

2020 Municipal Broadband Conference



IOWA ASSOCIATION OF
MUNICIPAL UTILITIES

March 17 & 18, 2020

Holiday Inn Des Moines Airport
6111 Fleur Dr, Des Moines, IA 50321

Preliminary Agenda

Tuesday, March 17, 2020

7:30am	Registration and Breakfast Buffet (Sponsored by DA Davidson)	
	Registration-Iowa Foyer Breakfast-Ballroom NC	
9:00am	General Session	
	10 Gig Implementation at CFU Rob Houlihan, Cedar Falls Utilities Ballroom NC	Cedar Falls Utilities is in the process of upgrading their GPON network to XGS-PON to enable 10 Gigabit internet services to customers. Rob Houlihan with CFU will discuss the process CFU has gone through, the challenges they've faced, and the lessons learned.
9:50am	Break sponsored by Consortia Consulting (Iowa Foyer)	
10:00am	Concurrent Sessions	
	Video in Rural America – What Are They Watching? Jerry Weber, Innovative Systems Iowa BC	Attendees will see video channel stats data from over sixty thousand set top boxes that reveals the 150 most watched television channels in rural America. This presentation will identify key demographic and social tendencies of your customers. A free copy of the report will be given to all attendees. Attendees will learn: That some of the most popular rural channels are the least expensive to carry and provided by operator friendly content providers. There is one premium movie channel in the top 50 and it's not HBO, Showtime, or Starz.
	IPTV 101 Chad Raymond, Aureon Iowa DE	Exploration of IPTV for customer service personnel and technicians, new employees, etc.
	Digital Inclusion Programs Christopher Mitchell and Katie Kienbaum, Institute for Local Self-Reliance Ballroom S	Expanding high-quality Internet access to all who want it is a significant challenge when factoring in literacy and income-limited households. This session will explore different strategies and

		challenges around making sure everyone can benefit from municipal broadband investments.
10:50am	Break sponsored by Consortia Consulting (Iowa Foyer)	
11:00am	Concurrent Sessions	
	New Market Tax Credits for Broadband Projects Moderator: Shawna Silvius, MCDC Panelists: Myriam Simmons, Ryan & Jonathan Klaassen, Rural Development Partners Iowa BC	Many companies find it challenging to manage and take advantage of the ever-changing tax issues and opportunities available surrounding federal tax credits incentives in a timely manner. The mechanics of a NMTC transaction are complex. Several parties are involved in the transaction, allocation needs to be identified, and credit price and agreements negotiated, multiple meetings to be coordinated, and an eventual unwind of the transaction at the completion of the NMTC holding period. This session will help attendees navigate through this tough terrain with best practices and strategies with “real world” applications. <p>Learning Objectives After attending the session, the attendee will be able to:</p> <ul style="list-style-type: none"> • Identify a qualified NMTC project, the needed community impacts, and key players in a NMTC transaction • Explain the basic mechanics of how a NMTC deal is structured, the potential return for a qualified project and the exit strategy in year seven
	IPTV 201 Chad Raymond, Aureon Iowa DE	Take a deeper dive into IPTV. This is a great session for technicians and others that work with IPTV technical support and troubleshooting.
	Communicating the Value of Public Ownership Christopher Mitchell, Institute for Local Self-Reliance Ballroom S	Utilities and local governments build networks to create a variety of direct and indirect community benefits - but these projects are often first evaluated by a narrow set of accounting standards used to evaluate profit-maximizing firms. In this session, we will explore how communities can communicate the value of a municipal broadband network and why this is a crucial part of long term success.
11:50am	Lunch	
	Ballroom NC	Governor Kim Reynolds will join us to speak about her efforts to bring better broadband to rural Iowans.
12:50pm	Vendor Show	
	Iowa A	
3:00pm	Concurrent Sessions	
	State Broadband Programs Mark Mrla, Finley Engineering	The Minnesota Broadband Grant Program has proven to be so successful that they have been

