

2012 SEATOA 11TH ANNUAL CONFERENCE

“PROTECTING COMMUNITY NETWORKS: Economic Opportunities for the Future”



MARCH 12TH & 13TH 2012

THE CHATTANOOGAN
1201 South Broad Street – Chattanooga, TN



KEYNOTE SPEAKER
DEENA SHETLER, ASSOCIATE CHIEF
FCC WIRELINE COMPETITION BUREAU

AGENDA & SPEAKERS ROSTER

MONDAY – MARCH 12, 2012

6:30 AM EXHIBITOR SETUP
7 AM -5:00 PM EXHIBIT BOOTHS OPENED
7 AM -5:00 PM CONFERENCE REGISTRATION

7:30-8:30 AM **CONTINENTAL BREAKFAST & SEATOA BUSINESS MEETING & BOARD ELECTIONS**

All conference attendees are invited to enjoy a light breakfast and participate in SEATOA's Annual Business Meeting. If you are not a SEATOA member – join SEATOA when you register and you will have voting privileges at this meeting.

8:45-10:00 AM **CONCURRENT SESSIONS**

1. COMMUNITY BROADBAND NETWORKS

COMMUNITY BROADBAND OPPORTUNITIES TIED TO SMART GRID

Protecting community networks means getting the word out on their economic success stories. Chattanooga calculates, for example, that by deploying fiber to its homes and adding 1500 smart switches, it saved \$40 million in lost productivity, \$10 million through energy theft reduction and \$2 million through automated meter reading. And 2400 new jobs in the community can be specifically traced to the existence of this community's fiber network. This session will highlight this and other economic benefits of being a "Smart" Community.

MODERATOR: Michael Crowell, SEATOA Board of Directors

SPEAKERS TO DATE:

- Katie Espeseth, EPB, Chattanooga, TN
- Mike Johnston, Tantalus Systems Corporation
- Wes Kelley, PES Energize, Pulaski, TN

2. COMMUNITY PROGRAMMING

HOW TO BUILD & MANAGE A PUBLIC, EDUCATIONAL OR GOVERNMENT ACCESS CHANNEL

Whether you are just beginning to build a community channel or feel like you are an expert after one year, there is always something to learn. This workshop will cover the basics of planning a community channel, including: how to budget, what equipment to buy, how to find content and license it; what to do when if the mayor wants his own channel, and how to improve upon the basics.

MODERATOR: Charles Scott, Alleghany Community Televisions, Inc., Sparta, NC

SPEAKERS TO DATE:

- Bill Freeman, Central Carolina Community College, Sanford, NC
- Valerie Lucas, EPB, Chattanooga, TN
- Martin Clarke, City of Atlanta, GA
- Michael Williams, SEATOA Vice President, City of Raleigh, NC

10:00-10:30 AM EXHIBITORS & NETWORKING BREAK

10:30-11:45 AM **CONCURRENT SESSIONS**

1. COMMUNITY BROADBAND NETWORKS

COMMUNITY BROADBAND NETWORKS, COST SAVINGS AND FINANCING OPPORTUNITIES

Local governments are increasingly using fiber and wireless broadband networks as a cost-effective platform to improve local services, lower costs and to improve long-term critical community services and infrastructure. Many innovative communities have pioneered the use of broadband-based applications that reduce traffic congestion, improve core government services and serve as a platform for a range of it applications. Some have enlisted use of the federal E-rate program to help pay for broadband services for schools, libraries and non-profits, with subsidies as high as 90% on broadband services, depending on the level of poverty in their community. This workshop will examine how

2012 SEATOA 11TH ANNUAL CONFERENCE

“PROTECTING COMMUNITY NETWORKS: Economic Opportunities for the Future”

to use internal networks to save money and create a platform for long-term community broadband improvements.

