



Connect Iowa Broadband Summit
June 16, 2014
FFA Enrichment Center – DMACC
1055 SW Prairie Trail Parkway
Ankeny, Iowa

Agenda

8:30 – 10:00 Registration and Morning Networking

9:15 – 10:00 Pre-Conference Legislative Panel

Review of legislative initiatives to expand broadband access, adoption, and use in Iowa. Panelists from the Iowa State House and Senate will discuss progress made on broadband-related legislation in the 2014 legislative session, barriers to passage encountered, and the likelihood of this issue receiving further consideration in the future.

10:00 – 11:00 Welcome and Opening Keynotes

Amy Kuhlers, Program Manager – Connect Iowa
Rita Grimm, Chief Operating Officer and General Counsel – Iowa Economic Development Authority
Robert Denson, President – Des Moines Area Community College
Tom Ferree, President & COO – Connected Nation
Honorable Terry Branstad, Governor of Iowa

11:00 – 11:45 Keynote Presentation – *Sponsored by Mediacom Business*

Mark Lewellen, Manager of Spectrum Advocacy – John Deere

In this keynote, Mark Lewellen will discuss the importance of ubiquitous wireless broadband infrastructure to the future of Iowa's agriculture industry – particularly as that infrastructure will facilitate machine-to-machine communications between farm implements, and developments in prescriptive planting. Ubiquitous access to mobile broadband not only will make Iowa farms more competitive, it will also improve the connectivity and economic resilience of Iowa's agricultural communities.

11:45 – 1:00 Lunch – *Sponsored by AT&T*

12:15 – 12:45 Luncheon Keynote:

Jonathan Adelstein, President & CEO – PCIA The Wireless Infrastructure Assoc.



In this address, learn more about the challenges of broadband infrastructure deployment in rural areas, federal and state policy responses to those challenges, and the role of broadband infrastructure in economic growth and development.

12:45 Broadband Hero Awards – Sponsored by Great Lakes Communication Corp.

1:00 – 2:00 Breakout Session 1

Panel 1: Digital Job Creation: Main Conference Room

Digital Works, in partnership with Connected Nation, has developed a unique strategy for call center and information Technology (IT) outsourcing and job creation. Digital Works trains, places, and mentors high quality business process candidates and locates Co-Working Centers in rural American settings where job demand is high, few employers exist, and the cost of living is the lowest. The same IT advances that ushered in the era of “out-sourcing” now provide the economic opportunity for “rural” sourcing.

Digital Works is an exceptional opportunity for communities and companies seeking cost-effective IT and call center training and job placement. All locations create an atmosphere for networking, creative development, mentoring, and supportive business services.

The Digital Works session will delve into the history and inception of the program in Tennessee; its current operations in Ohio, and opportunities for Iowa. The session will also overview the program’s funding partners and alliances and the process for starting a Digital Works facility. Panelists will also discuss the training curriculum and integration of the program into its new online training portal. Lastly, the session will cover the work opportunities provided through the Digital Works training program.

Panelists: Tatiana Sankey, Training & Operations Specialist, Connected Nation
Karen Beaman, Director of Agent Acquisition and Onboarding at LiveOps

Tom Witherspoon, Mayor, Gibson County, TN

Moderator: Tom Ferree, President & COO – Connected Nation

Panel 2: Leading Practices in E-Health Innovations: Conference Room C/D

The use of broadband technology in the healthcare field is rapidly growing. In this session, learn about Internet-enabled diagnostic tools, more efficient management and access of your medical records, and how one businessman created an innovative solution to assist with the healthcare needs of rural communities.

Panelists: Roby Miller, Founder – TelePharm
Kevin Schon, Telemedicine Adm. – Greene County Medical Center
Kim Norby, Executive Director – Iowa e-Health

Moderator: Heather Honkomp, Asst. to the State Director – USDA RUS



2:00 Break

2:15 – 3:15

Breakout Session 2

Panel 1: FirstNet: Conference Room C/D

In February 2012, the Department of Commerce, National Telecommunications and Information Administration launched FirstNet to provide emergency responders with the first nationwide, high-speed network dedicated to public safety. In this session, learn about Iowa's role in creating a statewide public safety network as part of the FirstNet initiative.

Presenters: Thomas Lampe, Sergeant – Iowa Dept. of Public Safety
Craig Allen, Statewide Interoperable Coordinator
Shawn Wagner, Connect Iowa – ISICSB FirstNet Outreach Specialist

Panel 2: Schools & Libraries: Transforming Lives through Technology: Main Conference Room

Technology is changing the way education takes place. One-to-one programs, flipped classrooms, and “bring your own device” programs are only a few of the initiatives many districts are offering. But making these programs effective relies on several factors, including the availability of adequate broadband – both in and out of the classroom. In many communities, the local library is the only source for public Internet access for students without access at home. This new dynamic has increased the need for robust connectivity and highlights the importance of these community anchor institutions in our state. In this session, learn about new opportunities, needs, and how these two institutions work together for success of our students and citizens.

Panelists: John Carver, Superintendent – Howard-Winneshiek CSD
Louise Alcorn, Reference Technology Librarian –
West Des Moines Public Library

Moderator: Vic Jaras, Educational Technology and 21st CCLC Before and After School Program Director

3:30 – 4:30

Community-Enabled Broadband Expansion

In this session, hear how some Iowa communities are helping to encourage broadband infrastructure expansion. From creating partnerships and leveraging existing infrastructure, to solving issues in underserved areas, learn how community leaders are working with broadband providers to help identify and fill service needs.

Panelists: Steve VanDyke, Economic Dev. Director – City of Bettendorf
Brian Buethe, Ex. Dir. – Grimes Chamber and Ec. Development
Dan Templin, Senior Vice President – Mediacom Business; President
– Mediacom Telephony
Karen Eischen, Executive Director – Pella Area Development Corp.



Moderator: Mike Riter, Manager – Enterprise Sales – The INS Family of Companies
Phillip Brown, Dir. of State/Fed Policy & Broadband Planning –
Connected Nation

4:30 Closing Comments