

2023 TOC CONFERENCE AGENDA

REGISTRATION **Hotel Lobby, Fargo Holiday Inn**
Tuesday, May 9 – 8am to 5pm
Wednesday, May 10 – 8am to 3pm

TUESDAY, MAY 9 – USER GROUP MEETINGS

8:30am-11:45am **Calix Workshop**
Harvest Hall

10:30am-12pm **NISC – “iVUE Service from a CSR Perspective - AppSuite from a Tech's perspective”**
Prairie

9am-Noon **Ribbon Rural Business and Technology Conference**
Executive Breakfast Served at 8:30am

8:30am-11:30am **Tri-State Office Professionals Meeting**
Mezzanine 1-2 Breakfast Served

10am-5pm **702 Communications (By Invitation Only)**
Frontier

TUESDAY, MAY 9 – HARVEST HALL

1:00pm **Opening Remarks**
Austin Hansen, 2023 TOC Chairman – Host State SD
General Manager, Beresford Municipal Telephone Co.

1:15pm **Opening Keynote Address - “Making this Moment Count”**
Shirley Bloomfield, CEO, NTCA
The last few years have shown us that high-speed broadband and community-based providers matter a great deal to the sustainability and prosperity of rural America. Small broadband providers are critical in keeping small communities connected, and NTCA and its members worked tirelessly to ensure unprecedented infrastructure funding, including the \$42.5B Broadband Equity, Access, and Deployment (BEAD) Program, can help provide more future-proof, fiber connections in America’s heartland. Now it is time for our industry to make this once-in-a-generation moment count by stepping up to serve more rural Americans—and to sustain those connections for many decades to come.

2:00pm **App Safety: The Real Digital Lives of Children**
Jesse Weinberger, Internet Safety Speaker, Podcast Host, & Author
For fifteen years, Jesse has been presenting to parents, students, teachers, and school districts all over the United States. As a respected expert and leader in this field, she is frequently sought out by local and national media, educators, administrators, and law enforcement for guidance on how to manage and improve the digital lives of children. If you’re a parent, grandparent, or have kids in your life in some way and are looking for guidance for keeping children and families safer online, you’ve come to the right place.

3:00-6:30pm **Exhibits Open – Great Hall & Pool Area**
Food & Refreshments (Keg Beer)

WEDNESDAY, MAY 10 – MORNING SESSIONS

Sessions 1 through 6 begin at 8:00-9:00am. Each session repeats at 9:15-10:15am and 10:30-11:30am.

- Session 1.**
Conference
Business Email Compromise “BEC” De-Constructed
April Meyer, Information Security Consulting Team Lead, FR Secure: Sponsored by Service Provider Group (SPG) of ePlus, Inc.
Dissection of a standard Business Email Compromise (BEC) attack. We deep dive into the entire kill-chain to highlight how targets are identified, tools used by attackers to do-so, all the way through to financial fraud and transactions. More importantly we will cover what you can do to protect yourself and how to respond if you become a victim.
- Session 2.**
Directors
What the heck is CX?
Aaryn Slafky, Pivot, CXS | VP of Customer Experience
What the heck is CX...and why should you care? You may be asking yourself if customer experience even affects your role. It does! Come learn more about CX, how it impacts your own employee experience and the powerful impact you can make for your company with what you will learn in this session.
- Session 3.**
Board
Multi-Gig Broadband Future: Where we are and where we will be going.
Jake Farmer, Regional Vice President – RSP Sales, Adtran
New applications like VR/AR/XR and user directed entertainment are driving the need for the highest quality broadband. The new applications continue to make their way to subscribers’ homes. The need for speed has come back overnight, while speed is one factor. Succeeding in a Multi-Gig market is about more than bigger bandwidth. We will take a look at the proliferation of multi-Gig services, speeds over 1 Gig. Who is selling them, some of the reasons that consumers are buying them and things we need to prepare for as the limits increase.
- Session 4.**
Executive
Changing Workforce
Jenna Monse, PHR, SHRM-CP, Cooperative Network Services
Becoming the most intelligent person in any room is as simple as retrieving your cellphone from your pocket. Therefore, for both companies and future employees, the essential trait is not having an extensive pool of knowledge, but rather having the capacity to adapt and effectively apply that to novel scenarios and situations.
- Session 5.**
Prairie
OTT/Streaming TV Panel
Shawn Grosz, Chief Technology Officer, SRT Communications
Brian Grunhovd, Network and Technology Manager, Garden Valley Technologies
Andy Hulscher, Chief Operating Officer, Alliance Communications
A panel of technology and network managers from area internet service providers will discuss experiences they’ve had with streaming TV and over-the-top (OTT) media, followed by a Q&A.
- Session 6.**
Frontier
Brain Based Outlook Balance & Productivity – Email to Zero!
Jason Henkel, Founder & Chief Balance Engineer, Focus to Evolve, LLC
This unique and immediately impactful brain-based breakout is for Outlook users who wish to get their Inbox to Zero and experience exceptional levels of productivity while finding and maintaining balance and wellbeing. You’ll learn about the power of cognitive alignment and dig deep into the craft of distraction management. All of this and more is included in this talk to help you achieve balanced thriving and spacious productivity work and life!
- 11:30am-1:15pm** Lunch Break (On Your Own)

WEDNESDAY, MAY 10 – AFTERNOON SESSIONS

Sessions 7 through begin at 1:15-2:15pm and repeats at 2:30-3:30pm in the same room.

