



7:15AM

Registration Opens, sponsored by Millennium



MILLENNIUM

7:15AM – 8:00AM

Networking Breakfast with Exhibitors, sponsored by ISG



Architecture  
Engineering  
Environmental  
Planning  
ISGInc.com

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 – 8:40AM

**Welcome to Iowa**

Secretary Mike Naig, Iowa Department of Agriculture and Land Stewardship

8:40AM – 9:10 AM

**A Case in Point: Plant the Speed: From Plan to Plant**

West Des Moines, Iowa is a city with a long-term technology vision. In 2016, it established a Strategic Plan, laying out a future where everyone in the city has access to fast and affordable internet. In 2020, the City Council approved a measure to build a city-wide open conduit network to help realize this goal. Google Fiber (GFiber) is the first tenant on that network, serving homes and businesses in the city with gigabit internet and beyond. Google Fiber's mission is to help all communities — big, small, urban, rural, and everywhere in between — get access to internet that's fast, reliable, fairly priced and open. Google Fiber's Iowa journey began with the City of West Des Moines, and now construction on the project is nearing completion. Panelists will discuss the unique nature of this partnership, and lessons learned along the way.

**Moderator:** Rachel Merlo, Head of Government and Community Affairs - Central Region, Google Fiber (GFiber)

**Panelists:**

- Brian Hemesath, City Engineer, City of West Des Moines, Iowa
- Jamie Letzring, Deputy City Manager, City of West Des Moines, Iowa
- Andy Simpson, General Manager - Central Region, Google Fiber (GFiber)
- Mayor Russ Trimble, City of West Des Moines, Iowa

9:10AM – 9:35AM

**Keynote: Enabling Digital Precision Agriculture with Fiber Broadband Technology**

Dr. Hendrik Hamann, Chief Science Officer, IBM Research

9:35AM

**Breakfast Sponsor Remarks** – Leila Hussein, Business Unit Leader, ISG, Inc.

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9:35AM – 10:00AM *Networking Break with Exhibitors, sponsored by Panduit*



10:00AM **Networking Break Sponsor Remarks** – James Wator, Sales Director, Broadband Sales, Panduit

10:00AM – 10:40AM **Fiber and The Edge: Leveraging Fiber to Advance Green Acres**

Latency delivered with fiber allows for real-time information sharing that helps reduce the time, cost, and carbon impact of overall farm operations. This has a potential impact in terms of more productive yields and lower environmental impact of running today's modern farm. This panel will discuss the best uses of fiber to the farm and how it can support innovative IoT, Edge, and remote sensor applications.

**Moderator:** Luke Stenzel, Business Development, BHC

**Panelists:**

- Jimmy Todd, General Manager & CEO, Nex-Tech
- Levi Bappe, General Manager, Huxley Communications
- Jon Nordhausen, Vice President of Product, Allo Fiber

10:40AM – 11:20AM **Local Focus: Permit Me to Deploy Fiber**

One of the biggest challenges facing new broadband networks is the paperwork, specifically the environmental reviews and permitting approvals needed before construction can start. Given that most networks will likely be deployed across a combination of state, federal, and privately owned land, and possibly Tribal-owned land, or access to railways, bridge/overpass infrastructures, poles or towers, ducts or conduits, or federal and state highways, the number of federal, state, and local agencies an operator must work with can be overwhelming. This panel will discuss how broadband operators manage this process and work through it quickly and efficiently to ensure fiber broadband networks are completed within federal funding requirements.

**Moderator:** Ash Brown, Senior Director, Field Marketing, Adtran

**Panelists:**

- Bo Gresham, Vice President of Strategy, DYCOM
- Kim McKinley, Chief Marketing Officer, Utopia Fiber
- Craig Hall, Market Development Manager, Nextlink Internet

11:20AM – 11:55AM **Fireside Chat: NTIA BEAD Update**

Chris Hall, Federal Program Officer, Iowa, Office of Internet Connectivity and Growth, NTIA, U.S. Department of Commerce with Marissa Mitrovich, Vice President of Public Policy, FBA

11:55AM **Lunch Sponsor Remarks** - Scott Jackson, National Market Manager, Graybar, FBA Board Member

12:00PM – 12:45PM *Networking Lunch, Sponsored by Graybar and Ciena*



12:45PM – 1:15PM *Networking Dessert with Exhibitors*

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**Wi-Fi Sponsored by:** The logo for Kelley Drye, with "Kelley" in blue and "Drye" in green, both in a sans-serif font.

- 1:15PM – 1:35PM **Afternoon Keynote: Fueling Iowa’s High-Capacity Economy**  
State Representative Ray Sorensen, Iowa House of Representatives
- 1:35PM – 2:05PM **Deployment Challenges and Opportunities: Fiber to the Last Mile and Acre**  
Rural communities present challenges and opportunities for operators as each look to expand its fiber footprint and develop new customers that can leverage the capacity and latency that only fiber broadband can deliver. This panel of industry experts will discuss best practices, opportunities, and challenges associated with High-Cost Threshold deployments, and where fiber is best suited for residential, agricultural, and commercial expansions.
- Moderator:** Jessica Koch, Industry Associations and External Affairs Senior Manager, Calix  
**Panelists:**
- Neil Mylet, Founder, RuralUrban Labs
  - Andrew Randol, CEO and General Manager, Panora Fiber
  - Bailey Conrady, Manager, Champaign County Farm Bureau
  - Kevin Cabbage, CEO, Farmers Mutual Telephone Company
- 2:05PM – 2:30PM **Fireside Chat: Iowa’s Broadband Priorities**  
Greg Loebe, DOM DoIT Grant Support. Department of Management, Division of Information Technology (formerly OCIO) with Ariane Schaffer, Public Policy and Government Affairs, GFiber
- 2:30PM – 3:00PM *Networking Break with Exhibitors, sponsored by Panduit*
- 3:00PM **Networking Reception Sponsor Remarks – Sergiu Albu, Regional Sales Manager, Cambium Networks**
- 3:00PM – 3:35PM **Fiber Broadband Ecosystem: Who’s on First?**  
As fiber broadband operators look to expand, having the right team in the field is critical to success. This includes a focused effort on internal workforce development programs and having the right partners throughout the planning, designing, building, and fulfilment of fiber broadband services. This panel of industry experts will share insights, best practices, and lessons learned as each has built teams that have allowed their company to win market share, create sticky services, and keep customers on net.
- Moderator:** Ashley Travers, Vice President, Strategic Partnerships, KGPco  
**Panelists:**
- Chuck Deisbeck, CEO, South Slope
  - Todd Heyne, Chief Construction Officer, Allo Fiber
  - Curtis Dean, Executive Director, Community Broadband Action Network
- 3:35PM – 4:10PM **Finding First Time Fiber Broadband Customers**  
As broadband funding enables operators to reach new customers, many of these will be first-time subscribers to fiber broadband. What do operators need to understand as they look to engage with residences that were formerly unserved? This panel discussion will focus on the tools, tips, and best practices as operators close the digital divide for the communities they serve and the people each connects.

**Moderator:** Bob Knight, Chief Executive Officer, Harry Marketing

**Panelists:**

- Marci Boerner, Chief Operating Officer, Webster-Calhoun Telephone Association
- Tim Fencil, General Manager and CEO, Danville Mutual Telephone Company
- Chris Hopp, General Manager and Chief Operating Officer, Alpine Communications

4:10PM - 4:15PM

**Closing Remarks**

Jimmy Todd, General Manager & CEO, Nex-Tech, Chairman of the Board, FBA

4:15PM – 5:15PM

Networking Reception, sponsored by Cambium Networks



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