

Program

7:30 – 9:00 Registration and Continental Breakfast

9:00 – 9:15 Opening Remarks –
Darren Farnan, Chair of the UTC Utilities Broadband Committee

9:15-10:15 Considering Network Upgrades to Fiber? Insights from Industry Leaders
Regardless of where and how you decide to upgrade your fiber network, there is a plan for your utility. Whether your company is considering deploying fiber to the substation or all the way to the meter; or whether your company's plans are to use fiber in order to support utility applications or to offer broadband services -- wherever you are in your decision making, there exists a plan for you. Hear from key leaders who have made these decisions and why and how they implemented them.

Panelists: **Lee Ayres**, VP of Engineering, Mid-Carolina Electric Cooperative
Darren Farnan, Chief Development Officer, United Electric Coop
William L. Murray, Vice President, Public Policy, Dominion Energy

10:15-11:30 Understanding the Technical Fundamentals of Fiber Deployment
Following on the case studies discussed in the first panel, this session will focus on the ABCs of a fiber upgrade in both the middle-mile and a fiber-to-the-premises network and what a deployment project would look like from a technical and engineering point of view. Learn the definitions and details of typical fiber network components, installation techniques, and tradeoffs for different network architectures.
Presenter: **Mark Boxer**, Application Engineering Manager, OFS

11:30 – 11:15 Break

11:30-12:15 Efficiency and Economic Impacts of Deployment
What has fiber deployment meant in terms of operational efficiency and economic growth in areas where utilities have deployed? In this session, we will hear from companies and consultants who have been analyzing the impact of fiber deployment and provide their findings.
Presenter: **Mike Render**, Co-founder & CEO, RVA, LLC

12:15-1:15 Lunch and Keynote

1:15 – 2:15 First steps: Creating the Business Case for Fiber to the Premise

The first step to any decision on a fiber rollout is the creation of a sustainable comprehensive business case. Participants need to understand how to design an inventory of their assets that they already have at their disposal, including rights of way, poles and buildings; how to forecast demand across all community players; and how to project capital and operational costs. This session will provide guidance for developing a successful business plan for your company's fiber to the premise deployment.

Moderator: **Randy Klindt**, Partner, Conexon

Panelists: **Chris Davis**, General Manager, Cumberland Electric Membership Coop
Patrick Grace, CEO & General Manager, Oklahoma Electric Coop

2:15 - 3:15 Legal/Regulatory Considerations

Utilities face unique legal/regulatory issues when considering offering broadband services. This session will discuss the legal and regulatory challenges, including rights-of-way issues as well as structural separation and cost-recovery issues that are particularly relevant for utilities. It will also cover more general business and service regulations that also will come into play when offering broadband services.

Moderator: **Brett Kilbourne**, General Counsel and VP, Policy, UTC

Panelists: **Carol Matthey**, Principal, Matthey Consulting, LLC
Sean Stokes, Principal, Baller, Stokes & Lide
Karen Archer Perry, Senior Policy Analyst, NTIA
Federal Communications Commission (TBD)

3:15-4:00 Marketing to End Users: The Hidden Key to Success

Successful broadband deployment is much more than good GIS information and the right hardware – it calls for the strategic use of marketing during every step of the process. In this session, companies who have successfully used marketing skills will explain why it made fiber deployment more efficient and effective, including communications of the roll out plan to the community and ongoing marketing that ensures retention and growth.

Moderator: **Carl Meyerhoefer**, Sr. Director Solutions Marketing, Calix

4:00- 4:15 Break

4:15-5:00 Operational and Business Considerations in Managing a Broadband Network

Managing and operating a broadband network and providing broadband services requires additional resources for utilities. This session will provide potential solutions for supporting your company's broadband operation. Hear from representatives using these various options and decide what might be best for your utility.

Panelists: **Joey Greer**, Account Manager - EPB Broadband Solutions

5:00 – 6:00 Paying for the Network –Options and Opportunities

Federal and state policymakers are promoting broadband deployment to unserved and underserved areas through programs offering grants and low-cost loans. There are also private equity resources for funding that are also available. This session will include participants involved in evaluating and providing funding for fiber deployment. You will learn the array of resources, where to find them, who is eligible for each program and how to best choose the right ones for their project.

Panelists: **Doran Dennis**, Regional VP, Electric Division, CoBank

6:00 – 7:30 Reception

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8:00 – 9:00 Continental Breakfast

9:00 -10:00 Stacking Applications -- Product and Service Opportunities From Greater Bandwidth

Smart Grid, smart home, wholesale to carriers (both wireline and wireless), all add to the business case/economic value from deployment. Hear how other utilities have monetized their investment from these value-added products.

Panelist: **Valerie Kaylor Lucas**, New Product Development Strategist, EPB Fiber Optics
Will Aycock, General Manager, Greenlight

10:00 – 11:00 Strategies for Success

Utilities may choose different strategies in which they may choose to offer broadband themselves or together with another service provider as part of a joint-build or another utility as part of a regional network. This entails a variety of different business structures, whether the utility pursues an independent approach or decides to partner together with a third party. What questions should companies be asking in order to determine which way they should go? What should companies be looking for in various business arrangements? Hear from several entities that have developed different approaches and why and how they succeeded.

Panelists: **Ben Moncrief**, VP, Government Relations, CSpire
Colin Scott, VP, Sales & Account Management, MomenTum Telecom

11:00 – 11:15 Break

11:15-12:30 Wrap Up: Peer to Peer

This final roundtable session will feature an interactive discussion to share information among utilities that have deployed broadband and are operating networks and offering services. It will discuss challenges and lessons learned, so that other utilities can be prepared and UTC can assist utilities going forward.

Panelists: **Terry Rubenthaler**, Chief Technology Officer, Midwest Energy & Communications

12:30 Adjourn

