

REVOLUTION

RTIME

FEBRUARY 3-6, 2019 | NEW ORLEANS, LA

■ = Manager Track ■ = Director Track

SATURDAY

4:00 p.m. – 6:00 p.m.

REGISTRATION
Sponsored by JSI

SUNDAY

7:00 a.m. – 8:00 a.m.

Church Service

7:30 a.m. – 10:00 a.m.

REGISTRATION
Sponsored by JSI

8:00 a.m. – 12:30 p.m.

FRS Board of Directors Meeting

8:00 a.m. – 9:15 a.m.

Telco Executives Policy Discussion

9:00 a.m. – 11:00 a.m.

Membership Committee Meeting

9:00 a.m. – 2:00 p.m.

Tour 1: Crescent City Connection

9:30 a.m. – 10:30 a.m.

Welcome to New Orleans
Get insider tips on exploring exciting New Orleans, including information on local attractions, shopping and dining recommendations.

10:00 a.m. – 11:00 a.m.

CONCURRENT MANAGER SESSIONS
Sponsored by Nokia

Sales Team Success
Your team is great at assisting your customers with everyday issues but may be missing opportunities to recommend solutions to your

customers' unmet needs. Discuss strategies to help achieve your growth goals and maintain long-term success. Learn tips, best practices and incentives for building a confident sales culture and team that will bolster profits for your company.

Brought to you by the Associate Member Advisory Council

NTCA Certificate Code: B101

For: Telco management, Staff

Tomorrow's Video Forecast

Fast-changing trends in viewing habits are leading small operators into the unknown without a clear understanding of what customers want when it comes to video offerings. Hear about recent research that can shed some light on what your subscribers are viewing and gain an advantage in negotiating with content providers.

NTCA Certificate Code: B106

For: Telco management, Staff, Directors

Success in Succession

When it comes time to pass the company down from one generation to the next, a carefully crafted and executed succession plan can make all the difference. Join your peers for a discussion of what it takes before, during and after leadership transitions to keep the family business operating smoothly.

NTCA Certificate Code: G107

For: Telco management, Staff, Family business officers

Performance Testing - Network Differentiator, Royal Pain, or a Bit of Both?

The FCC has plans to implement a new performance testing regime later this year tied to the receipt of universal service support. Debate and development continue on the details of this framework, but providers need to get ready as best they can for potential compliance. Experts will discuss issues that remain in play, plans for implementation despite the open questions, and how performance testing fits into a broader debate over the capabilities of various networks.

NTCA Certificate Code: P101

For: Telco management, Staff

10:00 a.m. – 11:00 a.m.

CONCURRENT DIRECTOR SESSIONS

Sponsored by Consortia Consulting

Dealing With Difficult Board Members

Let's be clear: This session is not about you. It's about that other board member; the difficult one that sits next to you. We get all kinds of great folks on our boards, but sometimes there are challenging personalities that can potentially derail the work of the entire board. Learn how to deal with potentially tumultuous issues before they arise, and devise strategies for handling specific situations should they surface.

NTCA Certificate Code: G105

For: Directors, GMs, CEOs

Building a Qualified Board

Although the challenges are a bit different, both commercial and cooperative companies face the same reality of needing qualified board members. How do commercial companies attract board members that are passionate about serving the telco and the community? How do co-ops seek out qualified candidates to run for open seats? At this session, join in a candid discussion about what works when looking to strengthen your governance team.

NTCA Certificate Code: G107

For: Directors, GMs, CEOs

Getting to Know Your Cyber Threats

David Raucher, Director of IT Engineering, CHR Solutions

The top four cybersecurity threats facing enterprises today are DDoS attacks, ransomware, phishing and malware. Using industry-relevant case studies, this session will make you more familiar with commonly used terms to help create a framework for deeper conversations about specific cybersecurity issues in the board room.

NTCA Certificate Code: G108

For: Directors, GMs, CEOs

11:00 a.m. – 4:00 p.m.

