

CONFERENCE SCHEDULE

SUNDAY – MAY 3, 2009

3:00 – 5:00 PM **CONFERENCE REGISTRATION - HALL OF FAME AREA - OUTSIDE BALLROOM C**

5:00 – 6:00 PM **PRESIDENT'S "PALM TREES A' SWAYIN'" WELCOME RECEPTION – Ballroom C**

Join us for a quick hour before you head out for dinner - enjoy our casual - wine and cheese - meet and greet. Bring your travelling companions – friends or family – and kick-back with the SEATOA Board.

MONDAY – MAY 4, 2009

6:00 AM **EXHIBITOR SET-UP – HALL OF FAME - Outside Ballroom C**

7 AM TO 5 PM **CONFERENCE REGISTRATION - HALL OF FAME AREA - OUTSIDE BALLROOM C**

7:30 – 8:30 AM **CONTINENTAL BREAKFAST - SEATOA ANNUAL BUSINESS MEETING & BOARD ELECTIONS - BALLROOM C**

All conference attendees are invited to enjoy a light breakfast and participate in SEATOA's Annual Business Meeting which will start at 8:00 AM. If you are not a SEATOA member – join SEATOA when you register and you will have voting privileges at this meeting.

8:45 – 10:00 AM **CONCURRENT SESSIONS**

COMMUNITY BROADBAND NETWORKS – MEETING ROOM 101
DEVELOPING & FINANCING COMMUNITY BROADBAND NETWORKS

The rest of the world seems to think that access to BIG BROADBAND infrastructure is a critical asset to competing in a world economy. China has announced it will no longer be building any DSL systems – only fiber-to-the-home. But what does your community do if the incumbent commercial providers pass you by, or tell your local officials that your residents – or parts of your community – are simply too poor or too far apart to be worth their investment? This workshop will focus on community's who have grabbed the reins and are building community fiber networks themselves to compete in the world economy. This session will include case studies and lessons learned from different community broadband scenarios. It will cover what worked – and what did not work – and especially how to pay for it.

MODERATOR: **Michael Crowell, IS Manager, Salisbury, NC**

SPEAKERS:

Robert Hobson, Bank of America Securities, Charlotte, NC
Timothy Nulty, Valley Fiber Project of ValleyNet Inc., Vermont

COMMUNITY PROGRAMMING - MEETING ROOM 102

KEEPING PUBLIC, EDUCATIONAL & GOVERNMENT CHANNELS ALIVE

Despite the valuable role they play in our local communities, P-E-G video channels are under attack. Local cable operators in search of bandwidth are attempting to reassign their P-E-G channels to "nose bleed" digital tiers. Many operators are also sponsoring state laws that, in some places, are pinching off financial support traditionally negotiated through local franchises. Last year, in contrast, federal officials began focusing a keener eye on how to keep these important channels alive and well. This workshop will provide insight into the subtle – and not so subtle – attacks on PEG channels, and federal actions to protect these local resources.

MODERATOR: **John Rocco, Executive Director, Charlotte-Mecklenburg Public Access Corporation**

SPEAKERS:

Bunnie Riedel, Riedel Communications, Columbia, MD
Joseph Van Eaton, Miller & Van Eaton, P.L.L.C., Washington, DC

10:00 – 10:15 AM **NETWORKING BREAK - HALL OF FAME EXHIBIT AREA**

10:15 – 11:30 AM **CONCURRENT SESSIONS**

COMMUNITY BROADBAND NETWORKS - MEETING ROOM 101
THE CHANGING FACE OF MUNICIPAL WIRELESS NETWORKS

Community wireless networks are anything but dead. San Francisco's network has replaced EarthLink with Meraki, techies are talking about using White Space to fill unmet needs in rural areas, and in other communities Public Safety Networks are becoming the core from which communities are building out community-wide broadband systems. This workshop will feature creative municipal wireless projects.