- Session 7.**
Conference
I Feel the NEED for BEAD
Dan Caldwell, President, Consortia Consulting
Brent Christensen, President/CEO, MTA - Minnesota Telecom Alliance
Kara Semmler, General Counsel & Executive Director, SDTA - South Dakota Telecommunications Assoc.
Carissa Swenson, Executive Director, BAND – Broadband Association of North Dakota
Join in the discussion and high level look at how each of the TOC States (MN, ND, and SD) is approaching its state government plans for implementation and deployment of BEAD funds. Attendees will leave with a basic understanding of the processes being established in each state, how they are similar, and how they differ.
- Session 8.**
Directors
“Moving too Fast” – the forgotten little things that could jeopardize your Inside and Outside Plant systems.
Dustin Maier, Principal Engineer, Read iTech Engineering
Today’s working world is plagued with too many tasks and doing these with a smaller workforce. The intent of this discussion is to bring those items/tasks that once were known and a priority but are now being overlooked, back to the forefront.
- Session 9.**
Board
Reporting & Compliance for Grant Programs
Kristy Szabo, Director of Consulting, Vantage Point
Managing compliance for a single grant or loan is tough – and if you’ve been successful in multiple programs, it can get overwhelming quickly! OCIO, RUS, NITA – all have different portals, different formats, different requests, different schedules, different requirements, different timelines. It’s hard to keep straight, and no fun to live with a nagging feeling that you’ve forgotten a piece. So how do you do it? Kristy Szabo will answer that, sharing best practices and hard-won insights from her experiences, including “gotchas, near-misses, and why sometimes the obvious solution isn’t obvious.
- Session 10.**
Executive
Real-World VR for Recruiting, Training, Onboarding, and More!
Matt Chaussee, CEO/Co-Founder, Be More Colorful
In this session, attendees will learn about using immersive 360-degree media for training, recruiting, and onboarding on both virtual reality (VR) and non-VR devices. Attendees will be introduced to image capture equipment, virtual reality headset hardware, screen casting devices, and web-based content platforms. Additionally, attendees will be provided with online resources to help evaluate tools, techniques, and applications for producing and implementing their own 360-degree media content to support their organization's workforce development activities.
- Session 11.**
Prairie
Your Cloud Communications Opportunity and the Best Way to Execute
Dag Peak, CPO, Alianza
Many of your small-to-medium businesses (SMBs) are using outdated legacy phone services and are ready to adopt modern solutions with tangible benefits. Research firm Cavell Group predicts a substantial revenue opportunity for service providers, with the U.S. cloud communications market set to grow to over 64 million users by the end of 2025. Knowing what to sell, who to target, and how to grow these cloud solutions, however, can be challenging. So how can service providers capitalize to maximize revenue growth? This session will cover some best practices and industry-vetted advice that can help you do things right.

Session 12.

Frontier

GIS - More than Pins on a Map**Clayton Burns, GIS and Design Manager, CNS**

GIS isn't just for engineers anymore. Nearly everyone in your organization should have access to a portion of your map data to ensure your team's and your customers' lives are easier. Fortunately, today's tools and public data-sets make it easier and more cost-effective than ever.

3:00-6:00pm**Exhibits Open** – Great Hall & Pool Area

Keg Beer & Snacks

6:00 -7:30pm**Supplier-Sponsored Reception**

Open Bar & Hors D'oeuvres

*The winners of the vendor booth drawings will be announced during the reception.***THURSDAY, MAY 11 – HARVEST HALL****8:00am****Presiding****Austin Hansen, 2023 TOC Chairman – Host State SD**

General Manager, Beresford Municipal Telephone Co.

8:15am**Decrypting the Dark Web: An Exhilarating Journey through History, Legends, Artificial Intelligence (AI) Breakthroughs, and Security Struggles beyond the Cypherpunk Era****Jon Brown, Mgr - Pre-Sales Engineering, Service Provider Group (SPG) of ePlus, Inc.**

Embark on a captivating journey as we unravel the intriguing world of the dark web underworld. In this session, Jon Brown will take you through the dark web's fascinating history, shedding light on its origins and evolution. Gain insights into the legal and illegal aspects of the dark web and explore the urban legends that have shaped public perception. Mr. Brown will delve into the security implications of this hidden realm and detail how Artificial Intelligence (AI) and chatbot technologies, like ChatGPT, play a crucial role in navigating the dark web complexities.

9:00am**Break****9:15am****Closing Keynote Address – Humor in the Workplace****C. Willi Myles, America's Everyday Comedian****10:15am****Door Prize Drawings & Adjourn**