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ADDENDUM



Ed Balcerzak
Senior Vice President,
Connected Communities
AT&T



[Name obscured]
Chief Information Officer,
Arizona State University



Jonathan [Name obscured]
Partners



Michael Render
CEO,
RVA, LLC Market
Research & Consulting



Emily Chin
Assistant Vice President,
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April 30 – May 3, 2018 • Renaissance Hotel – Austin • 800-468-3571 • www.bbcmag.com

AGENDA

Color Key:

MULTIFAMILY TRACK

EDITOR'S CHOICE TRACK

ECONOMIC DEVELOPMENT TRACK

RURAL BROADBAND TRACK

WORKSHOPS

CFHP CERTIFICATION

CLIC

MONDAY APRIL 30

12:00 pm – 2:00 pm

WORKSHOP #2

Monetize Your Network!

Location: Wedgewood

Presenter:

Kyle Hollifield – Sr. VP of Marketing and Business Development, Magellan Advisors

2:00 pm – 4:00 pm

WORKSHOP #4

Best Broadband Infrastructure for Each Building Type

Location: Wedgewood

Presenters:

Richard Holtz – CEO, InfiniSys
Tom Stender – Vice President, Chief Technology Officer, InfiniSys
Peter Hubbard – Manager of Sales Engineering, Major Accounts, Spectrum Community Solutions (SCS)
Jamie Kellahan – VP, Project Management, Elauwit Networks, LLC
Ben Moebes – Director of MDU/Housing, Ruckus, an ARRIS Company

TUESDAY MAY 1

12:40 pm – 1:40 pm

GENERAL SESSION / WORKING LUNCH

What's Going On In Washington

Location: Grand Ballroom A

Moderator:

John Windhausen – Executive Director, Schools, Health and Libraries Broadband (SHLB) Coalition

Presenters:

Heather Burnett Gold – President & CEO, Fiber Broadband Association
Blair Levin – Non-Resident Senior Fellow of the Metropolitan Policy Project, Brookings Institute

WEDNESDAY MAY 2

8:00 am – 8:50 am

RURAL BROADBAND TRACK

Case Studies: How Economic Growth Is the Payoff for Driving Local Broadband Demand

Location: Wedgewood Room

Presenters:

Jane Patterson – Broadband Catalysts
Mark Latham – City Manager, City of Highland, Ill.

2:30 pm – 3:30 pm

MULTIFAMILY TRACK

Cutting the Cord – The MDU Role

Location: Glass Oaks Room

Moderator:

Chris Acker – Director, Community Technology Services, Lennar Multifamily Communities, LLC

Panelists:

Michael Mancini – Director, Sales Engineering, XFINITY Communities
Matt Paschick – Principal, National WiFi

2:30 pm – 3:30 pm

ECONOMIC DEVELOPMENT TRACK

Creating a Tech Ecosystem

Location: Grand Ballroom B

Leader:

Christopher Mitchell – Director, Community Broadband Networks, Institute for Local Self-Reliance

Presenters:

Jory Wolf – Vice President of Digital Innovation, Magellan Advisors
Robert Wack – City Council President, Westminster, MD
Rick Usher – Assistant City Manager for Entrepreneurship and Small Business, City of Kansas City, MO



4:00 pm – 5:00 pm

EDITOR'S CHOICE TRACK

Healthcare and Broadband Deployment: Powerful Partners

Location: Wedgewood Ballroom

Moderator:

Bob Knight – Executive Vice President & COO,
Harrison Edwards Strategic, Inc.

Presenters:

Jordana Barton, MPA – Senior Adviser, Federal Reserve
Bank of Dallas
Craig Settles – President, Gigabit Nation
Ted Lehr, Ph.D. – IT Data Architect, City of Austin, TX
Seth Feder – Director of Information Management and
Technology, Dell Medical School, The University of
Texas at Austin
Heath Cox – Manager, Solutions Architect, Verizon Wireless

THURSDAY MAY 3

12:00 pm – 1:00 pm

EXHIBIT HALL LUNCHEON AND PRESENTATION

5G Revolution Comes to Harlem

Location: Rio Grande Hall

Keynoter:

Clayton Banks – CEO & Co-Founder, Silicon Harlem



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SPEAKERS



Peter Cohen
Partner Engagement Manager
Netflix

Peter Cohen is a 20+ year industry veteran with Internet peering, transit and co-location experience on 6 continents. His experience comes from working for ISPs, international carriers, data centers and content providers. He makes his home in the Washington DC area and enjoys golf and tennis.



