UTC Broadband Workshop
June – August 2020
All times listed are Eastern time zone

<u>**Tuesday, June 16th**</u>

3pm   RDOF: The Clock is Ticking

By now, you likely have heard of RDOF, the FCC's unique and transformational broadband funding program. If you still have questions or are not sure about participating in the program, now is the time to act because the deadline is July 15, 2020. Learn about recent FCC updates, the auction process, the consortium concept, and the rules governing the program. The Rural Digital Opportunity Fund is the culmination of years of funding and auction experience, and the value of this program to rural America and solving the Digital Divide is tremendous.

Moderator: David Williams, FiberRise
Speakers: Ryan McCowan, Director of Global Customer Engagement & Solutions - ADTRAN
Jon Wilkins, Partner – Quadra Partners, LLC

<u>**Thursday, July 23rd**</u>

2pm   The Broadband Group – The Utility Lease Model: Building Gigabit Fiber Networks to Every Home & Business Without Increasing Rates

This informative session will focus on the growing trend of utilities building fiber networks through the proven Utility Lease Model, as told by utility executives and industry leaders. Panelists will discuss how utilities in mid-size markets (such as Huntsville Utilities in Alabama and City Utilities in Springfield, Missouri) are modernizing the grid, while bringing Gigabit fiber capable networks to residents and businesses citywide.

Notably, through the Utility Lease Model, utilities remain focused on their core competencies without the risk of becoming an Internet Service Provider.

Topics will include:
- How to Attract Qualified Service Providers to Underserved Markets
- Funding Model & Financial Structure of the Utility Lease Model
- Network Design & Engineering Considerations
- Best Practices & Lessons Learned

Moderator: Jeff Reiman, Vice President - The Broadband Group
Speakers: Jeff Bertholdi, SpringNet Director - City Utilities of Springfield
Patrick Thibeault, Chief Technology Officer - The Broadband Group
Andrew Hurry, Partner - Britehorn Partners

Monday, July 27th

2pm   Calix - Marketing For a Competitive Broadband Environment Webinar

Effective marketing can dramatically enhance the profitability of your business, assure that your network investment is reflected in your brand equity and provide customers with the information they need to maximize their broadband experience.

This session will discuss the use of modern marketing techniques and how to leverage the valuable data available to marketers today. Improve customer engagement with your digital campaigns, social media efforts and website properties to generate higher quantity and quality of leads.
Hear from experts in modern marketing about the techniques and technology available to help improve your overall marketing effectiveness and drive demand for your business.

Speaker: Carl Meyerhoefer, Solutions Marketing Director – Calix
        Bridget Watkins, Product Marketing Director – New Markets, Premises - Calix

Tuesday, July 28th

2pm   ikeGPS Webinar - Wireless Deployment Considerations for Utility Broadband

Wireless broadband presents many opportunities for utilities looking to potentially improve revenues and increase operational efficiency. However, as with any opportunity, there are also challenges. Utilities deploying wireless broadband must address the various business, technical and regulatory considerations associated with deployment. What is the current state of 5G deployment and what does it mean from a business, regulatory and technical perspective for utilities deploying broadband? Are there synergies that can be achieved and are wireless and wireline technologies complementary with each other? This session will explore these issues and will feature leading experts in the industry discussing the challenges and opportunities for utilities involved in wireless broadband deployment.

Moderator: Mike McGill, SVP of Business Development – ikeGPS
Speakers: Alan McIntyre, Engineering Director – Southern Linc
        Stefan Calmerman, Vice President, Network Evolution – Ericsson
        Greg Santoro is Chief Marketing and Strategy Officer for NRTC

Thursday July 30th

3pm   ADTRAN – Creating Exceptional Customer Experience: The Benefits of Turnkey
Subscriber Management

Utility providers delivering broadband to their customers are learning that service is about more than just network access—their subscribers' quality of experience needs to be flawless. At the same time, operators require easy-to-use, effective management tools to make their broadband business ultra-efficient and profitable, creating new sources of revenue and service offerings.