	Iowa BC	asked to consult with over 25 other states on their proposed bills to congress, their processes, and the content of their applications. Some providers have found multiple years of success in maximizing and capitalizing on these grant opportunities. Finley Engineering has been involved in over 44 MN grant applications during the five years that the Minnesota program has been offered and has had much success in helping their clients win grant awards.
	Smart Grid Technology Steve Collier, Conexon Iowa DE	The “Smart Grid Man” himself, Steve Collier, will talk about how electric utilities are using intelligence and telecommunications to improve the management of their electric infrastructure and reduce costs.
	Gigabit to the MDU: One Size Does Not Fit All Brian Trader, ADTRAN Ballroom S	In this session, ADTRAN will present real world MDU case studies that leverage Gfast and fixed wireless access architectures. Outlined will be key service provider challenges, broadband deployment considerations, next-gen Gigabit technologies and emerging service models which will allow attendees will learn how service providers can win in the rapidly growing MDU market.
3:50pm	Break sponsored by Consortia Consulting	
	Iowa Foyer	
4:10pm	General Session	
	5G Is Coming! Mercea Ciocan, Nokia	In this session we will discuss the different approaches that carriers are taking to 5G deployment and how cities and utilities can play a role in the deployment and monetize their fiber assets
5:00pm	Vendor Reception	
	Iowa A	Grab a drink and some appetizers and spend some quality time with the great product and solution providers that make the IAMU Broadband Conference possible!
7:00pm	Vendor Hospitality	
	Rooms to be determined	Vendors have the option to host a hospitality room after the Vendor Reception. A list of hospitality rooms will be posted at the vendor reception.

Wednesday, March 18, 2020

7:00am	Breakfast Buffet sponsored by NCTC	
	Ballroom NC	
8:30am	General Session	
	Regulatory Compliance Review	

	Jim Baller, Baller Herbst Lide and Jill Thornton, Consortia Consulting Ballroom NC	
9:20am	Break sponsored by Consortia Consulting	
	Iowa Foyer	
9:30am	Concurrent Sessions	
	Marketing to Gamers Leonard Hui, Calix Iowa BC	Gaming is a booming industry that is heavily reliant on the broadband services we provide. But let's be honest, we still have a lot to learn about the needs of gamers, and how best to target, communicate and sell to them. This session is designed to pull back the curtain to help build a better understanding of the gaming world.
	Debt Planning and Financial Compliance Michael Maloney, DA Davidson Iowa DE	
	NCTC's IP Transit Agreement NCTC representative and Zayo Representative Ballroom S	
10:20am	Break sponsored by Consortia Consulting	
	Iowa Foyer	
10:30am	Concurrent Sessions	
	Electric Cooperatives and Fiber Steve Collier, Conexon Iowa BC	
	The End of the Demarc: Whole Home WiFi Michael McAlpin, Calix Iowa DE	Subscribers expect to get the service they are paying for throughout their home, not just at the edge of the house. How can service providers deliver on this promise? Understanding the different needs of your subscribers enables you to deliver managed Wi-Fi solutions that are tailored to specific subscriber needs, this is the foundation to deliver new services in the future. The opportunity for future success is dependent on the service provider's ability to deliver solutions that enable subscribers to maximize the Wi-Fi experiences throughout their home. It all starts with Managed Wi-Fi.
	Dark Fiber 101 Mike Kelley, UPN Ballroom S	
11:20am	Lunch	
	Ballroom NC	
	Vanguard Award Presentation	The 3 rd annual Vanguard Awards recognizes individuals and entities that have played a positive role in advancing the interests of municipal broadband in Iowa.
1:00pm	General Session	

	Retransmission Consent – The Coming Apocalypse Curtis Dean, SmartSource Consulting and Jean Edhlund, Cooperative Networks Ballroom NC	Many TV station agreements expire at the end of 2020. Is this the year that small cable operators fight back against double-digit fee increases and let stations go dark? Also does ATSC 3.0 and its partial reliance on broadband for TV signals give operators any leverage in negotiations?
1:50pm	Break sponsored by Consortia Consulting	
	Iowa Foyer	
2:00pm	Closing General Session	
	Ballroom NC	We'll wrap up the 2020 IAMU Broadband Conference with closing remarks, feedback from attendees, and door prizes to reward those who stuck around until the end!
2:30pm	NCTC Plume & MobiTV Demonstration	
	Iowa BC	Representatives of NCTC will provide a demonstration of MobiTV, an IPTV alternative, as well as Plume, a whole-home WiFi mesh solution for operators.
2:30pm	IAMU Broadband Committee Meeting	
	Ballroom NC	Members of the IAMU Broadband Committee will meet to discuss the 2020 conference and brainstorm on future events. All IAMU members are welcome to attend and join in the discussion!