

September 4th, 5th & 6th, 2024 – Embassy Suites Riverfront Hotel & Convention Center

## AGENDA

### Wednesday, September 4th

9:30 a.m. IBTA Trap Shoot - In Memory of Dan Field- Peoria Skeet & Trap Club

Sponsored by:



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:



### Thursday, September 5th

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. Luncheon -  
ISCECA Annual Meeting  
ITAC Annual Meeting  
UTAC Annual Meeting  
Update, Randy Nehrt

1 p.m. Breakout Sessions: Choose one from below:

#### **What's Next with Wi-Fi 7**

**Andrew Cuellar, Product Marketing Manager - Zyxel Communications**

With all the focus on multi-gig bandwidth, we tend to overlook the most important aspect of the subscriber experience, Wi-Fi. Wireless technologies continue to evolve to keep up with the increased demand in speed and improve the overall experience. Wi-Fi 7 is here to take us to the next level of connectivity. Join to learn more about wireless technologies including the everyday challenges with deployment and the benefits of Wi-Fi 6/6E/7.

OR

**New Products, Bundles and Promotions: The Full Scope Business Case & Route to Profitability**  
**Ruby Hibbern, Director of Marketing - Vantage Point Solutions**

Prepare to set sail on a New Idea Journey with Ruby Hibben, Director of Marketing Services at Vantage Point Solutions. New offerings are an exciting way to engage and re-engage your end users. In today's fiercely competitive landscape, it's critical to understand the full business case for rollout. We'll discuss the intricacies of campaign strategy, team resources, tech stack necessities, potential touchpoints, margin analysis and your route to profitability in this engaging session where you'll bring actionable takeaways back to your businesses.

**2 p.m. Breakout Sessions: Choose one from below:**

**Marketing Content and Tools for Telling the Right Story**

**Scott Wild, Sr. Marketing Services Consultant - NISC**

Storytelling is the big buzzword lately and many businesses are buying in. The problem is that most businesses are telling the wrong story. We will discuss some tools and techniques to help create engaging content that will get your customers to take the action necessary to grow your business. Three key points that attendees will learn from the presentation: 1. How to structure your story (content) so that it matters to your customers 2. Some tools to help guide you in the process of creating more effective marketing content 3. Some techniques to blend your traditional and digital marketing so they work together.

**OR**

**JULIE Law Changes**

**Brian MacKenzie, Damage Prevention Manager, Central IL Region - JULIE, Inc.**

The Illinois General assembly passed legislation this spring updating the Underground Utility Facilities Damage Prevention Act. This presentation will discuss how the law is changing and the items our industry will need to understand to comply with the new law.

**3 p.m. Open Forum**  
Open to all Attendees

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



**THE HOLE DEAL**

**Friday, September 6th**

- 8 a.m. Five Strategies to Beat the Competition and Win the Race**  
*Hillary Cherry, Senior Manager - Calix*  
Learn how broadband service providers can quickly deploy strategies that ward off competitive threats, deeply engage existing subscribers, and provide a differentiated broadband experience.
- 9 a.m. Navigating Cybersecurity Challenges: Strategies for Effective Risk Management and Compliance**  
*Scott Watts, Product Management and Strategy - NRTC*  
*Tom Neclerio, CISO & SVP Security Services - SilverSky*  
The ever-evolving cybersecurity threat landscape is increasingly complex. Join NRTC's Scott Watts and his Guest Speaker; as they discuss the specific requirements and best practices essential to protect your company and subscribers and to secure funding, with practical insights into implementing an effective cybersecurity plan and tracking posture over time. Attendees will be equipped with actionable strategies to enhance their cybersecurity resilience and maximize their eligibility for funding opportunities.
- 10 a.m. What the Other Industry Sees**  
*Stacy Graham, Trust & Assurance Policy Director - Sinch*  
In our current environment we face a never-ending plethora of challenges with fraud. Be that internal fraud, cybersecurity, robocalling, new government regulations we have to adjust and adhere to, maybe even international regulations we need to be familiar with depending on our location and customer base. What do the other industries see? The same thing and we spend a lot of time pointing fingers at who is to blame, which can be a challenge because they are also our customers. What happens if instead we work together, and identify faster means to identify the same fraudsters? What are our challenges in sharing information with different industries? Can knowledge other industries have assist us with our Know Your Customer challenges when they've been doing it for a number of years?
- 11 a.m. Wrap Up and Grand Prize Drawing**

**See you in the Ozarks at Margaritaville June 8th-10th, 2025!**