Tour 2: Houmas House Plantation & Gardens

11:15 a.m. – 12:15 p.m.

Concurrent Manager Sessions (Repeat)

Sponsored by Nokia

11:15 a.m. – 12:15 p.m.

Concurrent Director Sessions (Repeat)

Sponsored by Consortia Consulting

11:15 a.m. – 12:45 p.m.

NTCA Rural Broadband PAC Board Meeting

Noon – 2:30 p.m.

Meetings & Education Committee Meeting

1:00 p.m. – 3:00 p.m.

Awards Committee Meeting

1:30 p.m. – 2:30 p.m.

CONCURRENT DIRECTOR SESSIONS (*Does not repeat*)

Sponsored by Consortia Consulting

The Realities of Retirements: Preparing for Eventual Manager Transitions

It's just a simple fact: Many senior industry leaders are nearing retirement age, and the next five years will witness a transition for many companies, especially in the role of general manager. The board and staff need to be prepared with not just a succession plan, but a transition plan to make sure the company moves forward without interruptions in governance or operations.

NTCA Certificate Code: G107

For: Directors, Board officers, Telco management

Trusted Providers in Telehealth

There are many challenges to address when it comes to providing effective telehealth services in rural communities. One of the most important and often overlooked challenges is building and maintaining trust between patients and doctors in this new system of care for members of the community. Teaching people about the technology is one thing, but garnering their trust is quite another, especially when it comes to something as personal as health care. Learn how others have successfully built telehealth solutions in their rural communities.

NTCA Certificate Code: T106

For: Telco management, Staff, Directors

Finding Your Wireless and Small Cell Sweet Spot

With more spectrum being allocated for 5G broadband and innovative uses, rural telcos are invited to explore how fixed wireless and small cell deployment opportunities can serve as a lower-cost alternative solution for last-mile broadband.

Brought to you by the Associate Member Advisory Council

NTCA Certificate Code: T104

For: Telco management, Staff, Directors

1:30 p.m. – 3:00 p.m.

CEO Roundtables by Company Size

One of the top reasons CEOs and GMs attend RTIME is to network with their peers. Join peers of similar-sized companies in one-on-one candid discussion and networking. These roundtables are split up by company size, so you can get a feel for what your peers are doing.

- Smaller Companies: 15 or fewer employees

- Mid-Sized Companies: 16–40 employees
- Larger Companies: 41–100 employees
- Largest Companies: More than 100 employees

NTCA Certificate Code: B106

For: CEOs, GMs

1:30 p.m. – 4:30 p.m.

Government Affairs Committee Meeting

3:15 p.m. – 4:15 p.m.

Women in Telecommunications Industry Roundtable

3:30 p.m. – 5:00 p.m.

Tribal Affairs Committee Meeting

3:45 p.m. – 4:45 p.m.

CSSA Board of Directors Meeting

4:00 p.m. – 6:00 a.m.

REGISTRATION

Sponsored by JSI

4:15 p.m. – 5:00 p.m.

Tailgate Reception for Women in Telecom

5:00 p.m. – 9:00 p.m.

Super Bowl Party

MONDAY

7:00 a.m. – 10:30 a.m.

REGISTRATION

Sponsored by JSI

7:00 a.m. – 8:00 a.m.

TIG Policyholders Breakfast

7:00 a.m. – 5:00 p.m.

CONSULTING ROOMS

- CoBank
- RTFC

8:30 a.m. – 10:30 a.m.

