



July 10, 2026



**Technology Showcase:** Mosaic Technologies (Cameron, Wis.) welcomes state representatives and business leaders to its new showroom, designed to make smart technology more accessible, interactive and thought-provoking.

## FCC Sets July Agenda for Broadband Labels, Covered List, Robocall Items

At its [July 22 Open Meeting](#), the FCC is scheduled to consider several items that have been the subject of recent NTCA advocacy.

The commission is expected to adopt an order streamlining its broadband consumer label rules. NTCA **supported** the proposed changes during the rulemaking, saying they would reduce unnecessary compliance burdens while preserving the information consumers need to compare broadband services. The FCC cited NTCA's comments 26 times in the item. Commissioners also will

consider an order and further notice of proposed rulemaking to strengthen the commission's equipment authorization and Covered List rules. NTCA also **participated** in that proceeding seeking to prohibit equipment components that could pose a threat to national security, urging the commission to clearly define compliance responsibilities and avoid placing unreasonable burdens on providers. The commission will also vote on a proposal to strengthen the Robocall Mitigation Database.

### **NTCA Members to Share Rural Perspectives at FCC IP Transition Workshop**

Several NTCA members and Senior Vice President of Policy and General Counsel Justin Faulb will participate in the FCC's July 15-16 **workshop** on Internet Protocol (IP) transition issues.

NTCA members Jason Hendricks (Range; Forsyth, Mont.), Jody Kalt (SDN Communications; Sioux Falls, S.D.), Roger Nishi (Waitsfield and Champlain Valley Telecom; Waitsfield, Vt.), Nick Rogness (Golden West; Wall, S.D.), Rick Darsey (Pelican Broadband; Collinston, La.), Jeff Dupree (National Exchange Carrier Association; Morristown, N.J.) and Douglas Meredith (JSI; Greenbelt, Md.) will participate in the workshop, along with Faulb.

The free workshop is open to the public and will be livestreamed on the **commission's website**.



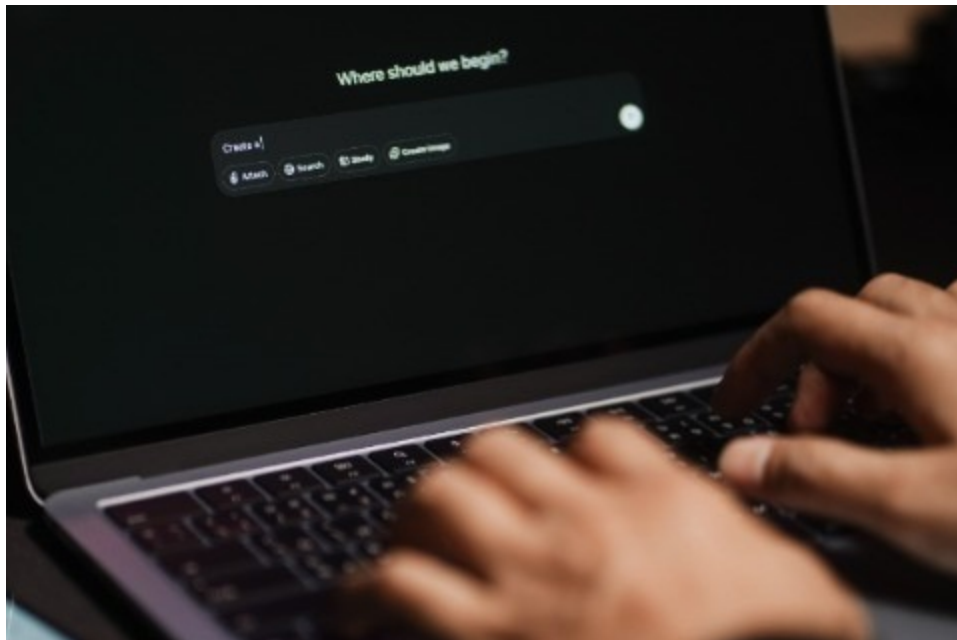
## Five Questions with Justin Faulb

Get to know NTCA Senior Vice President of Policy and General Counsel Justin Faulb.

