



## AGENDA

### Sunday

2:00 - 4:00 p.m. Welcome Reception and Registration on the Rooftop

6:00 - 9:00 p.m. Flamingo Bowl (Includes bowling, shoes, food and beverages)  
1117 Washington Ave. St Louis, MO 63101

### Monday

6:30 a.m. - 8:00 a.m. Breakfast and Registration  
Ballroom Lobby

Note to Vendors: Exhibit Hall will be open for display setup from 9 a.m.-3:30 p.m.  
Ballroom B&C

8:00 a.m. Welcome – Ann Dickerson, Acting Chairman, IBTA Board of Directors  
Presentation of Awards, Illinois Legislative & Regulatory Update - Randy Nehrt,  
IBTA President  
Ballroom A

8:30 a.m. *Making the Most of This Broadband Moment*- Shirley Bloomfield, CEO, NTCA

9:15 a.m. Title TBD - Angie Cooper, Chief Program Officer, Heartland Forward

9:45 a.m. Break

10:00 a.m. *Collaboration and Alignment in the Age of Ubiquity*

Matt Schmit, Director, Illinois Office of Broadband

10:45 a.m. - *AT&T ESINet - State of Illinois Deployment*

Troy Mullis, AT&T

Brief update on AT&T state ESINet deployment - Overview regarding OSP tasks



## **Monday Continued**

11:15 a.m. *All Hands on Deck: Workforce in the New Normal*

Julie Darrington, CP of Consulting, Vantage Point

Retirements are looming; new applicants are slowing; and existing staff are already stretched thin, or may not be prepared to step up. These details may vary but the challenge is universal: What is your company going to do about workforce? Vantage Point VP of Consulting, Julie Darrington, digs into this question with fresh perspectives and practical tools to address compensation, recruitment and retention, succession planning, and more. This is one session you can't afford to miss.

12:00 p.m. Lunch

1:15 p.m. *The Importance of Staying Sharp*

Douglas Duncan Meredith, Director of Economics and Policy, JSI

Things seem rosy for rural broadband providers. Broadband funding programs are beyond plentiful. Consumer appreciation and demand for broadband service has never been higher. What a great business to be in! But practicing good business fundamentals is still key to future success. This session will take a sober look at the most important issues facing broadband providers and talk about the challenges of businesses as the good times roll.

2:00 p.m. *Internet Exchanges in the Midwest: Can I Take Advantage*

Michael Morey, President and CEO, Bluebird Network

An overview of benefits gained from joining an internet exchange. Improved network latency and jitter, increased redundancy and a reduction in costs are all possible via local peering fabrics like Internet Exchanges. What are the requirements to join? Is your business big enough?

2:45 p.m. *Handling Cyberattacks: How the Best Defense is a Good Offense*

Barlow Keener, Sr. Division Counsel, Womble Bond Dickinson

Telecom and broadband providers deliver the very Internet which has dramatically changed the way we live and work. Unfortunately, well-funded, determined criminals and nation-states from around the globe are using a multitude of methods like email phishing and ransomware to bring down U.S. businesses, colleges and universities, hospitals, and



## **Monday Continued**

municipalities. As critical infrastructure providers to these entities, ISPS are vulnerable to these bad-actors. Preparation and ongoing monitoring are the keys to surviving a cyber-attack. Implementing a Zero-Trust Network approach as well as having the right cybersecurity experts and tools on-hand is critical to the end result. By having a strong offense in the form of a documented and well-practiced Cybersecurity Incident Response Plan and implementing company policies that protect customer privacy, which are also necessary to comply with various federal and state privacy and cybersecurity laws. ISPs can offensively prepare for the inevitable cyber threats and attacks.

3:30 p.m. IBTA Board of Directors Meeting

4:30 p.m. - 6:30 p.m. IBTA Vendor Exhibition and Reception

## **Tuesday**

6:30 a.m. - 8:00 a.m. Continental Breakfast  
Mississippi

7:30 Check-in for Jack Tharp Scholarship Fund Golf Scramble  
Gateway National Golf Links  
18 Golf Drive, Madison, IL 62060

8:00 a.m. SHARP Golf Shot Gun Start

5:30 p.m. - 9 p.m. - IBTA Convention Reception and Dinner  
Cardinals Nation Hall of Fame Museum and Hall of Fame Club  
Ballpark Village  
Transportation will start making rounds at 5:30 p.m.