OPENING GENERAL SESSION

Chairman’s Address

Kevin Beyer, Chairman, NTCA

Welcome

Shirley Bloomfield, CEO, NTCA

Invited

Ajit Pai, Chairman, FCC

RTIME 2019

February 3-6 | New Orleans, LA

www.ntca.org/rtime

	<p>FUTURE FORCES - Insights from the New World of Work <i>Seth Mattison, Author and Chief Movement Officer, Luminare Labs</i> Steve Mattison inspires you to dig deep to create transformational change in the lives of those around you. Gain deep insights into what's coming next in the new world of work for leaders at all levels; unique perspectives on the macro drivers of change and a deep understanding of how employees attitudes and behaviors are evolving; a new framework to see beyond the fads and more clearly understand the trends certain to impact the business landscape over the coming decade; and practical and actionable tips and techniques that can immediately impact business today.</p>
9:30 a.m. – 3:00 p.m.	THE NETWORKING CENTRAL
10:45 a.m. – 12:30 p.m.	<p>NEW! Welcome and EXPO Forum The EXPO at RTIME is now open earlier than ever before. Join us for some light refreshments and take a peek into what EXPO has in store for you.</p> <p>EXPO Forum Presentations: 11:00 a.m. – 11:20 a.m. Mimosas Networks 11:35 a.m. – 11:55 a.m. Metaswitch 12:10 p.m. – 12:30 p.m. Cambium Networks 3:30 p.m. – 3:50 p.m. CHR Solutions 4:10 p.m. – 4:30 p.m. Calix 4:40 p.m. – 5:00 p.m. Innovative Systems</p>
11:00 a.m. – 1:00 p.m.	Tour 3: Cooking Gumbo Demo Class
Noon – 1:00 p.m.	Excellence Award Winners Luncheon <i>(Excellence Awards Winners Only)</i>
Noon – 1:00 p.m.	Legal Committee Meeting
Noon – 6:00 p.m.	Benefits Consulting Room
12:30 p.m. – 1:30 p.m.	LUNCH ON YOUR OWN
12:30 p.m. – 5:00 p.m.	Joint Industry and Regulatory Policy Committee and Competitive and Advanced Services Committee Meeting
1:00 p.m. – 3:00 p.m.	Tour 4: French Quarter Walking Tour
1:00 p.m. – 3:30 p.m.	Technical Committee Meeting
1:45 p.m. – 2:45 p.m.	CONCURRENT MANAGER SESSIONS <i>Sponsored by Nokia</i>

Competitive Expansion Tactics

Telcos are increasingly finding success by competing in areas way beyond traditional regulated business lines. Hear how others are becoming more engaged with their communities by selling and competing in many ways outside of their ILEC footprint.

NTCA Certificate Code: B106

For: Telco management, staff

Show Me the Data

Taking a data-driven approach to fine-tuning your marketing campaigns can facilitate targeting specific prospective customers while simultaneously improving the customer experience. And it is not just a theory—your peers are doing this right now with demonstrated success. Discover how you can use tools already at your fingertips.

Brought to you by the NTCA Marketing Committee

NTCA Certificate Code: B108

For: Telco management, marketing staff

1:45 p.m. – 2:45 p.m.

CONCURRENT DIRECTOR SESSIONS

Sponsored by Consortia Consulting

Top 10 Things New Board Members Need to Know

If you are a new board member, you probably have a lot of questions. This fast-paced session is designed to give you a better understanding of your role, responsibilities and just what exactly you've gotten yourself into! You'll leave this session knowing how you can best contribute to serving the company and the community.

NTCA Certificate Code: G106

For: Directors, GMs, CEOs

The Value of a Connected Community

The connectivity your network brings to the community is changing the way we live and work every day. While it isn't something telcos are used to doing, telling the stories of these changes is more vital than ever before. Learn how best to get your stories out there and put the telco front and center so the press and policymakers understand all the great things happening in your connected community.

NTCA Certificate Code: B107

For: Directors

Evaluating New Business Ventures

One of the most challenging things about launching a new product or service is evaluating profitability, and the board is not always prepared to assume this responsibility. With an increase of competitive expansion on the horizon, the board will be presented with more and more business plans and proposals to be considered. Learn how to understand what's being presented and what questions you should be asking.

NTCA Certificate Code: B110

For: Directors, GMs, Telco senior staff

How High-Functioning Boards Bring on New Members

Onboarding is such a critical process, but it's often not given the time and effort it deserves. Successful boards have developed very deliberate onboarding processes that bring new members up to speed quickly with culture, roles, responsibilities and general information. Hear about ways to ensure continuity with board processes by providing the best orientation possible for the newest members of your team.

