MONTANA TELECOMMUNICATIONS ASSOCIATION

2021 Showcase | December 1st – 2nd
Billings Hotel & Convention Center

BHCC

Booths Hours
Wednesday: 8:30 - 12:30 pm & 1:30 – 5:30 pm
Thursday: 8:30 am – 10:30 am

Wednesday, December 1st

7 am Registration Opens
Outside Convention Center

7:30 am **Hosted Breakfast**
Outside Tent

8:15 am **MTA Welcome**
Geoff Feiss, MTA General
Manager *Outside Tent*

> **Booths Open**
> 8:30 – 12:30 pm
> & 1:30 – 5:30 pm

9:30 – 12:30 pm **Seminars**
See next page for details

12:30 – 1:30 pm **Hosted Lunch**
Outside Tent

1:30 – 4:30 pm **Seminars**
See next page for details

4:30 pm **Hosted Hospitality Hour**
Convention Center

Thursday, December 2nd

7 am Registration Opens
Outside Convention Center

7:30 am **Hosted Breakfast**
Outside Tent

8 am **Plant Supervisors & Vendors
Meeting** *Convention Center*

> **Booths Open**
> 8:30 – 10:30 am

9:30 – 11:30 am **Seminars**
See next page for details

11:30 am **Raffle & Door Prize
Drawings**
Outside Tent

==*Your name badge MUST BE worn at all times – it is your "ticket" for meals and entry into the Trade Show area.*==

Wednesday Seminars

	Management & Administration *Madison Room*	**Network Operations & Engineering** *Ballroom*
9:30 am	**JOINT SESSION IN BALLROOM** **ConnectMT** **Broadband Grant Opportunities in Montana** Chad Rupe: Montana Broadband Program Manager	
10:30 am	**Simplifying FTTH technology evolution: Combo PON Use Cases: Kurt Raaflaub with ADTRAN** will compare the range of PON technologies to identify the options with the best balance of capability and economics. ADTRAN will outline the different PON technologies and architecture variants, bulleting out real-world examples, spanning multiple operator segments.	**The Smart MDU - Edging ahead with the Internet of Things and Wi-Fi 6 – Patrick Moreno with Zyxel Communications Inc. will lead the discussion.** The Smart Home has evolved at a rapid pace with more innovative devices in the digital residence. The same is taking place with Multi-Dwelling. With the convenience of these Smart devices comes an influx of installing, connecting, and interacting with these devices starts to add more complexity for the Tenants to manage on their own. The good news is you can with Wi-Fi 6 (11AX). Wi-Fi 6 is the latest in whole-home Wi-Fi with faster speeds, extended coverage, more connected devices, and compatibility with existing Wi-Fi 5 (11AC) and Wi-Fi 4 (11N) devices you may already have installed now.
11:30 am	**Growing Pains: Hidden Risks in Network Expansion – Justin Headrick with Vantage Point**: Recent and ongoing network funding is fueling a wave of network growth as companies expand beyond their traditional service areas. This growth is exciting! But sneaky risks may be hiding in plain sight: Is your Core Network up to the task? Here Justin Headrick will overview the key considerations for taking care of your Core Network during an expansion – including IPv4 constraints and Carrier Grade NAT. If your network is growing (or planning to!), you don't want to miss this session.	**With the need for higher data bandwidth, many service providers are now exploring the 100G realm. In this seminar, Tecno Panyarath, Field Applications Engineer with VeEX,** will discuss the challenges when transitioning from 1G, 10G, 40G and now 100G Ethernet. He will cover how important it is to test and validate your ethernet network using the dedicated test tools available. We will discuss the four most used ethernet testing methodologies: BERT testing, Throughput, RFC2544 and Y.1564. The goal is to help test technicians and network operators better understand their networks and how to test them. We will review some common mistakes and troubleshooting methods to help diagnose problems.

12:30 pm   Hosted Lunch – Outside Tent

1:30 pm	**5 Ways to Miss an Opportunity – Brad Penny, P.E. with Vantage Point:** …And what to do instead. Join Vantage Point for a conversation on five distinct areas of opportunity, and how to approach each one successfully. Built on decades of experience seeing companies' successes (and misses!) up close, Vantage Point's dynamic team will discuss Diversifying Revenues, Network Capacity & Design, Buildout Timelines, Managing Expectations, and Community Relationships. Hear how other companies have faced these opportunities, what they did, and what they learned. You'll walk away inspired to look at your own operation in a new light.	**Are you Ready for Wifi 6 and 6E – Tom Zanoli with Calix:** Wi-Fi 6 made its debut in the second half of 2019 and is destined to be in 95 percent of consumer devices by 2023. Join this session to learn more about: • The evolution of the Wi-Fi standard, 802.11ax, including the technical enhancements; • The real-world benefits of Wi-Fi 6; • What's next for Wi-Fi technology, such as the addition of 6 GHz spectrum (aka "Wi-Fi 6E") and Wi-Fi 7.

2:30 pm	**New broadband investment opportunities – Jeremy Larson with ReadiTech Engineering:** new management opportunities and risks in taking care of your core network (e.g., what do evolving speed requirement--100/20, 100/100--mean for existing/new networks; IPv4 constraints, carrier grade NAT, etc.).	**Buried Fault Locating/Troubleshooting** *No speaker determined as of 11/19.*

3:30 pm	**JOINT SESSION IN BALLROOM** MTA CEOs will discuss the challenges and opportunities facing our industry in the near-and long-term future. Doran Fluckiger - Southern Montana Telephone Company, Jason Moothart - InterBel Telephone Cooperative, and other MTA CEOs invited.

Thursday Seminars

	Management & Administration *Madison Room*	**Network Operations & Engineering** *Ballroom*
9:30 am	**Digital Marketing: Methods that Get Results – Maggie Blasgall with Cordell, a Division of Nex-Tech:** With the ever-changing world of technology, the variety of marketing platforms are endless. Develop a solid digital marketing strategy that sets you apart from the competition and gets results.	**Is the Data Eluding You? Data Capture Innovations for Better Broadband Quality – Trevor Back with Calix:** Operators deploying fiber and access systems to support smart grid, premises systems, and broadband initiatives will leverage both internal deployment teams and outside contractors to bring infrastructure to a state of readiness. The orchestration of those resources from project start to final quality review can be complex and subject to inefficiencies and cost overruns without consistent standards and communications tools. Communication and operational inefficiencies increase costs and slow down time-to-market with inside plant and outside plant projects. What are ways service providers can address these challenges? In this session we'll talk about innovative approaches that streamline and automate the control, management, and quality assurance for improving productivity on large scale network and premises deployment projects.
10:30 am	**Supply Chain Challenges – Greg Roos with Dakota Supply Group, Brad Penny, P.E. with Vantage Point, & Ben Calvert CTO of Range** will lead a discussion of the challenges they see from their suppliers in making timely delivery of products and services. Participants will learn about the stresses and strains facing broadband providers and their supply chain and will discuss best practices for overcoming these supply challenges.	**Performance Testing Compliance—Tory Richtmyer with JSI** will review the evolving regulatory and technical challenges regarding compliance with the FCC's performance testing rules. What equipment is available for testing? How are supply chain issues affecting compliance? What about customer acceptance? In short, what's a provider supposed to be doing to ensure it complies with FCC rules?

11:30 am   Raffle & Door Prize Drawing – Outside Tent

MONTANA
TELECOMMUNICATIONS
ASSOCIATION