

## 2022 TOC CONFERENCE AGENDA

**GOLF OUTING**                    **Moorhead Country Club – May 9, 2022**  
Moorhead, MN – 10am Registration (Start Time: Noon)

**REGISTRATION**                **Hotel Lobby, Fargo Holiday Inn**  
Tuesday, May 10 – 8am to 5pm  
Wednesday, May 11 – 8am to 3pm

## TUESDAY, MAY 10 – USER GROUP MEETINGS

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

**9am-9:30am**                    **NISC | Facility Management & AppSuite – Auto-Connectivity**  
Prairie

**9am-Noon**                        **Ribbon Rural Business and Technology Conference**  
Executive

**8:30am-11am**                    **Tri-State Office Professionals Meeting**  
Mezzanine 3  
Breakfast Served

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

## TUESDAY, MAY 10 – HARVEST HALL

**1:00pm**                            **Opening Remarks**  
**Steve Katka, 2022 TOC Co-Chairman – Host State MN**  
CEO/GM, Albany Mutual Telephone

**Invocation**  
**Jason Dale, CEO, Cooperative Network Services & CEO, Fiber Minnesota**

**1:15pm**                            **Opening Keynote Address - “Making the Most of this Broadband Moment”**  
**Shirley Bloomfield, CEO, NTCA**

**2:00pm**                            **Carissa Explains it All!**  
**Carissa Swenson, Consortia Consulting**  
There isn’t a typo in this title. Melissa Joan Hart as “Clarissa” won’t be taking the stage, but Consortia Consulting’s Carissa will be! Learn about some of the latest in technology, apps, gadgets, gizmos and more!

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

## WEDNESDAY, MAY 11 – 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  
**Cybersecurity Lifecycle & Attack Simulations**  
**Dan Burwitz, IT Security Specialist, Vantage Point**  
Security ain't just for technicians anymore. Cybercrime is proliferating and sophisticating rapidly, which is why organizations should understand the lifecycle of cybersecurity and the practices they can implement to improve their overall security posture. Dan Burwitz, IT Security Specialist, will pull from Vantage Point's experience with auditing financial and telecommunications organizations over the past decade, to provide useful tools and examples of common attack simulations that any organization can use.
- Session 2.**  
Directors  
**Safety in the Workplace**  
**Dawn Chisholm, If Only, LLC**  
Dawn tells the story about her first husband, Bill Lambert, and his fatal decision that changed his family and their small community forever. Through her story, listeners will become fully aware that their actions and choices, at their place of employment and with all their activities, that have potential life altering decisions, can and will impact themselves AND their families, friends, co-workers, and communities.
- Session 3.**  
Board  
**"WIFI or CRYFI" - 3 Views of the Business of Offering Managed WIFI Service**  
**Brandon Mickelson (Halstad Telephone Company), Fay Jandreau (Venture Communications)**  
Offering a "Managed WIFI" service erodes at the concept of establishing a demarcation point and cultivates the idea the broadband service provider owns the entire customer experience. Brandon and Fay will share their perspective on providing a "Managed WIFI" service. Each with their own perspective on positives, negatives, pitfalls, and triumphs.
- Session 4.**  
Executive  
**Benefits Make Cent\$**  
**Jane Wigen, Member Relations & Benefits Education Manager, NTCA**  
Whether you manage an employee team, or you are part of a team, learn to think about this valuable form of compensation differently. From health plan choice and Health Savings Accounts (HSAs) to wellness and retirement programs, better understand the value of each of these programs and know how to frame this employer investment as a tool to retain talent, recruit new talent, or when evaluating your own compensation and benefit packages.
- Session 5.**  
Prairie  
**Intelligent Infrastructure**  
**James Esser, Solutions Architect, CCI Systems**  
Intelligent: the capacity for abstraction, logic, understanding, self-awareness, learning, emotional knowledge, reasoning, planning, creativity, critical thinking, and problem-solving.  
Infrastructure: It's more than just the network.
- Session 6.**  
Frontier  
**Effective Budgeting for a Changing Telecom Landscape**  
**Michael Feriancek, CPA, Audit Manager, Olsen Thielen**  
With the uncertainties involving government grant programs, supply chain issues and rising prices, we will discuss key techniques of effective budgeting and how companies can accurately allocate their resources to deal with the evolving landscape.
- 11:30am-1:15pm** Lunch Break (On Your Own)

## WEDNESDAY, MAY 11 – 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  
**Let it Be...10G**  
**Kevin Kuo, Calix**  
Understand the services that are driving the need for more bandwidth and hear how best to build or transition your current network today to the 10G network of tomorrow. You will learn more about the possible implications you may encounter and how to address them within your access and home networks.
- Session 8.**  
Directors  
**FBI General Cyber Briefing**  
**SSRA Erin Falb**  
General overview of FBI Cyber investigations.
- Session 9.**  
Board  
**Federal Industry Update: Current Issues**  
**Ryan Denzel, Vice President, JSI LLC**  
Rural ILEC's have had to make some key decisions over the past couple years. This session will provide an update on many of the issues we are dealing with in our industry, including a better understanding of the current ACAM and Legacy Support obligations, future possibilities for USF, USAC Audits, Broadband Data Collection (BDC), and other important issues.
- Session 10.**  
Executive  
**Culture Shock: What a Pandemic Can Do to Your Culture**  
**Jenna Monse, PHR, SHRM-CP, HR Business Partner, Cooperative Network Services (CNS)**  
**Shelly Netland, SHRM-CP, aPHR, CDEI, Training Development Partner, CNS**  
Boomers, Xer's, Millennial's, Z's and now... Zoomers? Join us to chat about how COVID has changed the workplace landscape. We'll chat about forecasting challenges, but more importantly how to capitalize on opportunities with today's workforce post COVID.
- Session 11.**  
Prairie  
**2022 Video & Internet Report on Rural America**  
**Scott Meyer, Marketing Director, Innovative Systems**  
This presentation will include 2022 data that identifies key demographic, social, and pandemic tendencies of your broadband and video customers. The study was conducted in rural marketplaces across the US with over 800 respondents and includes a benchmark report that covers 2021 and 2022. A free copy of the full report will be made available to conference attendees.
- Session 12.**  
Frontier  
**Marketing & Brand Strategies & Best Practices**  
**Max Kringen, Founder & Chief Storyteller, TellWell Story Co.**  
We'll primarily focus on three buckets: branding, content, and more specifically video. We'll talk about trends, helpful advice, where to begin, and how to keep making progress if you already are. From beginners to experienced storytellers, all will benefit from this session.
- 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 12 – HARVEST HALL

- 8:00am**                    **Presiding**  
**Mark Forseth, 2022 TOC Co-Chairman – Host State MN**  
CEO/GM, Halstad Telephone Company
- 8:15am**                    **Benefits and Impact with Esports**  
**Alex Webber, Sales Administrator, Bytespeed, LLC**  
Looking into the benefits esports programs have for schools and community alongside the impact Esports has on youth and personal experiences.
- 9:00am**                    **Break**
- 9:15am**                    **Closing Keynote Address - Technology: Driving the Internet...and Driving me CRAZY!**  
Tim Cavanagh
- 10:15am**                    **Door Prize Drawings & Adjourn**