NTCA Certificate Code: G106

For: Directors, GMs, CEOs

1:45 p.m. – 3:00 p.m.

Associate Member Advisory Council Meeting

3:00 p.m. – 5:00 p.m.

Innovation and Business Opportunity Committee Meeting

3:15 p.m. – 5:00 p.m.

EXPO Open House and EXPO Forum

Expo Forum Presentations:

3:30 p.m. – 3:50 p.m. | CHR Solutions

4:10 p.m. – 4:30 p.m. | Calix

4:40 p.m. – 5:00 p.m. | Innovative Systems

3:15p.m. – 5:15p.m.

RWA Committee Meeting

3:30 p.m. – 5:00 p.m.

NISC Telecom Annual Meeting and Member Reception

6:30 p.m. – 9:30 p.m.

Foundation for Rural Service 25th Anniversary Gala

Celebrating 25 years of investing in rural America.

Since 1994, the FRS has worked to enhance the quality of life in America by advancing an understanding of the issues that impact rural communities. Let's "jazz it up" and celebrate 25 years of FRS achievements with a cocktail hour, live entertainment, silent auction and more.

Attire: Black-Tie Optional or Semi-Formal

TUESDAY

7:00 a.m. – 10:15 a.m.	REGISTRATION <i>Sponsored by JSI</i>
7:00 a.m. – 8:00 a.m.	NTCA Rural Broadband PAC 50th Anniversary Celebration Breakfast Join NTCA Rural Broadband PAC as it celebrates its 50-year history during this special breakfast recognizing board members and employees that have generously contributed to the PAC.
8:00 a.m. – 10:00 a.m.	SECOND GENERAL SESSION You Don't Need A Crystal Ball to Predict the Future What does it take to make accurate assumptions about the future? Learn how to think like a futurist and plan what you and your team can do now to better prepare for what is coming your way. Beyond social, economic and technical trendspotting, this session will help you identify the information you need to be monitoring to stay ahead of the curve. The Changing – and Unchanging – Nature of Rural Network Economics The challenges of delivering communications services in high-cost rural areas are as old as communications services themselves. But the services and the networks over which they are delivered have evolved significantly – what does that mean for service in rural areas, for companies looking to serve these areas, and for policymakers trying to decide how best to live up to a mission of universal service in a broadband world? This panel will feature prominent experts in the fields of cost modeling, cost recovery, and engineering to talk through how network economics have – and have not – changed over time, and the issues our nation faces today in deploying and operating communications infrastructure in rural America.
8:00 a.m. – Noon	TIG Board Meeting
8:00 a.m. – 1:00 p.m.	NTTA Membership Meeting
8:00 a.m. – 6:00 p.m.	Benefits Consulting Room
8:30 a.m. – 5:00 p.m.	Ace Annual Meeting
9:30 a.m. – 3:00 p.m.	THE NETWORKING CENTRAL
10:15 a.m. – 11:00 a.m.	CSSA Annual Meeting
10:15 a.m. – 11:15 a.m.	Concurrent Manager Sessions <i>(Repeat from Monday)</i> <i>Sponsored by Nokia</i>

