

September 3rd, 4th & 5th, 2025 – Embassy Suites Riverfront Hotel & Convention Center

## AGENDA

Premiere Sponsor:



### Wednesday, September 3rd

9:30 a.m. IBTA Trap Shoot - Peoria Skeet & Trap Club

Sponsored by: MPetro Ventures



10:15 a.m. Golf Check in - Metamora Fields Golf Club  
(11:00 a.m. Shotgun Start) 801 W. Progress St. Metamora, IL 61548

Beverage Cart Sponsor:

Lunch Sponsor:

5-8 p.m. Exhibition Hall Opens for Vendor Set Up

5:30-7 p.m. Welcome Reception at Embassy Suites  
Sponsored by:



THE HOLE DEAL

### Thursday, September 4th

8-9 a.m. Registration & Vendor Set-Up

9-11:30 a.m. Vendor Exhibition (please tear down after the event concludes or after lunch)

11:30-1 p.m. Lunch & Learn- Sponsored by:

ISCECA Annual Meeting

ITAC Annual Meeting

Update from the IL Office Of Broadband with Director Devon Braunstein



1 p.m. Breakout Sessions: Choose one from below: Marketing Track and Technology Track

**Marketing Triage: What to Do First When You're Understaffed and Overwhelmed**

***Ruby Hibben, Director of Marketing Services, Vantage Point***

What if? This question drives Ruby Hibben, Director of Marketing Services, as she uncovers strategy for the most meaningful connections and impactful results for any given opportunity. Energetic and creative, Ruby is a galvanizing force for making the invisible, practical, and never losing sight of the end goal: what motivates your customers and moves the needle for your organization. Her decade-plus of agency and in-house marketing experience mixed with her

inexhaustible ideation means she brings both new and "how-to" to client marketing needs. A rising leader in the Vantage Point Consulting team, she leads strategic and creative developments ranging from branding and campaigns to product development and public relations all while leaving joy wherever she goes. Wherever ideas meet opportunity, that's where you'll find Ruby.

OR

**Optimizing Software Operations and Marketing Strategies for Telecom Providers with Adtran Solutions**

***Mark Frederick, Industry Relations Manager - Adtran***

This presentation will cover essential strategies for telecom providers to optimize their software operations and reduce operational costs using Adtran's innovative solutions. Attendees will learn about the latest trends in software deployment, cost-saving measures and effective marketing techniques to enhance customer engagement and service offerings. The session will provide actionable insights on how to streamline operations, leverage Adtran's technology for cost efficiency and market services effectively to drive business growth.

2 p.m.

**Breakout Sessions: Choose one from below:**

**The Local Edge: Driving Broadband Growth Through Target Rural Marketing**

***Stacey Dolloff, Executive Business Consultant - JSI***

Marketing in rural markets requires a unique approach that balances community relationships, localized strategies, and hyper-targeted tactics. This session will explore methods for rural broadband providers to increase brand awareness, engage with their communities, and drive measurable adoption and growth. Attendees will gain insights into creating multi-channel local marketing plans, leveraging data for precise outreach, and addressing challenges specific to rural markets, all while staying within budget constraints and focusing on increasing ROI.

OR

**Have You Seen the Light? A Discussion of Today's Wireless Technology**

***Charles Byrd, Sales Engineer - Tarana***

*An introduction and overview of today's modern Wireless Technologies Highlighting the CBRS, 6GHz and MM wave ecosystems, rules, regulations and use cases. 6GHz Case Studies review of rural and metro deployments. NTIA Guidance*

3 p.m.

**Open Forum - Marketing & Tech both have their own!**

Sponsored by:



8-9:30 p.m. Join us for our **"Party on the Patio"**

Sponsored by:



## **Friday, September 5th**

**8 a.m. From Order Takers to Broadband Rainmakers: Unleash the Power of Sales!**

***Tara Young, Regional Vice President, Success, Go-To-Market - Calix***

*With fiber rollouts at record highs and competition intensifying, coupled with regulatory uncertainty and shifting funding sources like USF, broadband organizations face a critical need to attract and retain subscribers, grow ARPU, and increase revenues. This session explores how to transform customer service teams from passive order takers into proactive sellers by focusing on six key areas for support and training, while also instilling a sales-first mindset across non-sales roles – from back office to NOC to the C-suite – to ignite a sales revolution and position every team member as a contributor to growth.*

**8:50 a.m. Break**

**9 a.m. E-Waste Recycling and Why Certification Matters**

***Greg Cooksey, Sr. Director Business Development - Midwest Recycling Center***

*As technology continues to evolve, responsible electronic asset management has become increasingly important—particularly within the telecommunications industry. This presentation will explore the value of certified e-waste recycling practices, with a focus on R2 Certification standards and their role in ensuring both environmental compliance and data security. Attendees will gain insight into the current landscape of electronic waste and have an opportunity to ask questions. The session will also cover the importance of certification in meeting regulatory requirements, enhancing corporate responsibility, and building customer trust. The objective is to equip participants with the knowledge needed to make informed decisions about electronic waste management and support long-term sustainability goals.*

**9:40 a.m. You Won a Grant - Now What? Lessons Learned For Successful Deployment and Grant Compliance**

***Tammy Smith, Grants and Funding Manager - Peninsula Fiber Network***

*As recipients of an NTIA middle mile grant, PFN is in the process of deploying fiber across Lake Michigan between MI and Chicago, IL. The presentation will share our experience working with state and federal agencies, pursuing environmental, historical, and tribal approval, and procuring contractors and equipment with attendees. Attendees will learn about these aspects of grant compliance in an effort to assist them with their grant project deployments.*

**10:30 a.m. Cloud Switching: The Future of Voice - Technical, Operational, and Regulatory Considerations for ILECs and CLECs**

***Dave Manfredo, VP of RLEC Sales - Sinch with IBTA members, -  
Adams Telephone Company***

As rural telecom providers face aging infrastructure, rising maintenance costs, and increasingly complex compliance requirements, cloud switching has emerged as a practical and strategic path forward. In this insightful session, we will walk through the realities of cloud switching and the technical, operational and regulatory considerations for ILECs and CLECs. Real-world use cases, key technical and regulatory considerations, and practical deployment strategies will be covered, along with a checklist to guide your transition. Jason Baugher will provide additional insight as an IBTA telco member.

**11:30 a.m. Wrap Up and Grand Prize Sponsor - Randy Nehrt**

**Grand Prize Sponsor:**



**See you in St Louis!**