From his first job to why he joined NTCA, Justin shares the experiences that shaped his career, why he wanted to work for NTCA and a fun fact or two along the way.

[Get in touch with Justin.](#)

WATCH



## Using AI to Strengthen Your Marketing Team

AI can help marketing teams work faster and more consistently, but the best results come from training it to reflect your organization's unique voice and goals. As part of a blog series highlighting reports authored by NTCA committees on AI opportunities and practical applications, Elizabeth Brown, chair of the NTCA Marketing Committee, [shares](#) practical guidance for building a custom AI marketing assistant.

[READ MORE](#)

### Join the Rural Run/Walk by August 1 to Snag a T-Shirt!

Lace up those sneakers—[registration](#) is now open for the FRS Rural Run/Walk. Sign up by August 1 to snag your official Rural Run/Walk shirt in time to sport it during the event, and [watch](#) sponsors share why it is a can't-miss.

[REGISTER](#)[WATCH](#)

## NEED TO KNOW

NTCA [urged the FCC](#) to ensure any new restrictions on telecommunications carriers' ability to interconnect with other providers are narrowly tailored to address specific national security risks and do not disrupt existing communications services or slow the industry's transition to IP networks.

The National Institute of Standards and Technology [released](#) a finalized Cybersecurity Supply Chain Risk Management Due Diligence Assessment Quick-Start Guide to help organizations

quickly assess supplier risks and strengthen cybersecurity procurement decisions.

Applications are **now being accepted** (*member login required*) for the 2027-2028 NTCA member-led committees and the PAC Board of Directors, with a deadline of August 7. A full list of committees and councils is available **on the NTCA website**. Current committee and PAC Board members must reapply to continue serving next year.

Elections for commercial and cooperative company seats on the **2026 NTCA Board of Directors** (*member login required*) for the Northeast and Southwest regions will be held this fall. Nominations for both cooperative and commercial seats representing the regions are due Monday.



### Prepare to Take the 30-Day AI Challenge

This August, join NTCA and the National Rural Economic Developers Association (NREDA) for the second annual **30-Day AI Challenge**, a hands-on opportunity to explore practical AI applications that can save time, improve service, streamline workflows and spark new ideas. Submissions are due in September, and winners will be recognized at upcoming NTCA and NREDA conferences. Visit the **NTCA AI Opportunity Hub** to learn more, explore practical AI resources and get ready to take the challenge.

[LEARN MORE](#)

# OUTREACH

NTCA Vice President of Federal Regulatory **Brian Ford** gave a Universal Service Fund and IP Transition presentation at the Broadband Association of North Dakota 2026 Summer Conference in Bismarck, North Dakota.

# AMAC CORNER



## Associate Members: An Opportunity to Serve

Looking for a way to give back to NTCA and the industry? Nominations are now open for the **Associate Member Advisory Council** (AMAC), a working committee that represents NTCA associate members.

Terms are for three years, and there are five seats available. AMAC meets in person three times each year (including at RTIME and Fall Conference), as well as virtually monthly.

Nominations are accepted from all NTCA members, and self-nominations are permitted. Nominations should include a letter and any supporting documents (such as a resume) that illustrate why a candidate would be a good council member and should be

submitted to NTCA Senior Director of Associate Member Engagement **Michele Coleman**. Nominees are strongly encouraged to attend the NTCA Fall Conference in September to address the council in person and highlight their qualifications and commitment to serving NTCA and the associate member community.

## WEBINARS

### **Ask Mike Anything: A Member Conversation with NTCA Leadership July 29 | 3 p.m. ET**

The popular “Ask Me Anything” session, frequently hosted at NTCA conferences, is coming to your screen – but with a slightly modified title and a special guest star. Join NTCA CEO Mike Romano, who will in turn be joined for this session by Board Chair Ben Foster, for an interactive conversation about the issues shaping the rural broadband industry. From the latest policy developments and association priorities to governance changes and strategic planning, this is your opportunity to ask questions and hear directly from association leadership.

REGISTER



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