The New Age of Telecom Discovery: Mapping Your Success

MTIA 2016 Summer Conference

As the details of the FCC’s recently-approved USF reform order come into focus; one thing is crystal clear: rural carriers must use this achievement as a springboard to bring more innovation, investment, and initiative to the task of serving their customers and delivering on the promise of universal service. It is time to chart a path forward to success in the new age of telecom discovery.

Make plans now to join your industry colleagues at the 2016 Summer Conference of the Missouri Telecommunications Industry Association and discover new ways to succeed in our industry.

Our annual gathering brings together telecom professionals from around the state for four days of networking, discussion and business planning, all set in Branson, Missouri - one of America’s most family-friendly summer destinations.

Our conference location is the Hilton Branson Convention Center Hotel, located adjacent to the popular Branson Landing entertainment and shopping district.

All group events and programs, other than our off-site group activities on Monday, will be held in the spacious Branson Convention Center adjoining the hotel.

July 24 - 27
Hilton Branson Convention Center
Branson, Missouri
Schedule at a Glance

**Sunday, July 24**
Welcome Reception / Registration 4:00 - 6:00 p.m.

**Monday, July 25**
Registration 7:30 a.m. - 4:00 p.m.
MTIA Golf Classic 8:00 a.m.
MTIA Shooting Tournament 9:00 a.m.
Dogwood Canyon Wildlife Tram Tour 8:45 a.m. - 2:30 p.m.
Industry Partners Showcase & Reception 5:00 - 6:30 p.m.
*Balance of Evening Open for Vendor Meetings, Dining & Networking*

**Tuesday, July 26**
Registration 7:30 - 11:30 a.m.
Continental Breakfast 7:30 a.m.
General Session 8:15 a.m.
- The USF Reform Order: Remaining Challenges on the Path to New Success & Stability
- The Future of the Internet: Key Trends & New Horizons
- Electric Cooperatives in the Broadband World: Threat, Opportunity, or Both?
- Research-Propelled Marketing: How to Use Research to Build a Better Brand

Luncheon & Keynote Speaker Noon - 2:00 p.m.
How to “Wow” Your Customers: The Fundamentals of Consistent, Unsurpassed Service

MTIA Board of Directors Meeting 2:30 - 3:30 p.m.
Reception & Dinner 6:30 - 9:00 p.m.

**Wednesday, July 27**
Member Breakfast 7:30 a.m
Strategies to Thrive in a Competitive World
MTIA Annual Business Meeting 9:30 a.m.
*Conference Adjourns*
Sunday, July 24

4:00 - 6:00 p.m. Welcome Reception & Registration  
Level 2 North Concourse Foyer (near escalators)

Dinner at Your Leisure

Monday, July 25

7:30 a.m. - 4:00 p.m. Registration  
Level 2 Concourse Foyer (near escalators)

8:00 a.m. MTIA Golf Classic  
Buffalo Ridge Springs Golf Course

Be sure to join us for our annual golf tournament at a brand-new destination - Buffalo Ridge Springs Golf Course (formerly Branson Creek). Our four-person scramble is a great way to meet and mingle with your industry colleagues on a challenging new course. Be sure to register in advance on the attached form.

8:45 a.m. - 2:30 p.m. Dogwood Canyon Nature Park Tram Tour

Dogwood Canyon Nature Park is a one-of-a-kind experience for nature lovers and adventure seekers of all ages. Step aboard a comfortable, open-air tram and explore our past and present while winding though the canyon floor, past towering bluffs and waterfalls, crossing creek-beds by way of beautiful stone bridges, and splashing through spring-fed waters. Covering 10,000 acres of pristine Ozark Mountain landscape, the park offers miles of crystal-clear trout streams, dozens of cascading waterfalls, ancient burial caves, hand-built bridges and bottomless, blue-green pools. The tour includes motor coach transportation from the Hilton and lunch.
Monday, July 25  continued

9:00 a.m.  MTIA Shooting Tournament  Ozark Shooters Complex

This year’s event features an all-day shoot (including sporting clays, trap, skeet, etc.). The
tournament venue is located 11 miles north of Branson on Highway 65. Prizes will be awarded.
Shooters are asked to meet in the Hilton lobby at 8:00 a.m. to arrange transportation to the
range. Lunch is included. Be sure to register in advance on the registration form. Gun
rental is not included in the tournament fee.

