

# 2018 IAMU Municipal Broadband Conference

	First Floor	Lower Level (Ground Floor)		
Room:	<u>Heartland</u>	<u>Minnesota</u>	<u>Wisconsin</u>	
Setup:	<u>Lobby</u> <u>Ballroom</u>	<u>Bennigans</u>	<u>Classroom</u>	<u>Classroom</u>
Track:	Exhibits	General Sessions Leadership	Operations/ Technical	Customer Service/Marketing
Capacity:	44 tables	75	75	75

## Wednesday, March 21, 2018

Time	Start	End	Topic	Room	Track	Capacity
7:30 AM	9:00 AM	1:30:00	Registration	Registration & Breakfast		
7:30 AM	9:00 AM	1:30:00	Continental Breakfast			
9:00 AM	9:50 AM	0:50:00	General Session #1		5G Wireless - Hype vs. Reality (Christopher Mitchell, ILSR & Eric Lampland, Lookout Point Communications)	
9:50 AM	10:00 AM	0:10:00	Break	Break		
10:00 AM	10:50 AM	0:50:00	Concurrent Session #1	Vendor Setup	Developing a Smart Home and Business Strategy (Carl Mayhofer, Calix)      Distributed Access Architecture/Remote PHY (Eric Fagan, Casa Systems)	
10:50 AM	11:00 AM	0:10:00	Break	Break		
11:00 AM	11:50 AM	0:50:00	General Session #2		Digital Strategies for Customer Support & Service Excellence (Jon Anne Willow, Crystal Clear Communications)	Lunch Setup
11:50 AM	12:50 PM	1:00:00	Lunch			Lunch
12:50 PM	3:00 PM	2:10:00	Vendor Show	Vendor Show		Setup for concurrent sessions
3:00 PM	3:50 PM	0:50:00	Concurrent Session #2		Strategic Planning for Broadband Utilities (Curtis Dean, SmartSource Consulting, and Todd Kielkopf, Kielkopf Advisory Services)      Network Evolution and Revolution (Moderator: Eric Lampland Panel: Carl Mayerhofer, Calix; Joe Reeser, AdTran; Randy Sharp, Nokia; Jeff Christianson, EntryPoint)      Modern Marketing Strategies (Jon Anne Willow, Crystal Clear Communications)	
3:50 PM	4:10 PM	0:20:00	Break	Break		
4:10 PM	5:00 PM	0:50:00	Concurrent Session #3		Creating Your Own Net Neutrality Policy (Christopher Mitchell, ISLR)      CMS as a Service (Alex Balander, Casa Systems)      Social Media Strategy & Implementation (Cheryl O'Hearn, Spinmarket)	
5:00 PM	7:00 PM	2:00:00	Vendor Reception	Vendor Reception		
7:00 PM	8:30 PM	1:30:00	Vendor Teardown	Vendor Teardown		

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<u>Lobby</u>	<u>Salon A&amp;B</u>	<u>First Floor</u> <u>Salon C</u>	<u>Lower Level (Ground Floor)</u> <u>Minnesota</u>
	<b>Banquet Style</b>	<b>Classroom</b>	<b>Classroom</b>
<b>Track:</b>	<b>General Sessions</b>	<b>General Sessions Leadership</b>	<b>Customer Service/ Marketing Operations/ Technical</b>
		<b>75</b>	<b>40</b>

## Thursday, March 22, 2018

7:00 AM	8:30 AM	1:30:00	Breakfast Buffet		Breakfast (Consortia)			
8:30 AM	9:20 AM	0:50:00	General Session #3		Shared IP Headend (Panel: CFU, Waverly, Bellevue, Indianola. Moderator-Curtis Dean)			
9:20 AM	9:30 AM	0:10:00	Break	Break				
9:30 AM	10:20 AM	0:50:00	Concurrent Session #4		Setup for Lunch	WHY and HOW of Fixed Wireless Broadband (Panel: Radwin; Ryan Malek, Router 12 Networks; Eric Lage, Reinbeck Telecommunications Utility. Moderator: Mike Brems, Power & Tel)	Marketing Checkup Roundtable (Jon Anne Willow, Crystal Clear Communications & Curtis Dean, SmartSource Consulting)	Cybersecurity Essentials (Russ Saffell, IAMU)
10:20 AM	10:30 AM	0:10:00	Break	Break				
10:30 AM	11:20 AM	0:50:00	Concurrent Session #5		Sexual Harassment & Discrimination: What Managers Need to Know (Troy DeJoode, IAMU)	Revenge of the Cord Cutter (Curtis Dean and Chris Dean, Cord-Cutter)	SCTE Training and Certifications (Paul Rodriques, SCTE)	
11:20 AM	1:00 PM	1:40:00	Lunch		Lunch with Vanguard Awards			
1:00 PM	1:50 PM	0:50:00	General Session #4		ATSC 3.0: What You Need To Know (Robert Schaeffer, Technology Planners)			
1:50 PM	2:20 PM	0:30:00	Wrapup		Closing and Discussion (Curtis Dean, IAMU)			
2:20 PM	2:30 PM	0:10:00	End					