s communications carrier.</p> <p>FOR: DIRECTORS Certificate Course Code: B112</p> <p>DT Shifts in Culture and Technology Shifts in technology and the swift growth of internet culture is changing the telecommunications landscape. Directors can play a significant role in taking advantage of these shifts by embracing change, envisioning their company’s future, anticipating needs, and helping leadership to prepare, engage and win.</p> <p><i>Brought to you by the NTCA Associate Member Advisory Council</i> FOR: DIRECTORS Certificate Course Code: G108</p>
<p>12:30 p.m. – 4:30 p.m.</p>	<p>Tour 4: Lakes Cruise: The Backyards of the Rich & Famous</p>
<p>1:00 p.m. – 5:00 p.m.</p>	<p>FRS Board of Directors Meeting</p>
<p>1:15 p.m. – 2:15 p.m.</p>	<p>Concurrent Sessions Repeat</p>
<p>1:15 p.m. – 2:00 p.m.</p>	<p>What’s on Your Mind? A Roundtable Session with Shirley Bloomfield</p>
<p>2:00 p.m. – 4:00 p.m.</p>	<p>RWA Joint Committee Meeting</p>
<p>4:00 p.m. – 5:00 p.m.</p>	<p>RWA Annual Meeting</p>
<p>5:00 p.m. – 6:30 p.m.</p>	<p>NETWORKING RECEPTION AND VENDOR SHOWCASE Network with peers, NTCA staff and board members, and industry leaders, and connect with solution providers to get a glimpse of their most innovative products.</p>

WEDNESDAY

8:00 p.m. – 10:00 a.m.	REGISTRATION
8:00 a.m. – 8:30 a.m.	CONTINENTAL BREAKFAST
8:30 a.m. – 11:15 a.m.	CLOSING GENERAL SESSION Foundation for Rural Service Update <i>Eric Cramer, Board Chairman, Foundation for Rural Service</i> <i>Jessica Golden, Executive Director, Foundation for Rural Service</i> Hear from the FRS board president as he discusses the foundation happenings for the upcoming year. Millennials Say the Darndest Things Today's young adult customers are driving the future of broadband consumption. What do young adult customers have to say about their usage and consumption? Whether streaming, TV or broadband, what do they want from you now? What you'll hear will surprise you. The Psychology of Illusion <i>Vinh Giang, Entrepreneur, Magician and Communication Coach</i> In 1997, "The Masked Magician" revealed to the world secrets from the art of magic; this threatened the very existence of the craft. What took magic to the brink has given it the greatest opportunity to innovate and thrive. Giang shares with you the power of perspective and how collaboration can help you to create new solutions rather than fix old problems. Learn one of the most powerful tools that will help you craft the future you desire.
10:00 a.m. – 4:00 p.m.	TOUR 5: Waterfalls & Wine Tasting
4:30 p.m.	NTCA Fall Conference Adjourns