MODERATOR: Jane Patterson, e-NC Authority, Raleigh, NC

SPEAKERS TO DATE:

- Will Aycock, Greenlight, City of Wilson, NC
- Arek Kempinski, Town of Chapel Hill, NC
- Casey Lide, Baller Herbst Law Group PC, Washington, DC

2. COMMUNITY PROGRAMMING

MAXIMIZING GOVERNMENT COMMUNICATIONS THROUGH SOCIAL NETWORKING AND SOCIAL MEDIA

In the Web 2.0 age, social networks are an ever-growing means by which citizens communicate, organize politically, and now also engage in everyday life. What are the newest features of Facebook, Twitter and other social media that can help communities use social media more cost-effectively? This session will examine the use of social media tools in pursuing traditional community programming objectives.

MODERATOR: Linda Muir, McCuller Muir Management Partners, LLC - Atlanta GA

SPEAKERS TO DATE:

- Matthew H. Waters, Roane State Community College, TN
- Brian Russell, Social Media Consultant, Chapel Hill, NC

11:45-1:15 PM OPENING GENERAL SESSION LUNCHEON

PRESENTATION OF FIRST ANNUAL SEATOA BROADBAND AND PEG ADVOCACY AWARDS

PANEL DISCUSSION: BROADBAND AND THE (REAL) WORLD AROUND US

Chattanooga, TN received national attention for being the first community in the country to offer a Gig of fiber to the home. Wilson is the first community in North Carolina to offer 100 MHz to the home. And folks are subscribing. The Mayor of Kansas City reported he got the first hug from his son for his mayoral work when his son learned Google was bringing its Gig network to his town. But Singapore is now focusing on 1 Gbps fiber to every home and China telecom, with noteworthy subsidies from the Chinese government, has recalibrated its fiber-to-the-home goal to serve 80 million homes by 2013. This luncheon session takes a step back to gather an eagle's eye perspective. What level of broadband is being deployed in the rest of the world and has the U.S. now lost its competitive edge? Is it time to engage our "20-somethings" in the process of ensuring they have the level of broadband needed for them to participate in the world's economy? Is community broadband really about deploying a globally competitive infrastructure – or is it just about ensuring our rural areas are not "unserved?"

MODERATOR: Catharine Rice, SEATOA President

SPEAKERS TO DATE:

- James Baller, Baller Herbst Law Group PC
- David Kiel, Carrier Networks, Corning Inc.

1:30-2:30 PM ROUNDTABLES ACROSS BORDERS

PROTECTING COMMUNITY NETWORKS: STATE UPDATES ON ADVOCATING FOR PEG AND COMMUNITY BROADBAND

This general session will provide insight on how we can – and how we are – advocating within our four-state region (and federally) to protect current and future P-E-G and Community Broadband interests.

MODERATOR: Steve Traylor, NATOA

SPEAKERS TO DATE:

- William Clark, County of Orangeburg, SC
- Lou Comer, Georgia Municipal Association
- Jay Ovittore, SEATOA
- Bunnie Riedel, American Community Television (ACT)

2:30-2:45 PM EXHIBITORS & NETWORKING BREAK

2:45-5:00 PM TECHNOLOGY & LEGAL TRAINING SHOWCASES

EXPERTS PROVIDE DETAILED INFORMATION ON TECHNOLOGY AND LEGAL BROADBAND AND PEG TOPICS VIA IN-DEPTH SESSIONS

2:45-3:15 PM - RIGHT-OF-WAY MANAGEMENT – NICHOLAS MILLER, BEST BEST & KRIEGER LLP, WASHINGTON, DC

3:20-3:50 PM - LIGHTING THE PEG SET – TO BE DETERMINED

3:55-4:25 PM - TOWER & WIRELESS FACILITIES SITING – RUSTY MONROE, THE CENTER FOR MUNICIPAL SOLUTIONS, WAKE FOREST, NC

4:30-5:00 PM - SESSION UNDER DISCUSSION – TO BE DETERMINED

5:30-6:30 PM PRESIDENT'S "SCENIC CITY" WELCOME RECEPTION

Join us for a quick hour before you head out for dinner. Enjoy a casual "wine and cheese – meet and greet". Bring your travelling companions – friends or family – and kick-back with your SEATOA Executive Team.

