

The Right Decision

A vision for the future: comments from the incoming president of **BROADBAND COMMUNITIES**, Jeffrey M. Reiman



Jeffrey M. Reiman

As I contemplated accepting the role of president of **BROADBAND COMMUNITIES**, I was reminded of the advice shared with me by a close friend and mentor in college. The more I think about it, the more I see it as the best business advice I have received. The year was 2004, and I had recently graduated from Harvard University and was staring at the “fork in the road” of my life. There I was, a young graduate with little more than a diploma in my hand, forced to make a decision that would define the next phase of my life: Move to Manhattan to accept a position at Bloomberg L.P. or head south to Atlanta to join an up-and-coming FTTH equipment provider whose CEO I somehow managed to convince that I could bring value to his team.

The advice I received was simple but profound: Business (and life, for that matter) is far too dynamic to know what is “the right decision.” Rarely do people face binary choices in which clear right or wrong decisions are evident. For that reason, we must make decisions, taking on the responsibility to work and ensure that the decisions we make ultimately prove to be right.

It turned out that moving to Atlanta and working at Wave7 Optics was the right decision – not only because I had the privilege of working with an incredibly talented group of people, all of whom went out of their way to help introduce a young neophyte to the business of fiber-rich access networks and the technology that drives it but also because I quickly realized what an exciting industry telecommunications was and is today.

During the last three years, as I worked with The Broadband Group to implement fiber optic networks in master-planned communities and municipalities nationwide, supporting telemedicine and distance education applications, I came to understand broadband’s profound capacity to transform the quality of life in communities.

With (arguably) the exception of financial services, I am unaware of any other industry that plays as pivotal a role as broadband in such fields as operations, enterprise, education, entertainment, government services, economic development, personal services and health care.

THE FUTURE OF BROADBAND COMMUNITIES

At **BROADBAND COMMUNITIES**, we work to keep our fingers on the pulse of the industry – tracking the newest innovations, analyzing what’s working or not working and helping

readers understand why. We introduce to the market the latest in technological innovation and business models. We work to promote the industry in Washington, on Wall Street, in rural neighborhoods and in communities across North America.

Although a clear shift is emerging in the delivery of content, I firmly believe that the content, not the medium, drives a successful brand. **BROADBAND COMMUNITIES** will continue to position its print magazine as the industry’s publication – providing in-depth stories and analysis that can’t be duplicated simply by a tweet. Our website is becoming more innovative – allowing us to track for our readers “what’s trending” and providing current and timely information that fills readers’ need for knowledge regarding industry trends.

The company’s trade shows will continue to expand; our annual Summit and recently launched regional shows bring together the brightest minds in the industry for a forum of collaboration, learning and discovery.

So with this issue I am pleased to announce my new role as president of **BROADBAND COMMUNITIES** – working with a team of talented writers, research professionals and trade show managers. We have an exciting future, and I intend to commit the resources to ensure we deliver on and capture that future successfully.

What is under way at **BROADBAND COMMUNITIES** promises to be exciting. CEO (and majority owner) Scott DeGarmo and I have structured a transition that will lead to my assuming the roles of both president and CEO in 2013. I embrace the responsibility and will work to deliver a service that is of value to the readers and industry as a whole, just as Scott has done in his years at the helm of **BROADBAND COMMUNITIES**.

2013 looks to be a great year for the industry and together, readers, we will work to ensure that the decisions we make – though often difficult – are in fact “the right decisions.”

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