1:00 p.m.  19th Hole Awards  Presentation & Lunch  Buffalo Ridge Springs  Golf Course Patio

5:00 p.m. - 6:30 p.m.  Industry Partners  Showcase & Reception  Taneycomo A  Branson Convention Center

Join your industry colleagues for a relaxing and enjoyable opportunity for drinks & delicious
hors d’oeuvres while experiencing the latest in telecommunications products, services, and
expertise.

Our early evening event will allow plenty of time for vendor meetings, dinner and
networking after the Showcase.

Be sure to stay until the conclusion of our show – those present will be eligible to win two,
$250 VISA gift cards, perfect for a shopping trip to Branson Landing.

6:30 p.m.  Evening Open  for Vendor Meetings, Dining & Networking
Tuesday, July 26

7:30 - 11:30 a.m.  Registration  Level 2 Concourse Foyer
7:30 a.m.  Continental Breakfast  Concourse North Foyer
8:15 a.m.  General Session  Cooper Creek

Opening Ceremony: National Anthem

8:30 a.m.  The USF Reform Order: Remaining Challenges on the Path to New Success & Stability

Mike Romano, Senior VP of Policy - NTCA-The Rural Broadband Association

Rural carriers achieved a long sought-after victory with the recent approval of the FCC Reform Order. Although the Order brings a new degree of stability to the industry’s financial outlook, important provisions must still be worked out to achieve the goals of universal service in rural America. Be sure to join this recognized industry leader for an up-to-the-minute analysis of the new regulatory landscape.

9:15 a.m.  The Future of the Internet: Key Trends & New Horizons

Geoff Burke, Senior Director of Corporate Marketing - Calix

The Internet is at the core of rural carriers’ business plans, yet its future shape is determined by factors out of our control. Consumer behavior, new business innovations, and as-yet unanticipated new applications drive the demand on carriers’ networks. Find out what the future holds for our industry from this leading industry consultant.

Networking Break
10:30 – 11:15 a.m. Breakout Sessions (each session repeats)
11:15 a.m. – noon

**Electric Cooperatives in the Broadband World:**  
*Threat, Opportunity, or Both?*  
*Andy Brown, Vice President, Industry & Client Relations - ANPI*

Electric cooperatives have become increasingly active in providing broadband connectivity to their customers in rural America. Some are very aggressive, while others pursue more traditional services while taking a “wait and see” approach before venturing into broadband networks. Get a view of national trends from this leading industry consultant, and discover ways in which your business operations might be shaped by opportunities, or threats, presented by your neighboring electric cooperative.

**Research-Propelled Marketing:**  
*Compton Ferry*

*How to Use Research to Build a Better Brand*  
*Noel Roos, Vice President of Research & Marketing - Diedrich RPM*

Think you are too small to use market research to direct your business plan? Well, think again. Be sure to join this marketing pro to learn how you can use good, available consumer research to shape and validate the marketing strategies of your company.

Noon – 2:00 p.m. Member Luncheon and Keynote

**How to “Wow” Your Customers:**  
*The Fundamentals of Consistent, Unsurpassed Service*  
*Rob Bell, Certified Speaking Professional*

Every team member has the opportunity to enhance your company’s reputation. When face to face with the customer, each employee represents your entire organization. The key is to make sure each interaction is excellent. Rob Bell knows that remarkable customer service requires that every person in your organization understands the fundamentals of consistent, unsurpassed service.

Relax and enjoy this outstanding business humorist, story-teller, and expert in improving the customer experience.
Tuesday, July 26 continued

2:30 - 3:30 p.m. MTIA Board of Directors Meeting
Compton Ferry

6:30 - 9:00 p.m. Reception & Dinner
Tanneycomo B

Enjoy an excellent dinner with your industry colleagues before being entertained in grand style by the talented Matt Gumm.

Matt was voted Branson’s “Comedian of the Year” in 2013 and “Best Male Entertainer of the Year” in 2012. He is a versatile comedian, vocalist, instrumentalist and more. Be sure to stay around to enjoy Matt Gumm’s One Man Variety Show.