DINNER ON YOUR OWN – "ENJOY CHATTANOOGA'S GREAT RESTAURANTS" – TAKE ADVANTAGE OF THE FREE ELECTRIC SHUTTLE

2012 SEATOA 11TH ANNUAL CONFERENCE

“PROTECTING COMMUNITY NETWORKS: Economic Opportunities for the Future”

TUESDAY – MARCH 13, 2012

7:30 AM-NOON EXHIBIT BOOTHS OPENED
7:30 -10:00 AM CONFERENCE REGISTRATION
7:30 -8:45 AM CONTINENTAL BREAKFAST

8:45-10:00 AM CONCURRENT SESSIONS

1. COMMUNITY BROADBAND NETWORKS

OPPORTUNITIES FOR PUBLIC SAFETY INTEROPERABLE NETWORKS

Although the tenth anniversary of the 9-11 attacks has come and gone, an interoperable public safety network has yet to be deployed. This workshop will provide an update on the Administration's wireless auction plan, the "D Block" spectrum and congressional funding of public safety networks. It will also provide case history examples of how some communities are finding ways to build public safety networks and use them for broader purposes, including for training among schools, public safety and government employees.

MODERATOR: Dennis Baucom, Guilford-Greensboro Metro 911, Greensboro, NC

SPEAKERS TO DATE:

- Joanne Hovis, NATOA & Columbia Telecommunications Corporation, Kensington, MD
- Charles Robinson, City of Charlotte, Charlotte, NC
- Representative from Alcatel-Lucent
- Representative from Cisco

2. COMMUNITY PROGRAMMING

PEG YOUR STUFF – JUST ASK THE EXPERTS

This workshop will feature public, educational and government programming from our regional PEG access channels, and will then open up to the audience questions for a brain-picking opportunity on how to do a lot with a little. Participants are invited to join with the Speakers in bringing their own programming examples to share.

MODERATOR: Alan Bozeman, SEATOA Treasurer, City of Murfreesboro, TN

SPEAKERS TO DATE:

- Ted Beasley, Germantown Community Television - Germantown, TN
- Bob Ramsay, Germantown Community Television - Germantown, TN
- John Rocco, SEATOA Board, Charlotte Mecklenburg Public Access Corporation - Charlotte, NC
- David Vogel, CTV Knoxville, Knoxville, TN

10:00-10:30 AM EXHIBITORS & NETWORKING BREAK

10:30 - NOON CLOSING GENERAL SESSION

FCC ACTIONS AFFECTING PEG AND COMMUNITY BROADBAND DEPLOYMENTS

This session will provide an update on ongoing FCC actions that affect how broadband and PEG are deployed in local communities. Issues to be addressed include: The FCC's "Future of Media" report. Universal Service Fund changes which can unleash broadband development. Improvements to broadband mapping that will enable these maps to reflect the real state of broadband in our communities. The FCC review on how PEG channels are treated in today's media environment. FCC rules which might impact both the right-of-way authority of local government and the implementation of nationwide interoperable public safety broadband networks. And the FCC's public-private partnership program designed to increase broadband adoption, elevate digital literacy and assist Americans in searching and training for jobs.

KEYNOTE SPEAKER: Deena Shetler, Associate Chief, FCC Wireline Competition Bureau

MODERATOR: Joanne Hovis, NATOA President

PANELISTS TO DATE:

- Joyce Dickerson, FCC Intergovernmental Advisory Committee, Richland County Council, Columbia, SC
- Charles Goldfarb, Congressional Research Service Report on PEG Access Issues
- Gerald Lederer, Best Best & Krieger LLP, Washington, DC
- Linda Muir, McCuller Muir Management Partners, LLC - Atlanta GA

SPECIAL CONFERENCE TOUR EVENTS:

12:30 – 1:30 PM

LUNCH FOR TOUR PARTICIPANTS

EPB BROADBAND OFFICES – 10 WEST M.L. KING BLVD., CHATTANOOGA, TN 37402

(Walking & Driving Directions will be available at the Conference Registration Desk)

1:30 – 3:00 PM

FACILITIES TOUR – CHATTANOOGA EPB BROADBAND & PEG OPERATIONS