Seth Feder
Director of Information Management and Technology
Dell Medical School, The University of Texas at Austin

Seth Feder is the Director of Technology and Information Management at the Dell Medical School at UT Austin, joining the team in February of 2016. He oversaw all IT operations during the start-up of the school including the launch of UT Health Austin, the school's outpatient clinical service line. He now leads Dell Med's data analytics and business intelligence team. Prior to Dell Med, Seth was the Director of Healthcare and Life Science Research at Dell Inc., and a member of the Dell's Office of the CTO. Prior to Dell, Seth was an IT manager at Children's Medical Center of Dallas, and has held positions in medical device R&D at several companies including Johnson & Johnson. Seth has an MBA from the University of Texas at Dallas, an M.S.E. in biomechanics from the University of Cincinnati, and a B.S.E. in biomedical engineering from Arizona State University.



Mark Latham
City Manager
City of Highland, Ill.

Mark Latham was born and raised in Streator, Illinois. Mark graduated from John Brown University with a BSE and acquired a Master's Degree in Leadership and Ethics from John Brown University.

Mark has served in municipal government for over 41 years. Mark has 25 years of city manager experience in Illinois and Arkansas and 16 years as a department director in Arkansas.

Mark was the visionary for Highland Communication Services. Highland Communication Services is the first and only municipal owned FTTH service in Illinois and the first gigabit community in the state. Highland Communication Services was officially opened for business in June of 2011.



Matt Paschick
Principal
National WiFi

Paschick is the sole principal of National Wi-Fi Inc., a provider of bulk, subscription and common area internet services focused on the MDU space. Drawing on an engineering background at Michigan State University and experience gained as a U.S. Marine specializing in wireless communications, he brings a broad range of experience to the industry. The cornerstone of National Wi-Fi's market strategy is that a provider's relationship with onsite property staff is the deciding factor in the success or failure of a multifamily data provider. Paschick lives in Miami, and when he's not working can usually be found on a boat, most likely with a laptop in his hand.



Lori Reeves
Director of Operations Services
Rose Community Management

As Director of Operations Services for Rose Community Management, LLC, Ms. Reeves supports the Rose portfolio operations by providing Ancillary Income, Information Technology, Marketing, and Procurement / Energy Management services. This allows her to focus on the adaptive use of technology to streamline business operations, building operations, enhance resident services, and optimize revenues. With over twenty-five years of experience in real estate, most of which were spent in information technology, Ms. Reeves has a comprehensive background to oversee Rose Community Management's technology initiatives and strategies.

As an early leader in the area of MDU technology, Ms. Reeves has helped shape the way voice, video, high-speed Internet, and other emerging technologies are delivered to apartment dwellers. She has twice been recognized by her peers for these efforts as one of "The 25 Most Influential People in Real Estate and Technology" by Broadband Properties. She has 15 years of experience in low voltage infrastructure and building automation systems, inside and outside plant, and business systems for the Rose Community Management properties. She is an active participant in real estate industry organizations where she has chaired or served on various committees.

Ms. Reeves spent most of her career at Forest City Residential where she was responsible for the Enterprise Support Center and Enterprise Building Technology Services groups at Forest City Enterprises. Throughout her career at Forest City she has worked in Federally Assisted Housing, Conventional Housing, Military Housing, Accounts Receivable, Accounting, Help Desk, Application Support, Systems Integration, Networking (LAN and WAN), Ancillary Services and Building Technology. She has been involved with a multitude of both front office and back office systems implementations including A/R, A/P, G/L, Budgeting, Accounting, Property Management, Facilities Management, Online Marketing, and Revenue Management. She is also well versed in the regulatory, legal, and compliance aspects of the business.



Sophia Schneckloth
National Sales Manager
AT&T Connected Communities

Sophia Schneckloth is the National Sales Manager of AT&T's Connected Communities and leads a National Sales team responsible for 40 National MDU and SFU portfolios.

Sophia started her career with AT&T (Ameritech) in 1999 and has held various sales and leadership roles in Business, Government & Education, and Global organizations. Her work includes: launching of AT&T Government -Education Mid-market team, International support on the Global AT&T Business team, and 8 years strategically partnering with National MDU & SFU clients. Most recently, she was promoted to National Sales Manager for Connected Communities, a specialized division of AT&T dedicated to creating alliances with builders, developers and real estate investment groups.

Sophia attended Iowa State University and later Loyola where she completed their Mini MBA program. Sophia strongly advocates for participation in local politics and volunteers as a Planning and Zoning Commissioner for the Village of Mundelein, Ill. Today, Sophia resides in the Chicago suburbs with her husband and three children where she works to fill her family's passports with stamps from their travels around the world.



Tom Turner
Associate
Ridgecrest Partners

Tom grew up in La Jolla, Calif., and graduated from UCSB. He went on to restaurant ownership and saw how cable TV could affect the success of the business. Remember the Advent projector TVs in the 1970s? He purchased his first MDU property in 1993 in Fort Worth, Texas. Since then he has owned and operated some 2000 MDUs. Improved technology has changed the way things are done since the old restaurant days and continues to evolve today at rates that are startling. But one thing has not changed, and that is the paramount importance of delivering services to customers, whether they are clients in restaurants or residents of multifamily units. Having some control over the communications systems in an apartment complex only seems wise as a building block for successful MDU ownership.