

Program

August 21

7:30 – 9:00 Registration and Continental Breakfast

9:00 – 9:15 Opening Remarks

Joy Ditto, CEO & President, Utilities Technology Council

Lee Ayers, VP – Engineering, Mid-Carolina Electric Cooperative and Chair of UTC Utility Broadband Committee, Business Subcommittee

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 utility is considering deploying fiber to the substation or all the way to the meter, or if your utility's plans are to use fiber in order to support utility applications or to offer broadband services -- wherever you are in your decision making, a plan exists for you. Hear from key leaders who have made these decisions and why and how they implemented them.

Moderator: **Brett Kilbourne**, General Counsel and VP, Policy, Utilities Technology Council

Panelists: **Lee Ayers**, VP of Engineering, Mid-Carolina Electric Cooperative

Lisa C. Moerner, Director Corporate Public Policy, Dominion Energy Services, Inc.

Terry Rubenthaler, Chief Technology Officer, Midwest Energy & Communications

10:15-11:00 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

11:00 – 11:15 Break

11:15 -12:00 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

12:00-1:15 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. Utilities 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 utility's fiber to the premise deployment.

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

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

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, Utilities Technology Council

Panelists: **Carol Matthey**, Principal, Matthey Consulting, LLC
Karen Archer Perry, Senior Policy Analyst, National Telecommunications and Information Administration
Kurt Schaefer, Partner Lathrop Gage LLP & Legislative Consultant for the Association of Missouri Electric Cooperatives
Sean Stokes, Principal, Baller, Stokes & Lide

3:15-4:00 Marketing to Customers: 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, utilities 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

Panelists: **David Goodspeed**, President, OEC Fiber
Angela Imming, Director of Technology and Innovation, City of Highland, IL

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 utility's broadband operation. Hear from representatives using these various options and decide what might be best for your utility.

Moderator: **Kevin Mitchell**, Vice President, Marketing, Alianza

Panelists: **Curtis Dean**, Broadband Services Coordinator, Iowa Assoc. of Municipal Utilities
Jeff Geistkemper, Fiber Project Manager, Maquoketa Valley Electric Coop
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.

Moderator: **Heather Burnett Gold**, CEO, HBG Strategies

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

Nathan Eagan, Chief of Staff, Rural Broadband Auctions Task Force, Federal Communications Commission

Shekinah Pepper, General Field Representative, KS, OK & AK – Rural Utilities Service, Department of Agriculture

6:00 – 7:30 Reception

August 22

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.

Moderator: **Paul Thompson**, Energy Market Manager at AFL

Panelist: **Valerie Kaylor Lucas**, New Product Development Strategist, EPB Fiber Optics

Will Aycock, General Manager, Greenlight

Lisa Swenerton, General Manager & Director, Edison Carrier Solutions, Southern California Edison

10:00 – 11:00 Strategies for Success

Utilities have different strategies from which to choose to offer broadband to their customers 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, such as 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.

Moderator: **Josh Bailey**, Director of Market Strategy, ADTRAN

Panelists: **William A. Johnson**, GM, Kansas City Board of Public Utilities

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.

Moderator: **Brett Kilbourne**, General Counsel and VP, Policy, Utilities Technology Council

Panelists: **Dave Allen**, VP - Regulatory Compliance, Midwest Energy & Communications

Gary Borgeson, Director, IT Infrastructure, Arkansas Electric Cooperative

Lynn Hodges, GM, Ralls County Electric Cooperative and Ralls Tech

Jimmy Sandlin, GM, Holston Electric Cooperative

12:30

Adjourn