**IBTA Convention
Premiere Sponsor:** GigTel

AGENDA

Sunday

2:00 - 4:00 p.m. Welcome Reception and Registration

6:00 - 9:00 p.m. Flamingo Bowl - No transportation provided
                                   (pre registered only)

Monday

7:00 a.m. - 8:00 a.m. Breakfast and Registration
                                    Ballroom Lobby

8:00 a.m. Welcome – Ann Dickerson, Chairman, IBTA Board of Directors
          Presentation of Awards, Illinois Legislative & Regulatory Update - Randy Nehrt,
          IBTA President
          Ballroom A

8:30 a.m. *Federal Telecom Policy Update*
          Derrick Owens, WTA, Senior Vice President of Government & Industry Affairs

9:30 a.m. *Broadband Equity, Access and Deployment Program Update*
          Matt Schmit, Director, Illinois Office of Broadband and
          Devon Braunstein, Assistant Director, Illinois Office of Broadband

10:15 a.m. Break

10:30 a.m. *6 Strategies for Financial Performance*
Aaron Sedler, Moss Adams
Description: The rural voice and broadband market continues to evolve in a multitude of
ways, including competition, universal service funding, regulatory obligations, and more. So
how do rural providers stay ahead of the game and maintain or improve financial
performance? We will focus on six key strategies that can have meaningful impacts on your

financial and operational results in 2024 and beyond, including: preparing for the long-term future of USF, ensuring the integrity of broadband locations and availability, cybersecurity obligations, broadband funding strategies, generating scale, efficiency, and automation, and how to utilize strategic planning and financial forecasting to develop goals and monitor results. Understanding and implementing any or all of these six strategies will help to ensure your financial and operational success for years to come.

11:15 a.m. *AI-Enhanced Cybersecurity: Practical Insights and Use Cases*
Dan Burwitz, Vantage Point IT Security Consultant
Description: In this presentation, Vantage Point Solutions offers a practical exploration of AI in cybersecurity. VPS will demystify AI, showcase current applications, and discuss exciting future possibilities. Join VPS to gain valuable insights into how AI is enhancing cybersecurity strategies and what the future holds for this dynamic partnership.

12:00 p.m. Lunch & Annual Meeting
            Ballroom Lobby

Note to Vendors: Exhibit Hall will be open for display setup 1:30-4:00 p.m. in Location

1:30 p.m. *AI: The Laughable, The Loveable, and the Loathsome*
Tammy Wellbrock, Nex Tech
Description: Artificial Intelligence (AI) is transforming the world, but also widening the gap. How can we bridge it? How can we integrate AI into our marketing strategy and campaigns to reach and engage our target audience? How can we foster a culture of collaboration and innovation among our teams using AI tools and platforms? These are the questions that this presentation will address, with stories and examples that will inspire you. The session will be engaging and interactive while also helping you leverage AI for your personal and professional growth.

2:15 p.m. *Optimizing for the future with cloud switching: things to consider*
Dave Manfredo, Sinch
Description: The presentation will guide attendees through the essentials of cloud switching, highlighting its definition, benefits, and strategic deployment considerations. The session will explore the future of cloud technology, illustrating through use cases and real-world examples how it fosters operational efficiency, scalability, and innovation. A special focus will be placed on regulatory compliance, detailing the requirements ILECs and

CLECs must meet to adhere to these regulations. Participants will leave with a holistic understanding of cloud switching's role in business growth, emphasizing flexibility, cost reduction, service improvement, and compliance adherence.

3:30 p.m. IBTA Board of Directors Meeting
   Board Room

4:30 p.m. - 6:30 p.m. IBTA Vendor Exhibition and Reception
   Ballroom B&C

Dinner on your own

Tuesday

6:30 a.m. - 8:00 a.m. Continental Breakfast
     Mississippi

7:00 a.m. Check-in for Jack Tharp Scholarship Fund Golf Scramble
   Quail Creek Golf Course

8:00 a.m. Shotgun Start at Quail Creek Golf Course

11:30 a.m. Trap Shoot - Highland Pistol and Rifle Club
(pre registered only- please remember to bring your own shotgun and ammunition. No lunch will be served.)

6:00 p.m. - 9:00 p.m. Puttshack - No transportation provided
    Dinner, Bar and Putt Putt (indoor = 2nd level)