

2021 Municipal Broadband Conference



IOWA ASSOCIATION OF
MUNICIPAL UTILITIES

October 20-21, 2021

Stoney Creek Hotel

5291 Stoney Creek Ct, Johnston, IA

Preliminary Agenda

Wednesday, October 20, 2021

8:00am	Registration	
	Lobby	Breakfast is included in your room charge at Stoney Creek Hotel and served in the breakfast room off the lobby.
9:00am	General Session	
	Dealing with Supply Chain Issues <u>Moderator:</u> Curtis Dean, SmartSource Consulting <u>Panel:</u> Dave Fridley, FARR; Mike Brems, Power & Tel; Doy Ousley, City of Pella Pioneer	COVID-19 has not only impacted the health of millions and caused great economic strain, it has also created big challenges for broadband providers. Factory shutdowns due to COVID have reduced production of vital materials needed to build and maintain broadband networks. In this session, we'll discuss the causes of the supply chain crunch and how providers can navigate the shortages and long lead times.
9:50am	Break sponsored by Consortia Consulting	
	Lobby	
10:00am	Concurrent Sessions	
	WiFi 6 – An Introduction Gabriel Reyes, Comtrend Meadows	This session provides an introduction to 802.11ax, also known as WiFi 6. Reyes will explore the technology behind the newest WiFi standard, its advantages over previous WiFi standards, and applications at the customer premise.
	Stepping Up Your Social Media Game Kurt Karr, Monkeythis Green Acres	Description coming soon!
10:50am	Break sponsored by Consortia Consulting	
	Lobby	
11:00am	Concurrent Sessions	
	WiFi 6 – A Deeper Dive Gabriel Reyes, Comtrend Meadows	During this session, Reyes will continue a deeper exploration into WiFi 6. Attendance at the 10:00am session, "WiFi 6 – A Deeper Dive" is encouraged.
	Effective Stakeholder Communications Kelli Bloomquist, Bloomquist Media Green Acres	Kelli Bloomquist with Bloomquist Media will talk about some of the do's and don'ts when communicating with your utilities stakeholders and customers

11:50am Lunch with Keynote Speaker		
	ARA – The Wireless Living Lab for Smart and Connected Rural Communities Hongwei Zhang, Iowa State University Pioneer	ARA is an at-scale platform for advanced wireless research to be deployed across the Iowa State University (ISU) campus, City of Ames, and surrounding research and producer farms as well as rural communities in central Iowa, spanning a rural area with diameter over 60km. It serves as a wireless living lab for smart and connected rural communities, enabling the research and development of rural-focused wireless technologies that provide affordable, high-capacity connectivity to rural communities and industries such as agriculture. ISU Professor Hongwei Zhang, ARA's Principal Investigator, will be our lunch speaker on day one of the conference, October 20th.
12:50pm Vendor Show		
	Northwoods	
3:00pm Concurrent Sessions		
	The “Donut” and You – Internet Peering in Iowa Jay Hanke, South Front Networks Meadows	An introduction of the peering landscape and network dynamics in and around Iowa. Focusing on Carrier Hotels, Internet Exchange points and Internet Transit.
	Iowa BIG Mike Kuehnen, and Brian Quirk, New Hampton Municipal Utilities Green Acres	Iowa BIG is a program that assists students in developing their agency, efficacy, and passions while gaining valuable real-world and academic skills so they can succeed in a world of rapid and constant change. In this session Mike Kuehnen and Brian Quirk will discuss how New Hampton Municipal Utilities has partnered with Iowa BIG as part of the roll-out of their broadband utility.
3:50pm Break and Vendor Timesponsored by Consortia Consulting		
	Northwoods	
4:10pm General Session		
	Communicating the Value of Public Ownership Christopher Mitchell and Dozmen Lee, ILSR Northwoods	Christopher Mitchell with the Institute for Local Self-Reliance and his new Iowa-based associate Doz Lee will cover a topic that municipal utilities often overlook: why your utility is so important to your community.
5:00pm Vendor Reception		
	Northwoods	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.

Thursday, October 21, 2021

7:00am	Breakfast on your own (included in guest room charge, in breakfast room off lobby)	
8:30am	General Session	
	Making Smart City Simple Ed Barrett and Ken Demlow, HR Green Northwoods	Learn how converged and intelligent infrastructure are vital to transforming our cities, utility agencies, and urban fabric. Gain a crystal-clear understanding of how progressive communities and utility agencies are aligning efforts across multiple priorities to reduce costs, enable economic development, and create the foundation to support these radical changes. Come for a glimpse of the future, and leave with an understanding of the steps you must take to position your community for the impact of these exciting new technologies.
9:20am	Break sponsored by Consortia Consulting	
	Lobby	
9:30am	Concurrent Sessions	
	Your Cybersecurity Obligations Sebastian Sassi, Lightstream Pioneer	As recent DDoS attacks on bandwidth providers show, there is a constant threat to communications networks. Attacks on financial institutions, municipalities, utilities, medical services providers--and the communications networks they rely on--have caused outages for both voice and data connectivity; these service interruptions aren't merely inconveniences, as they can result in lost communications capabilities during emergencies and can compromise sensitive and protected information. It is readily apparent that the primary Tier One carriers have neither the inclination nor the ability to prevent DDoS, ransomware, intrusions, and other attacks--Regional FTTx operators are essentially the last and *only* line of defense. In this conversation, we'll discuss recent examples, the impact they have on voice and data connectivity, and why it's incumbent on regional FTTx operators to stand firm between the bad guys and their communities."
	Change and Communications Brian Weis, Innovative Systems Meadows	Brian Weis with Innovative Systems will outline how to implement change successfully and communicate it in a way that helps create a company culture that embraces empowerment. Brian will discuss the keys to successfully implement change, the important aspects of communicating to employees in a company environment, and what it takes to have empowered employees.

10:20am Break sponsored by Consortia Consulting		
	Lobby	
10:30am Concurrent Sessions		
	Cybersecurity – Hacks, Tips, and Tools Blake Griffin, CNE Pioneer	Everyone has been to presentations discussing cyber threats and best practices. In this presentation we will give live demonstrations of these hacks. We will also discuss the tips used to avoid these hacks and the tools that can be used to combat them.
	Fiber to the MDU Brian Trader, ADTRAN Meadows	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.
11:20am Lunch and Program		
	Northwoods	
	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		
	The Role of Counties in Broadband Development Curtis Dean, SmartSource Consulting Northwoods	County governments have not traditionally played a role in broadband development. But the American Recovery Act has changed that. With millions of dollars in federal funding – and broadband as one of the authorized uses – several counties in Iowa are looking at ways to leverage these funds to fill broadband gaps. In this session we'll take a look at what counties are taking action and how they plan to use their ARP dollars.
1:50pm Break sponsored by Consortia Consulting		
	Lobby	
2:00pm Closing General Session		
	Update from Iowa's Newest Municipal Fiber Networks Panel: Vinton, New Hampton, Pella, Fort Dodge Northwoods	Since the last IAMU Broadband Conference, three new municipal fiber systems – Vinton, New Hampton, and Pella – have launched or are launching soon. And the newest member of the “family” – Fort Dodge – will begin construction in 2022. We'll chat with leaders from each of these communities to discuss their process and the lessons learned along the way.
2:30pm IAMU Broadband Committee Meeting		
	Northwoods	Members of the IAMU Broadband Committee will meet to discuss the 2021 conference and

		brainstorm on future events. All IAMU members are welcome to attend and join in the discussion!
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