IOWA ASSOCIATION OF MUNICIPAL UTILITIES
2019
Municipal Broadband Conference
March 13 & 14, 2019
Holiday Inn & Suites Des Moines-Northwest
4800 Merle Hay Rd., Des Moines, IA

Preliminary Agenda

Wednesday, March 13, 2019

Time	Session	Description
9:00am	**Tech Support: In-house or Outsourced?** Panel: Matt Dannehl, NeoNova; Mark Baedke, Spencer Municipal Utilities Moderator: Curtis Dean, IAMU Minnesota Room	How does YOUR utility handle tech support and help desk requests? In this session we'll hear from a municipal who does all their own tech support/help desk functions and hear from a company that can offer outsourced services.
	Auditing Your Online Presence Jon Anne Willow, Crystal Clear Communications Wisconsin Room	You online presence includes your website and social media accounts. Are they best representing who you are as a company?
9:50am	**Break** Lower Level Lobby	
10:00am	**Evolution of the Set-Top Box** Dan Carufel, Amino Minnesota Room	Pay TV providers have been relying on set-top boxes to deliver advanced services for decades. And my how they've changed over the years! Dan Carufel with Amino will discuss how far the technology has come, and show some of the advanced features and functionality that the next generation of set-tops will provide.
	Navigating the 5G Future Ken Demlow, HR Green Wisconsin Room	5G hype is in full force. How will it affect communities, carriers and local providers. Is there middle ground? Can there be mutual benefits? We will discuss options that real world experience has shown.
10:50am	**Break** Lower Level Lobby	
11:00am	**FTTH-OSP Design Considerations and Cost Impact** Brian Nordtvedt, FARR Technologies Minnesota Room	This presentation will review design options, from home run to distributed split designs, direct buried fiber or fiber in duct for mainline and drops, access points (Handholes vs Pedestals), Connectorized or fusion splicing, Demarcation point and bonding to power, customer site survey's and subscriber conversion. We will then discuss cost impacts as it relates to the FTTH projects cost/subscriber & cost/mile.

	Customer Service Workflow Discussion leader: Doug Hammer, Harlan Municipal Utilities Wisconsin Room	This round table discussion will give utility employees involved in customer service operations a chance to discuss best practices in how customer requests are handled. From provisioning to work orders to handling support calls, share your practices and experiences with your peers.
11:50am	**Lunch** Main Floor Lobby	
12:50pm	**Vendor Show** Heartland Ballroom	After lunch, enjoy some quality time with our amazing group of vendors and solutions providers. Visit the tabletop displays and learn more about what they can do for you.
3:00pm	**Fiber to the MDU** Matt Baker, FARR Technologies Minnesota Room	One of the biggest challenges in building a FTTP network is how best to serve multiple dwelling units, or MDU's (apartment buildings, nursing homes, etc.). Getting fiber to the building is the easy part; once you are on site, what are your options for delivering service to individual units. This session will review some of the available options.
	Customer Communications Exchange and Brainstorming Jon Anne Willow, Crystal Clear Communications Wisconsin Room	This interactive session will give broadband marketers and communications staff a chance to exchange ideas, show off their work, and engage in peer review. Bring your examples of printed materials, advertisements, and other communications methods to share.
3:50pm	**Break** Heartland Ballroom	
4:10pm	**Market Values for Municipal-Owned Broadband Companies** Patrick O'Keefe, W.G. Nielsen & Co. Minnesota Room	What's your municipal broadband system worth? Even if you don't plan on selling out, you might be interested in knowing what its value is in today's world.
	Managing and Profiting from Your Customers' Internet Experience Bill Murphy, Finepoint ACS Wisconsin Room	Your internet customers' expectations continue to grow. Are you keeping up? During this session Bill Murphy with FinePoint Technologies will discuss consumer trends for in-home use of internet, including the ubiquity of WiFi as the delivery method for service. He will address how remote management and analytics will allow you better understand your customers' needs and serve them better.
5:00pm	**Vendor Reception** Heartland Ballroom	
7:00pm	**Hospitality Room** Minnesota Room	Beverages and networking. The hospitality room is co-sponsored by Power & Tel, Huntel Engineering, and the American Cable Association.

Thursday, March 14, 2019

Time	Session	Description
7:00am	**Breakfast with Consortia** Salon A & B	Join the Consortia Team for breakfast and an update on issues affecting municipal broadband utilities.
8:30am	**ACA Update** John Higginbotham, American Cable Association Salon C	As always, the ACA is going to bat to try to protect the interests of small, independent cable operators. John will have an update on their various efforts and how they might impact members.
9:20am	**Break** Main Floor Lobby	
9:30am	**Smart Meters and the Smart Home** Carl Meyerhoefer, Calix Salon C	Both electric utilities and the customers they serve want and need the new intelligence that fiber networks provide. Carl Mayerhoefer of Calix will talk about developments in fiber-fed smart meters and, inside the home, the technology advancements making the Smart Home a reality.
	The Future of Fiber Eric Lampland, Lookout Point Bennigans Room	Fiber counts are going up. So is the capacity of an individual strand of fiber. New applications, with new revenue sources, are rapidly needing to be addressed. Fiber access networks need to get smarter and more agile. In this session Eric Lampland will take a look ahead at the developments that will keep fiber network capabilities growing into the future.
10:20am	**Break**	
10:30am	**Putting Together the Partnership Puzzle** Panel discussion: Dave Fyffe, ImOn; Dave Schilling, Cedar Falls Utilities; Tom Richtsmeier, Vinton Municipal Utilities Salon C	Operating a successful broadband utility is not something that most communities can do on their own; they need partners. During this session we'll talk about how the partnership puzzle is being assembled for Iowa's newest municipal fiber network in Vinton.
11:20am	**Lunch** **Vanguard Award Presentation** Salon A & B	The 2nd annual Vanguard Awards recognizes individuals and entities that have played a positive role in advancing the interests of municipal broadband in Iowa.
1:00pm	**Customer Data Trends** Bryan Rearick, FARR Technologies Salon A & B	Broadband customers continue to use more and more data. Bryan Rearick with FARR Technologies will take a look at the latest research on customer data trends and how those numbers will continue to grow.
1:50pm	**Break**	
2:00pm	**The Lowdown on Locast** David Goodfriend, Locast Salon A & B	Locast is a non-profit organization that is distributing TV stations over the internet in several major markets using a quirk of the US Copyright laws. During this session we'll have a video interview with David Goodfriend, Locast founder, about their plans to grow the Locast service into more markets.

2:30pm	**Closing Session and Discussion** Curtis Dean, IAMU	We'll wrap up the Conference with a few closing remarks and attendance prizes.
	IAMU Broadband Committee Meeting Salon A&B	The IAMU Broadband Committee will meet briefly after the conference is adjourned.