



- 7:15AM **Registration Opens, sponsored by Wesco**
- 7:15AM – 8:00AM **Networking Breakfast with Exhibitors, sponsored by PLP.com**
- 8:00AM – 8:05AM **Welcome & Introduction**
Jessica Koch, Risk Management & Compliance Administrator, Poudre Valley Rural Electric Association, Inc.
- 8:05AM – 8:20AM **Fiber Broadband: The Future that Fiber Enables**
Gary Bolton, President & CEO, Fiber Broadband Association
- 8:20AM – 8:25AM **Platinum Sponsor Welcome & Introductions**
Amanda Halvorson, Senior Director Business Development, Adtran
- 8:25AM – 9:05AM **A Case In Point: LiveOak Fiber - Your Local Provider**
LiveOak Fiber is actively expanding across Georgia. LiveOak Fiber's investment in communities demonstrates the powerful local impact of fiber broadband - supporting economic development and remote work to expand access to education, healthcare, and essential digital services. By partnering early with community leaders, maintaining transparent communication, and streamlining right-of-way processes, LiveOak reduces deployment challenges and delivers accelerated benefits to residents and businesses. This discussion will explore how collaboration among local governments, utilities, existing broadband providers, local engineering and construction partners, and strategic merger and acquisition activity can accelerate broadband expansion while ensuring rural communities remain connected, competitive, and positioned for long-term growth.
- 9:05AM – 9:30AM **Fireside Chat: Permit Me to Move Rural Broadband Forward**
U.S. Congressman Buddy Carter with Tinae Bluitt, Public Policy Manager, FBA
- 9:30AM **Breakfast Sponsor Remarks**
Brendon O'Bolye, National Sales Manager, Communications Markets, PLP.COM
- 9:30AM – 10:00AM **Fireside Chat: Broadband's Low Country Boil**
- 10:00AM – 10:45AM **Networking Break with Exhibitors, sponsored by AEX, Inc.**
- 10:45AM **Networking Break Sponsor Remarks**
TBD AEX, Inc
- 10:45AM – 10:50AM **AARP OATS Senior Center and FBA Program**
Ashley Travers, Vice President, Strategic Partnerships, KGPCo
- 10:50AM – 11:20AM **Fireside Chat: Telling the Story with Data: Turning Subscriber Insights into Action**
Raw data is just noise until you uncover the story within it. But what happens when that story reveals a hard truth: who cares how good marketing is if prospects don't become

customers? This session explores the lifecycle of data driven decision making for ISPs, bridging the gap between front end marketing tactics and back-end operations. Panelists will dive into the different analytical approaches required for net-new acquisition versus subscriber retention, challenging long held assumptions around tenure, speed tiers, and product usage. We will explore how to identify friction in the buy flow and use those insights for cross functional problem solving.

TBD with Amanda Sosne, Head of Business Intelligence & Analytics, GFiber

11:20AM – 11:50AM AI and the Marketing Paradigm: Where, When, and How

AI is revolutionizing marketing and communications programs, resetting everything from customer acquisition to the value of search. It can be an effective tool, helping mine data to enable smarter go-to-market offers based on specific use cases, refine offers based on household dynamics, and enhance content to make it more compelling. But it is just a tool, and this panel of marketing experts will share insights on how to effectively use, and when, where, and how human intelligence will still make an impact.

Moderator: Amanda Halvorson, Senior Director Business Development, Adtran

Panelists:

- Joe Baeumel, Vice President, Business Development & Partner Strategy, KGPCo.
- Stephanie Foulds, Vice President of Marketing, fibernow

11:50PM – 12:30PM Networking Lunch, sponsored by Graybar/CommScope

12:30PM – 1:00PM Networking Dessert with Exhibitors

1:00PM Lunch Sponsor Remarks

Scott Jackson, National Market Manager, Graybar

1:00PM – 1:30PM Customer Experience Marketing: Marketing Beyond Speeds

As the market dynamics shift in a post BEAD world, how can operators differentiate their services, and by extension, their business models, to showcase the value beyond speed and capacity. What existing and emerging market demographics are shaping how operators craft compelling offers that attract new customers and reduce churn with existing customers. This panel will discuss how offers are being crafted to meet the needs of user types, emerging applications, and the evolving Smart Home market.

Moderator:

Panelists:

- Kimberly Bidy, Manager of Social, Digital, and Traditional Media, EPB
- Kim Smithers, CMO, IQ Fiber
- Dustin Schlaefli, Vice President of Customer Experience, Nex-Tech
- Michelle Harvey, Vice President of Marketing, TruVista Fiber



1:30PM – 1:35PM Membership Update and Introductions

Jennifer Vassil, Vice President of Membership, FBA

1:35PM – 2:05PM Fireside Chat: Changing Go-to-Market Strategies for the Digital Economy

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- 2:05PM – 2:35PM **Deployment Challenges and Realities: Go-to-Market Don'ts to Avoid Marketing Headaches**
Every deployment has its own unique challenges and opportunities, from how the team engages with community officials and permitting offices, to dealing with customer impacts during the construction phase of deployment. What are the best practices to successfully manage the deployment of services so that when marketing programs start, they aren't dealing with unresolved issues or negative sentiments as they work to engage new customers with high-value services? This panel of industry experts will discuss how to best navigate the deployment phase so that the market is ready and willing to deploy once services are available.
Moderator: TBD
- Alexis Christensen, Director of Marketing, Utopia Fiber
 - Walt Donovan, Vice President, Strategic Partnerships, DYCOM
- 2:35PM **Networking Reception Sponsor Remarks**
Actifai
- 2:35PM – 2:50PM **Sip & Stretch Coffee and Snack Break**
- 2:50PM – 2:55PM **FBA OptIC™ Program: Developing that Workforce Needed**
Laura Hartman, Workforce Development Program Manager, FBA
- 2:55PM – 3:30PM **Whole Community Marketing: Residential, Business, and Municipal GTM**
Residential fiber-to-the-home services have been a primary driver for market expansion and growth. As operators expand to serve these customers, how can they expand their marketing efforts to serve the entire community, including SMB, enterprises, anchor institutions, municipal services, and the utility market. Additionally, how can they work with local communities to help attract new businesses and anchors to market? This panel of market development executives will dive into each market segment within a community, create opportunities for growth, and deliver value to each.
Moderator:
Panelists:
- Lisa Santelli, Director, Marketing, Communications & Channel Support, TWN Communications
 - James Nester, Chief Marketing Officer and Senior Director of Client Advocacy, MCNC
- 3:30PM **Closing Remarks**
Jessica Koch, Risk Management & Compliance Administrator, Poudre Valley Rural Electric Association, Inc. and Patrick Mulhearn, Director of Government Relations, Ripple Fiber
- 3:30PM – 4:30PM **Networking Reception with Expo Hall, *sponsored by Actifai***

