



7:15AM Registration Opened, sponsored by Wesco



7:15AM – 8:00AM *Networking Breakfast with Exhibitors*



8:00AM – 8:07AM **Welcome & Introduction:** Gary Bolton, President & CEO, Fiber Broadband Association

8:07AM – 8:10AM **Platinum Sponsor Welcome & Introductions**

- Ashley Brown, Senior Director, Field Marketing, Adtran



8:10AM – 8:45AM **Fireside Chat:** Tom Karst, Federal Program Officer, Minnesota, Office of Internet Connectivity and Growth, NTIA, US Department of Commerce with Evann Freeman, Director of Government Relations, EPB

8:45AM – 9:30AM **Building and Sustaining Customer Experience: Measurements that Matter**
As homes get smarter, and applications more capacity and latency dependent, fiber broadband provides the only scalable option to ensure services can be delivered and consumed as intended by the content and application providers, but more importantly as consumers expect. What are the measurements that need to be measured as applications scale and more services are layered onto home networks, many running at the same time, and the old model of peak time obsolete.

Moderator: Kimberly McKinley, CMO, Utopia Fiber, FBA Board Member

Panelists:

- Jeff Brown, Senior Director, Field Marketing, Calix
- Glen E. Christensen, President, Christensen Communications Company
- Joe Baeumel, Vice President, Cloud Partners, KGPCo
- Greg Luhman, Business Development Manager, Adtran

9:30AM – 10:00AM *Networking Break with Exhibitors, sponsored by OFS*



10:00AM – 10:02AM **Networking Break Sponsor Remarks** - John George, Senior Director, Solutions Engineering, OFS

- 10:02AM – 10:40AM **The Community Connection: How Fiber Impacts Economics and Opportunity**
 As the industry moves to close the Digital Equity Gap, what does this mean for local stakeholders in terms of economic impact and opportunity? What role does fiber play in improving GDP, creating job opportunities, and new business development. What impact can it have on education, community services and home prices, and does fiber present the best catalyst for growth as local operators decide what technology to leverage with BEAD funding? At the heart of it is, does an option other than fiber equate to a decision to potentially leave a community behind?
- Moderator:** Jimmy Todd, CEO/General Manager, Nex-Tech, FBA Board Vice Chair
Panelists:
- Sachin Gupta, Director of Government, Business, and Economic Development, Centranet
 - Jennifer Spaude, Senior Vice President of Corporate Communications, Consolidated Communications
 - Gary Johnson, CEO and General Manager, Paul Bunyan Communications
- 10:40AM – 11:20AM **Workforce Development: Building Teams or Outsourcing Smartly**
 As we head into the largest fiber investment cycle in history, the technical workforce required to ensure homes can be connected needs to be developed. FBA, its members, and the industry in general, have created programs to address this challenge but more needs to be done. This panel will discuss the balance of internal resource development versus an outsourced contractor model, examine best practices, and make recommendations for operators considering different paths to fiber buildouts.
- Moderator:** Deborah Kish, Vice President of Research and Workforce Development, Fiber Broadband Association
Panelists:
- Kelly Weismann, Director of Technical Training and Support, Clearfield
 - Jill Huffman, CEO, Harmony Telephone Company
 - Tracy Bandemer, CEO and General Manager, Interstate Telecommunications Coop. Inc.
- 11:20 – 11:30AM **Chairman Remarks (video)**
- 11:30AM – 12:00PM **Fireside Chat:** Bree Maki, Broadband Director, Minnesota Department of Employment and Economic Development (DEED) with Evann Freeman, Director of Government Relations, EPB
- 12:00PM – 12:02PM **Lunch Sponsor Remarks** - Scott Jackson, National Market Manager, Graybar, FBA Board Member
- 12:02PM – 12:45PM *Networking Lunch-Sponsored by Graybar/Ciena*
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- 12:45PM – 1:15PM *Networking Dessert with Exhibitors*

1:15PM – 1:50PM

Tribal Broadband Opportunities and Challenges

The Tribal Broadband Connectivity Program is a \$3 billion program directed to tribal governments to be used for broadband deployment on tribal lands, as well as for telehealth, distance learning, broadband affordability, and digital inclusion. While over 99 percent of the population in urban areas has access to broadband service, less than 65 percent of the population on rural Tribal lands has that same access. Insufficient service on Tribal lands not only inhibits individuals' access to education, healthcare, and economic resources, but, also, impedes Tribes' efforts to achieve self-governance and self-determination. The barriers to Tribal broadband deployment are varied and can be found across sectors from a lack of financial investment in Tribal communities and the immense geography in question to complex and burdensome regulatory environments. This panel of tribal broadband officials will discuss the challenges faced as each look to connect its community, members, and institutions.

Moderator: Sachin Gupta, Director of Government, Business, and Economic Development, Centranet, co-chair FBA's Tribal Broadband Roundtable

Panelists:

- Sally Fineday, Economic Development Planner, The Leech Lake Band of Ojibwe
- Elliot Christensen, Director of Tribal Planning and Grant Writing, Lower Sioux Indian Community
- Brian J. Hood, Company Manager, Aaniin, Fond du Lac Band of Lake Superior Chippewa

1:50PM – 2:30PM

Deployment Challenges and Opportunities: Pros and Cons of Deployment Options

As BEAD funds become available, operators will be taking fiber broadband to places they have not gone before. This panel will debate the pros and cons of Aerial (ADSS vs. Strand & Overlash) and Underground (Direct Bury vs. Conduit) and include discussion of each approach's impact on issues of permitting, cost, design, engineering, as well as cover emerging technologies such as microtrenching.

Moderator: Brendan O'Boyle, National Sales Manager- Communications Markets, Preformed Line Products, FBA Deployment Specialists Committee Chair

Panelists:

- John George, Senior Director, Solutions Engineering, OFS
- Scott Salzer, Client Director, Biarri Networks
- Chris Konechne, Client Services Regional Director, Finley Engineering
- Jason Johns, VP of Construction, Gateway Fiber

2:30PM – 3:00PM

Networking Break with Exhibitors sponsored by OFS

3:00PM – 3:02PM

Networking Reception Sponsor Remarks – Kevin Morgan, Chief Marketing Officer, Clearfield

3:00PM – 3:35PM

Fireside Chat: Teddy Bekele, SVP and Chief Technology Officer, Land O'Lakes Technology, Chair, Governor's Broadband Task Force with Gary Bolton, President and CEO, Fiber Broadband Association

3:35PM – 4:15PM

Industry Trends & Technology Best Practices – Architecting for Growth

Looking ahead, operators have a variety of options as they look to build the network that will become the backbone of local networks and economies. As each evaluates options and

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opportunities, what is the right framework for success – 10G ActiveE, XGS-PON, 25GPON, 50G PON or something else? This panel will discuss these options, as well as how to build each with eye toward meeting the community's needs today, and into a fiber-fed future.

Moderator: Scott Jackson, National Market Manager, Graybar, FBA Board Member

Panelists:

- Frank Bulk, CTO, Premier Communications
- Chuck Hogg, Senior Vice President and Director of Fiber Networks and Acquisitions, All Points Broadband
- Lori Adams, VP of Broadband Policy and Funding Strategy, Nokia

4:15PM – 4:35PM

Closing Remarks

4:35PM – 5:15PM

Networking Reception, sponsored by Clearfield