Join Greg Luhman, Business Development Manager at ADTRAN and Mark Freeman, Manager of Network Operations at Cullman Electric Coopertive, as he explores the tools utility providers need to:

- Position themselves for easy network visibility to prevent and address problems
- Empower their customers with a range of new user-driven capabilities
- Diversify and layer additional revenue streams within their broadband business

Speaker: Greg Luhman, Business Development Manager – ADTRAN
            Mark Freeman, Manager of Network Operations - Cullman Electric Cooperative

Tuesday, August 4th

12:30 – 1:30pm

THE BIG STORY: Federal Funding Opportunities: ReConnect and Beyond
The federal government is providing billions of dollars in broadband funding, including the USDA ReConnect program. This session will explore these funding opportunities and look ahead to potential funding opportunities in the coming year. This represents a significant opportunity for utilities to access funding to provide broadband in areas of the country that are currently unserved with robust, reliable and affordable broadband services. This session will feature representatives from the USDA Rural Utilities Service and industry leaders describing these programs and discuss how utilities can access these funding opportunities.

Speaker: Jonathan Chambers, Partner – Conexon
           Kenneth Kuchno, Deputy Assistant Administrator, Policy and Outreach
           Rural Utilites Service, USDA

2:00 – 3:00pm

Alternative Opportunities for Broadband Funding (private equity, as well as state and also federal programs in development)
In addition to or as an alternative from federal funding, there are other ways that utilities have successfully accessed funding for their broadband projects. This session will consider

state and regional funds, private equity and partnership resources for funding. It will feature representatives from various public and private institutions describing the opportunities and the requirements for accessing funding available from these various resources.

Moderator: Heather B. Gold, CEO, HBG Strategies, LLC
Speakers: Cliff Bolstad, Vice President – CoBank-Electric Distribution
Mark DeFalco, Manager – Broadband – Appalachian Regional Commission
Tamarah Holmes, Director, Office of Broadband, Virginia Appalachian Regional Commission Program (ARC)
Jeffrey R. Sural, Direct Broadband Infrastructure Office – NC Dept. of Information Technology

3:30 – 4:30pm

Utilities Connecting Communities

Utilities that have already deployed broadband have become shining examples of the benefits that greater connectivity and bandwidth bring to communities. They also have the expertise necessary to assist un/underserved communities in creating a better broadband future.   Using this knowledge, utilities are becoming major players in broadband expansion either within their service territory or in neighboring communities. This session will showcase examples of how a variety of utilities have successfully deployed different aspects of broadband networks and how they are using this expansion to provide broadband connectivity to many communities.

Moderator: Trey Hall, Chief Technology Officer – Walker & Associates
Speakers: Ryan Meche, Engineering Manager, Lafayette Utilities System
Ben Moncrief, Sr. VP - Strategic Relations, C Spire
Keith Schnetzer, Sr. Director of Business Development, NA, Nokia
George Stegall, Connectivity Manager, Alabama Power Company

Wednesday August 5th

12:00 – 12:45pm

Keynote - NTIA: Charting Our Broadband Future

The keynote for this year's UTC Broadband Workshop is Doug Kinkoph, who is Associate Administrator of NTIA's Office of and Information Applications. In his role at NTIA he oversees a variety of activities, including broadband, and he actually created the agency's BroadbandUSA program, which works to promote broadband deployment and adoption across communities nationwide. He also oversaw a $4 billion broadband grant program that funded the deployment of broadband infrastructure, public computer centers, sustainable adoption of broadband service, and statewide broadband planning. Prior to his tenure at NTIA, he held positions with Soudpath Conferencing, XO Communications, Nextlink and LCI. Doug holds a master's degree in Administration from Central Michigan

University and bachelor's degree in Telecommunication Management from Ohio University.