Wednesday, July 27

7:30 a.m. Member Breakfast
Cooper Creek

8:30 a.m. Strategies to Thrive in a Competitive World
Daryn Parker, Partner - TCA

The recent FCC Order sets up a new environment in which rural telecommunications carriers will compete for at least the next decade. What are the strategies we will need in order to chart a path to the future? Be sure to join this leading industry consultant to learn how to discover success in the new age of telecommunications.

9:30 a.m. MTIA Annual Business Meeting
Cooper Creek

Chairman’s Address
Jon Stouffer, President
Granby Telephone Company

President’s Report
Ric Telthorst, President & CEO
Missouri Telecommunications Industry Association

Report of Nominating Committee & Election of Directors

Presentation of Conference Grand Prize

Conference Adjourns
Lodging

Deadline: Room Block closes June 27

Our conference will be held in the heart of historic downtown Branson, in the sleek 12-story tower of the Hilton Branson Convention Center Hotel. (Please note, some of the rooms in our block are located at the Hilton Promenade at Branson Landing, just across the street from the Hilton Convention Center.)

The AAA Four Diamond Branson hotel is attached to the Convention Center and is right across the street from the vibrant waterfront entertainment district - Branson Landing.

Enjoy modern yet rustic décor and stunning views of Lake Taneycomo and the Ozark Mountains from the comfort of the hotel’s sophisticated guest accommodations.

Lodging reservations can be made by calling 866-442-0959, and asking for the Missouri Telecommunications Industry Association 2016 Room Block.

Our conference rate is $168 for a Deluxe Room. We encourage you to book through our room block, so that we can continue to provide the best rates to all our conference attendees. Please make your reservations promptly - our room block closes June 27.

Standard check-in time is 4:00 p.m. Guests arriving prior to 4:00 p.m. will be roomed as soon as possible. Standard check-out time is 11:00 a.m.

You may book your room online at either hotel using the links available on the MTIA website by clicking here.

To discover all that the Hilton Branson Hotel & Convention Center has to offer, please visit the hotel online at: Hilton Branson Convention Center & Hotel.

Hilton Branson Convention Center Hotel
200 East Main Street, Branson, Missouri 65616

Conference Rate: $168 for a Deluxe Room.
Room Block Deadline: June 27, 2016
Hotel Phone: 417-336-5400
Check-In: 4:00 p.m. | Check-Out: 11:00 a.m.
Conference Registration Deadline: July 1

The conference registration fee includes admittance to all sessions, group meals, and receptions. The full registration fee is required for each registrant, spouse, child or guest.

Separate charges are assessed only for golf, shooting tournament, and Dogwood Canyon tour.

Payment must accompany the registration form and be received by July 1 to receive the pre-registration discount of $50.

We do not accept credit cards - checks only. All attendees are required to register.

Branson Shows & Attractions
Nestled in the scenic Ozark mountains, Branson is the center for a wide variety of shows and attractions featuring music, comedy, magic, and big-name performers.

For a complete look at what Branson has to offer, visit Explore Branson online at www.explorebranson.com.

Cancellation Policy
Refundable cancellations may be made until Friday, July 1, 2016.

Attire
Business casual is appropriate for all conference sessions and functions. Business attire is appropriate for the Annual Member Banquet.

Note
If any participant has a special need addressed by the Americans with Disabilities Act, it is requested that each such participant notify MTIA of this need at least one week before.
Sponsorship Opportunities

As a sponsor of the 2016 MTIA Summer Conference, you can raise brand awareness, create lasting business connections, and play a significant role in our mutual success.

Our Event Sponsors are featured at a specific conference meal or reception, beverage break, or sporting event. Sponsorships include customized signage, including your corporate logo, prominently displayed at each event and featured at the Showcase. Our Friends of MTIA sponsorships (at the Platinum, Gold, and Silver levels) help us to underwrite our conference speakers, entertainment, and attendance prizes.

We appreciate your continued support as we work to collectively create value for Missouri’s telecom providers.

Ric Telthorst, MTIA President

Please choose a payment option.

☐ Enclosed is our sponsorship check made payable to Missouri Telecommunications Industry Association in the amount of $_________ or

☐ Please invoice our company for the sponsorship.

