

September 9th-11th, 2026 – Embassy Suites Riverfront Hotel & Convention Center

AGENDA

Premiere Sponsors:



Wednesday, September 9th

- 9:30 a.m. IBTA Trap Shoot - Peoria Skeet & Trap Club
- 10:15 a.m. Golf Check in - Weaver Ridge Golf Club
(11:00 a.m. Shotgun Start) 5100 N Weaverridge Blvd, Peoria, IL 61615
- 5-8 p.m. Exhibition Hall Opens for Vendor Set Up
- 5:30-7 p.m. Welcome Reception at Embassy Suites

Thursday, September 10th

- 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
- 1 p.m. Breakout Sessions: Choose one from below: Marketing Track and Technology Track

XGS PON Drivers and Considerations / Keeping it Simple: FTTH & OTDR Fundamentals with Smart Assistance

John Valentine, Senior Sales Engineer- Calix

This session provides a practical overview of the drivers behind XGS PON adoption and why 10G PON has become the logical next step for modern fiber access networks. Attendees are guided through market trends, competitive pressures, and cost convergence that are pushing service providers to move beyond GPON in both greenfield and brownfield deployments. The presentation also simplifies core FTTH concepts, including PON architecture, optical distribution networks (ODN), splitter types, reach and split ratio considerations, and redundancy models, helping participants better understand how to build, scale, and future proof fiber networks

OR

Excuse Me... Your Reputation Is Showing

Clint Holkenbrink, Marketing and Sales Supervisor- Wabash Communications
Sarah Mueller, Senior Copywriter- Vantage Point

Your reputation is built across every install, service call, billing interaction, and response when something goes wrong, shaping how customers perceive you far beyond your planned marketing messages. In this provider+vendor session, Sarah Mueller, Senior Copywriter at Vantage Point Solutions, and Clint Holkenbrink, Marketing & Sales Supervisor at Wabash Communications Cooperative, will walk through how reputation forms, where it breaks down, and how internal actions directly impact search visibility and customer trust. You will leave with clear, practical steps to strengthen your presence, improve perception, and build lasting credibility in the communities you serve.

2 p.m.

Breakout Sessions: Choose one from below:

Designing for the Future - Trends in DWDM Transport Networks

Brandon Gooch, Manager of Network Engineering - JSI

As broadband demand accelerates driven by residential consumption, data center expansion, and edge computing, carriers must rethink the architecture of their middle-mile and core transport networks. This session explores the next generation of DWDM network design, tailored for broadband providers preparing for transport services that exceed 400G per wavelength. We will examine a modern, disaggregated approach that decouples the optical layer from IP routing, enabling flexible and scalable architectures. Attendees will gain a technical and strategic understanding of how open, modular systems using next-gen reconfigurable optical add-drop multiplexers (ROADMs), coherent optics, and vendor-agnostic routers can dramatically reduce costs, simplify operations, and future-proof broadband infrastructure. DWDM technology is undergoing a renaissance as bandwidth growth outpaces traditional service models. Key trends addressed in this session include: 400G+ Coherent Optics: Preparing for scalable capacity per wavelength to support explosive bandwidth growth: Disaggregated Transport Networks: Separating IP and optical layers for flexibility and vendor neutrality Best-of-Breed Design: Combining interoperable ROADMs, coherent optics, and key network components to avoid vendor lock-in and optimize performance and cost.

OR

Leveraging Superior Service to Drive Customer Loyalty

Hillary Cherry, Director, Partner & Association Marketing - Calix

Customer experience is an integral part of the subscriber journey, driving sustained business outcomes. By shifting from reactive problem-solvers to proactive solution providers, your team can cultivate deeper relationships with customers, anticipating needs and delivering personalized experiences. Dive into an approach that not only enhances satisfaction but also fosters loyalty,

Vendor Showcase
Peoria, Illinois

turning every interaction into an opportunity for cross-selling, upselling, and gaining valuable insights that fuel future growth.

3 p.m. Open Forum - Marketing & Tech both have their own!
Open to all Attendees

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

Friday, September 11th

8:30 a.m. From Chat to Workflow: A Generative AI Fluency Framework for Telecom
Jessica Carius, Generative AI Manager - Baker Tilly LLP
Alyssa Galvin, AI and Automation Manager, Baker Tilly LLP
Most AI conversations in telecom skip past the foundations and jump straight to workflow automation, which is why so many pilots stall. This session introduces a four-stage fluency framework (Productivity, Knowledge, Connectivity, Workflow) with real telecom use cases at each stage. You'll leave with the mental model and the questions to ask before your next AI investment.

9:20 a.m. Break

9:30 a.m. From GIS Data to Construction-Ready Broadband Plans
Micah Williamson, GIS, Geospatial Services Manager - Maurer-Stutz, Inc.
Broadband projects often start with GIS data, but the real value comes when that data becomes clear, polished, and permit- and construction-ready plan sets. This session will show how Maurer-Stutz Geospatial Services uses ArcGIS Pro to organize fiber routes, project areas, utility information, construction notes, symbology, labeling, map series, and sheet layouts into professional deliverables. Attendees will see how GIS can move beyond mapping and become a repeatable production tool for consistent, scalable, client-ready broadband plan sets that support review, permitting, and construction.

10:30 a.m. Marketing Panel: From Infrastructure Investment to Business Return: Marketing's Role in Broadband Performance

Moderator: Ruby Hibbins, Director of Marketing - Vantage Point Solutions

Panel: TBD

You have millions invested in your network capability. The next generation of broadband business requires marketing and communications to play a central role in turning that capability into customer choice, competitive strength and financial return. In this provider-led panel, broadband marketers will discuss how they communicate value, respond to competition, manage reputation and translate customer and market insights into future investment decisions, stronger business strategies and measurable performance.

11:30 a.m. Wrap Up and Grand Prize