



Municipal Broadband Conference

Holiday Inn & Suites Des Moines-Northwest
4800 Merle Hay Rd.

March 21 & 22, 2018

Tentative Schedule

Wednesday, March 21, 2018

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|------------------------|---|
| 7:30am-9:00am | Check-In & Continental Breakfast |
| 9:00am-9:50am | General Session #1 |
| | <ul style="list-style-type: none">• 5G Wireless-Hype vs. Reality (Christopher Mitchell, ILSR & David Young, City of Lincoln, NE) |
| 9:50am-10:00am | Break |
| 10:00am-10:50am | Concurrent Session #1 |
| | <ul style="list-style-type: none">• Developing a Smart Home & Business Strategy (Carl Mayhofer, Calix)• Distributed Access Architecture/Remote PHY (Eric Fagan, Casa Systems) |
| 10:50am-11:00am | Break |
| 11:00am-11:50pm | General Session #2 |
| | <ul style="list-style-type: none">• Get Organized by Keeping It Simple (Jon Anne Willow, Crystal Clear Communications) |
| 11:50am-12:50pm | Lunch |
| 12:50pm-3:00pm | Vendor Show |
| 3:00pm-3:50pm | Concurrent Session #2 |
| | <ul style="list-style-type: none">• Strategic Planning for Broadband Utilities (Curtis Dean, Todd Kielkopf)• Network Evolution & Revolution (Panel: Eric Lampland, Lookout Point Communications, Moderator)• Modern Marketing Checkup (Jon Anne Willow, Crystal Clear Communications) |
| 3:50pm-4:10pm | Break |
| 4:10pm-5:00pm | Concurrent Session #3 |
| | <ul style="list-style-type: none">• Creating Your Own Net Neutrality Policy (Christopher Mitchell, ISLR & David Young, City of Lincoln, NE)• CMS as a Service (Alex Balander, Casa Systems)• Social Media Strategy & Implementation (Cheryl O'Hearn, Spinmarket) |
| 5:00pm-7:00pm | Vendor Reception (appetizers) |
| 7:00pm-??? | Vendor Hospitality Suites (ground floor state rooms) |

Thursday, March 22, 2018

7:00am-8:30am **Breakfast (sponsored by Consortia Consulting)**

8:30am-9:20am **General Session #3**

- Shared IPTV Headend (Panel: Cedar Falls Utilities, Waverly Utilities, City of Bellevue)

9:20am-9:30am **Break**

9:30am-10:20am **Concurrent Session #4**

- WHY and HOW of Fixed Wireless Broadband (Panel discussion)
- Cybersecurity Essentials (Russ Saffell, IAMU)
- Digital Strategies for Customer Support & Service Excellence (Jon Anne Willow, Crystal Clear Communications)

10:20am-10:30am **Break**

10:30am-11:20am **Concurrent Session #5**

- Developing a Sexual Harassment Policy (Troy DeJoode, IAMU)
- SCTE Training and Certification (Paul Rodriques, SCTE)
- Revenge of the Cord Cutter (Curtis Dean, IAMU & Chris Dean, Certified Cord Cutter)

11:20am-1:00pm **Lunch & Awards**

1:00pm-1:50pm **General Session #4**

- ATSC 3.0: What You Need To Know (Robert Schaeffer, Technology Planners)

1:50pm-2:30pm **Closing Session & Door Prizes**

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REGISTRATION

IAMU Member Registration: First-\$130.00 Additional-\$100.00
(IAMU Utility, Associate, and Affiliate)

Non-IAMU Members: First-\$180.00 Additional-\$150.00

Register On the Events page at www.iamu.org

Special Room rates for Broadband Conference

- \$65.00 King standard or double queen
- To reserve your room, call 515-278-4755 and ask for the IAMU room block. Hurry, availability is limited!