Company:______________________________
Contact:______________________________
Signature:____________________________

Contributions to the Missouri Telecommunications Industry Association are not deductible as charitable contributions for federal income tax purposes.

Please mail this form to:
MTIA
P.O. Box 785
Jefferson City, MO 65102
Fax to: 573-634-5792
Email: rosie@mtia.org

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Event Sponsorships

☐ Sunday Evening Welcome Reception - $1000

☐ Monday Trap Shooting Luncheon & Prizes - $600
   (1 sponsor at $600 or 3 sponsors at $200 each)

☐ Monday Golf Luncheon - $1000
   (1 sponsor at $1000 or 2 sponsors at $500 each)

☐ Monday Golf Beverage Cart - $1000

☐ Tuesday Morning Continental Breakfast - $1500

☐ Tuesday Morning Beverage Break - $750

☐ Tuesday Member Luncheon - $2000
   (includes complimentary conference registration)

☐ Tuesday Evening Reception - $2000
   (includes complimentary conference registration)

☐ Wednesday Member Breakfast - $1500

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Friends of MTIA

☐ Platinum – $600  ☐ Gold – $300  ☐ Silver – $150
Industry Partners Showcase and Reception

Monday, July 25
5:00 - 6:30 p.m.
Taneycomo A
Branson Convention Center

We appreciate your continued support of MTIA and look forward to seeing all of our industry colleagues at the Hilton Branson Convention Center & Hotel in Branson, Missouri July 24 – 27, 2016.

We have an exceptional slate of speakers and events scheduled for our gathering, which is annually one of the top regional industry events of the year.

This year we are revising our format to feature an upscale, relaxed reception, with drinks and hors d’oeuvres, during our Industry Partners Showcase to be held Monday evening following a great day of group networking events. Our early evening gathering will allow plenty of time for vendor meetings, dinner and networking after the Showcase. Those telecom members visiting all of our vendors, and staying until the conclusion of the Showcase, will be eligible to win two, $250 VISA gift cards, perfect for a shopping trip to Branson Landing.

The Showcase provides an excellent opportunity to promote your products and services to a broad and diverse group of key Missouri industry decision-makers. It’s an event designed to build relationships, create good times and showcase your business.

A $300 fee is charged to those member companies wishing to provide tabletop displays of product information, small equipment and other materials.

There are 30 exhibit booths available this year on a first-reserved basis. (Please note that we cannot allow booths to be shared by two or more exhibitors). In order to exhibit, you must be pre-registered for the Summer Conference.

Please complete the Advance Registration Form, along with your registration for your tabletop display, and submit with your payment.

Exhibitors’ set-up times will be from 1:00 - 4:30 p.m. on Monday, July 25.
Industry Partners Showcase
Reservation Information

All booths will be 8’ by 10’ and of uniform design, with a 8’ high back panel. Included with the reservation fee: a skirted 8’ table with a uniform printed 9” x 44” identification sign, 2 chairs, and a wastebasket.

NOTE: No sharing of booth space is allowed.

For those who request a booth, Page & Brown Convention Services will be sending you an order form the first week of July for any additional tables, booth carpeting, electric service, and exhibit material handling service forms.

Call Page & Brown Convention Services directly at 573-348-5176 to discuss advance shipping of your equipment and/or displays.

Page and Brown Convention Services
5744 Chapel Drive | Osage Beach, Missouri 65065

Return this registration form by July 1, 2016, with your check payable to:
Missouri Telecommunications Industry Association (MTIA)
P.O. Box 785, Jefferson City, MO 65102

☐ I am a MTIA member. Enclosed is my check for $300, along with the member meeting registration fee.

☐ I am NOT a MTIA member. Enclosed is my check for $400, along with the non-member meeting registration fee.

Company Name: ____________________________________________
(Please show Company name as you wish it to appear on your exhibit sign provided by MTIA.)