Doug will discuss several broadband initiatives that NTIA is working on, including the American Broadband Initiative, the National Broadband Availability Map, the Minority Broadband Initiative, the State Broadband Leaders Network, and 5G Commercial spectrum. Please join us at the UTC Broadband Workshop to learn more about broadband and how utilities are making an impact in the communities they serve by providing broadband connectivity.

Speaker: Doug Kinkoph, Performing the Delegated Duties of the NTIA Assistant Secretary for Communications and Information, NTIA, Department of Commerce (invited)

1:15 – 2:15pm

Regulatory Issues for Broadband Deployment and Service Offerings (e.g. ETC Status and Broadband Mapping)

Utilities that deploy broadband networks and offer broadband services face legal and regulatory challenges, including initial applications and ongoing reporting requirements as well as other due diligence issues associated with the use of existing rights of way. This session will feature leading attorneys describing these issues and providing guidance for utilities that are considering deploying broadband networks to provide either wholesale or retail broadband services.

Speakers: Sean Stokes, Principal – Baller Stokes & Lide, PC
Brett Kilbourne, VP Policy and General Counsel - UTC

2:45 – 3:45pm

Interconnecting Utility Broadband

This session will take a strategic approach for utility broadband, considering ways that we can interconnect with each other to reduce costs and increase the net present value of utility broadband networks. It will provide examples of where utilities are already connecting communities and how they are interconnecting with other utilities in their states and in their regions. This session will also explore opportunities to support these efforts nationwide among all types of utilities.

Moderator: Chris Beisner, Vice President, Product Management – ETI Software Solutions
Speakers: Lee Ayers, Lee Ayers, Vice President of Engineering – Mid-Carolina Electric Cooperative
Steve Foshee, CEO, Tombigbee
Joey Greer, Account Manager – EPB Broadband Solutions
Brad Hall, Manager, External Affairs – AEP

4:15 – 5:15pm

<u>Precision Agriculture, Rural Healthcare, and Distance Learning: What is Needed for Success</u>
Many of UTC's utility members operate in heavily agricultural areas where access to the latest data is essential to improving farming and livestock production and efficiency. In addition to precision agriculture, utility broadband networks also help to promote telehealth with patients in remote locations as well as other advancements in healthcare in hospitals and clinics. Students in classrooms and at home need access to broadband and again utility broadband networks can help to solve the homework gap, as well as provide high capacity access to schools and libraries. This session will feature industry experts and community leaders discussing what elements are critical to obtaining the best tools for success.

Moderator: Darren Farnan, Chief Development Officer, United Electric Cooperative and Chair of the Utilities Technology Council, Utilities Broadband Committee
Speakers: Debbie Hamrick, Director of Specialty Crops, NC Farm Bureau Federation
       Kathy Schwarting, MHA – Chief Executive Officer – Palmetto Care Connections
       John Windhausen, Executive Director, SHLB

Post-Conference Training Session:

Tuesday, September 8th

2pm   Optional Training Sponsored by FiberRise – Part I
        Additional Fees Apply

        Considering Entering the Broadband Service Market?
        Steps for Utilities to Ensure Operational and Business Success

        Regulations and funding opportunities have recently aligned in ways that expand the potential provider base for quality broadband service in rural America. Electric utilities appear best positioned to address this challenge due to their existing infrastructure, customer base, knowledge of the market, organization and mission. But what steps need to be taken to ensure a successful broadband service launch? This pre-conference training will provide an overview of the broadband project, from the initial Board presentation, decision to build, market roll out and building considerations, through operation and sales. Attendees will gain an understanding of the necessity of detailed planning and the benefits that will accrue to the utility from enabling more bandwidth for its community.

Wednesday, September 9th
2pm   Optional Training Sponsored by FiberRise – Part II
        Considering Entering the Broadband Service Market?
        Steps for Utilities to Ensure Operational and Business Success

Thursday, September 10th
2pm   Optional Training Sponsored by FiberRise – Part II

Considering Entering the Broadband Service Market?
Steps for Utilities to Ensure Operational and Business Success