10:15 a.m. – 11:15 a.m.	<p>Concurrent Director Sessions (<i>Repeat from Monday</i>) <i>Sponsored by Consortia Consulting</i></p>
10:15 a.m. – 11:15 a.m.	Spouse Session
11:00 a.m. – 11:15 a.m.	CSSA Board Meeting Reconvenes
11:00 a.m. – 1:00 p.m.	<p>EXPO Exclusive Telco Executive Luncheon <i>This luncheon is exclusive to telco executives and their guests.</i></p>
11:00 a.m. – 5:00 p.m.	Tour 5: Airboat Adventure
11:30 a.m. – 12:15p.m.	<p>SPECIAL DIRECTOR SESSION</p> <p>Back to School With NTCA: Policy and Industry 101 This refresher course presented by senior NTCA policy team members covers the gamut of critical policy and regulatory issues of 2019, as well as some history of how we got here. Learn about the most timely and relevant regulatory issues facing the rural broadband industry and be prepared for everything from your next board meeting to your next meeting with congressional representatives.</p> <p>NTCA Certificate Code: P101 <i>For: Directors</i></p>
1:30 p.m. – 2:30 p.m.	<p>NEW! EXPO Live Join us on the EXPO show floor and meet with exhibitors and see the first-time ever live programming on the show floor.</p> <p>Small-Town Ingenuity is Making Gigabit Broadband a Reality Small-town broadband deployment requires collaboration and the blend of ingenuity, creativity, and force of will that's characteristic of rural entrepreneurs who have spent years innovating and problem-solving within the constraints of smaller economies. As a result, models for deployment are as varied as the communities themselves. Join the live conversation about how one rural broadband provider made gigabit broadband a reality in their hometown—and the improvements those connections have made in the quality of life back home.</p>
2:00 p.m. – 3:00 p.m.	NRTC Annual Meeting
3:00 p.m. – 4:30 p.m.	<p>NEW! Regional Caucuses—House of Blues This new regional caucus format allows more time to network with your peers while still hearing about happening within your region and, an opportunity to see a little bit of New Orleans at RTIME.</p>

While we've [r]edefined the regional caucuses, we've also kicked it up a notch to encourage valuable face-to-face engagement with fellow regional members at a rocking New Orleans spot.

Only ILEC members may participate. Space is limited and advance registration is required to attend.

5:15 p.m. – 8:30 p.m.

NTCA Rural Broadband PAC/RTAF Event: Salute to the Greatest Generation

Sponsored by Illinois Telephone Cooperative Association

Join NTCA Rural Broadband PAC/RTAF for an evening at the National World War II Museum. The event will include exclusive access to the "Campaigns of Courage" galleries, dinner at BB's Stage Door Canteen and a private screening of the 4D movie "Beyond All Boundaries" narrated by Tom Hanks. The city of New Orleans has a unique link to World War II—the boats used in the invasion of Normandy were designed, built and tested there. The museum was designated by the U.S. Congress as America's official National World War II Museum, and for the past five years, it has been the number one attraction in New Orleans. Join us for this special celebration of the greatest generation.

Special thanks to our platinum sponsor Illinois Telephone Cooperative Association.

WEDNESDAY

7:30 a.m. – 12:30 p.m.

REGISTRATION

Sponsored by JSI

7:45 a.m. – 8:45 a.m.

Excellence Awards Ceremony

Breakfast Buffet Included

Join us in recognizing 9 individuals who achieved excellence in 2018 in their industry and communities.

8:45 a.m. – 9:45 a.m.

Business Session

10:00 a.m. – Noon

CLOSING GENERAL SESSION

Celebrate FRS

Jessica Golden, Executive Director, FRS

Join FRS as we celebrate 25 years of service. Special celebrations will be planned throughout 2019, but we kick them off in the Big Easy, highlighting achievements and acknowledging the growth of FRS in the years to come.

Our Industry in 2030

It sounds like the distant future, but 2030 is just over 10 years away. This panel discussion covers a series of high-level issues,

provocative notions and forward-thinking visions to consider what's in store for the industry in the next decade.

Leading Through Change

Robyn Benincasa, World Champion Adventure Racer

Benincasa, world champion adventure racer and award-winning motivational speaker, shares incredible stories and videos from the worlds of adventure racing and firefighting that illustrate how great leaders succeed against all odds and triumph in the face of adversity.

Sponsored by RTFC

Finance Update

Sheldon Petersen, CEO, RTFC/CFC

11:30 a.m. – 5:00 p.m.

FRS Golf Outing at Bayou Oaks at City Park—South Course

Noon

Conference Adjourns

1:00 p.m. – 3:30 p.m.

Tour 6: Spirits & Spirits