Contact Person __________________________ Phone/Email __________________________

Address _______________________________________________________________________

City ___________________________ State ______________________ Zip ________________

Please check which best describes your company:
List TOP two competitors: (1) ____________________________ (2) ____________________________

☐ Billing Software ☐ Network Electronics Manufacturer ☐ Consulting/Engineering
☐ Outside Plant Manufacturer ☐ Distributor ☐ Powering
☐ Other (please indicate) ____________________________
MTIA Summer Conference
Advance Registration Form

July 24 - 27, 2016 • Hilton Branson Convention Center and Hotel

PLEASE:
1. Register each attendee, spouse & child. (Package registration increases to an additional $50.00 per registrant after July 1, 2016. Make additional copies of this form as necessary.)
2. Indicate fees due for activities each person plans to attend.
3. Complete golf tournament registration form as appropriate.
4. Return registration and full payment prior to July 1, 2016, to:

Missouri Telecommunications Industry Association
P.O. Box 785, Jefferson City, MO 65102
Tel: 573-634-2527 • Fax: 573-634-5792

Company / Contact Person_____________________________________Phone / Email___________________________
Address __________________________________________City___________________State ________Zip _________

Please type or print names as you wish them to appear on badges.

1) Name________________________________ City___________________________
☐ Member Registration $375  ☐ Shooting Tournament $145
☐ Spouse/Guest Registration $240  ☐ Golf Tournament $140
☐ Youth Registration (16 & under) $ 80  ☐ Dogwood Canyon Tram Tour  $ 65
☐ Non-Member Registration $500

Total $_______

2) Name________________________________ City___________________________
☐ Member Registration $375  ☐ Shooting Tournament $145
☐ Spouse/Guest Registration $240  ☐ Golf Tournament $140
☐ Youth Registration (16 & under) $ 80  ☐ Dogwood Canyon Tram Tour  $ 65
☐ Non-Member Registration $500

Total $_______

3) Name________________________________ City___________________________
☐ Member Registration $375  ☐ Shooting Tournament $145
☐ Spouse/Guest Registration $240  ☐ Golf Tournament $140
☐ Youth Registration (16 & under) $ 80  ☐ Dogwood Canyon Tram Tour  $ 65
☐ Non-Member Registration $500

Total $_______

4) Name________________________________ City___________________________
☐ Member Registration $375  ☐ Shooting Tournament $145
☐ Spouse/Guest Registration $240  ☐ Golf Tournament $140
☐ Youth Registration (16 & under) $ 80  ☐ Dogwood Canyon Tram Tour  $ 65
☐ Non-Member Registration $500

Total $_______

Grand Total $_______

Notes:
Youth Registration is considered 16 and under. This fee includes receptions & annual banquet only.
Make check payable to: Missouri Telecommunications Industry Association (MTIA). No credit cards -- checks only.
Contributions to the Missouri Telecommunications Industry Association are not deductible as charitable contributions.
Located just a few miles south of our conference hotel, Buffalo Ridge Springs Golf Course is an 18-hole championship course designed by renowned architect Tom Fazio. It has been named the #1 Public Course in Missouri by Golf Magazine and one of the Top Ten Missouri Courses by Golf Digest since 2001. Buffalo Ridge Springs includes challenging approaches, unique water features, and well-sculpted bunkers, while incorporating indigenous native grasses and free-ranging buffalo from the nearby Dogwood Canyon Nature Park.

The tournament will be a four-person scramble played from a shotgun start. Golfers should be at the course by 7:30 a.m. Please note that breakfast is not available at the course prior to the start of the tournament. The entry fee includes greens fee, cart rental and prizes.

The 19th Hole Awards Reception & Lunch will be held at the Buffalo Ridge Springs Golf Club following the tournament.

Deadline for registration and payment is July 1, 2016, and cancellations received after this date cannot be refunded.

To enter, complete this entry form and register for the golf tournament on the Advance Registration Form. Include the $140 per person entry fee with your conference registration fee. In order to balance teams as evenly as possible, please provide the handicap or average score for each player. A list of pairings will be available on Sunday evening at the MTIA registration desk.

Name ___________________________________________ Handicap/Avg. Score ______
Company ___________________________________________ City/State _______________

Name ___________________________________________ Handicap/Avg. Score ______
Company ___________________________________________ City/State _______________

Name ___________________________________________ Handicap/Avg. Score ______
Company ___________________________________________ City/State _______________

Name ___________________________________________ Handicap/Avg. Score ______
Company ___________________________________________ City/State _______________

Name ___________________________________________ Handicap/Avg. Score ______
Company ___________________________________________ City/State _______________

Please photocopy for additional entries.