MODERATOR: **James Bagley, Director of IT, Rock Hill, SC**

SPEAKERS:

Karl Edwards, Escelsio Communications, Inc., Alpharetta, GA
Sascha Meinrath, New America Foundation, Washington, DC

COMMUNITY PROGRAMMING - MEETING ROOM 102
PEG 101

Public, Educational and Government channels in the southeast are just starting to blossom. This workshop will walk through five factors critical to developing a PEG Channel: defining the type of content for the channel, selecting the necessary equipment, staffing, budget and establishing programming policies. Issues to be addressed will include how to decide "who gets to speak," how is programming distributed to the public, what to do if an elected official wants to edit a program, and how to finance these three types of channels, even on a shoestring. It will also address how PEG fits into a YOUTUBE world.

MODERATOR: **Mike Williams, Cable Administrator, Raleigh, NC**

SPEAKERS:

Joe Alley, Fayetteville Community College, Fayetteville, NC
David Baxter, Cabarrus County TV, Concord, NC

11:45 AM – 1:15 PM

OPENING GENERAL SESSION LUNCHEON - BALLROOM C
IF YOU WANT CHANGE, YA GOTTA LOBBY

They say if you want it done, do it yourself. Come network over good food and hear from an expert on how to "make your case" to local, state and federal officials. But we all know our budgets are tight – who has the funds for lobbying? Our luncheon speaker will provide insights into how to make sure our voices are heard in a tight economy.

KEYNOTE SPEAKER:

GERARD LEDERER, MILLER & VAN EATON, P.L.L.C., WASHINGTON, DC

MONDAY – CONTINUED

1:15 - 2:15 PM **ROUNDTABLE WITH THE STATES– Ballroom B**

STATE VIDEO, PEG AND BROADBAND ISSUES ROUNDTABLE DISCUSSIONS

SEATOA will bring our key State officials from GA, NC, SC and TN together into a joint session this year. They will provide an update on the impact of our various State laws – some new and some already implemented – which affect the development of PEG and broadband networks in our local communities. This question and answer workshop is an opportunity to ask questions of the State Officials who are shaping the future of our PEG and community networks. SEATOA looks forward to this new format as an opportunity for members and officials to share the "good, the bad and the ugly" in terms of ideas, successes and failures in individual state legislation and implementation.

MODERATOR: **Catharine Rice, Vice President, SEATOA**

PARTICIPANTS:

Martin Clarke, Senior Assistant City Attorney, City of Atlanta, GA
Lou Comer, Local Gov. Services Director, GA Municipal Association
Ryan Draughn, CIO, NC League of Municipalities
Miriam Hair, Executive Director, Municipal Association of SC
Jane Smith-Patterson, Executive Director, e-NC Authority
Chris Rozycki, Telecom Group, SC Office of Regulatory Staff

2:15 – 2:30 PM **NETWORKING BREAK - HALL OF FAME EXHIBIT AREA**

TECHNOLOGY SHOWCASES

BROADBAND TECHNOLOGIES, SPECIAL PROJECTS AND PEG EQUIPMENT

2:30 PM - 3:00 PM - BRISTOL VIRGINIA UTILITIES - MEETING ROOM 101

3:00 PM - 3:30 PM - CISCO SYSTEMS, INC. - MEETING ROOM 102

3:30 PM - 4:00 PM - LEIGHTRONIX, INC. - MEETING ROOM 101

4:00 PM - 4:30 PM - RUSHWORKS MEDIA - MEETING ROOM 102

4:30 PM - 5:00 PM - TIGHTROPE CORPORATION - MEETING ROOM 101

DINNER ON YOUR OWN – "DINE ON THE BEACH"

TUESDAY – MAY 5, 2009

7:30 – 8:45 AM **CONTINENTAL BREAKFAST – Ballroom C**

7:30 – 10:00 AM **REGISTRATION - HALL OF FAME - Outside Ballroom C**

7:30 – 11:30 PM **EXHIBITORS - HALL OF FAME - Outside Ballroom C**

8:45 – 10:00 AM **CONCURRENT SESSIONS**

COMMUNITY BROADBAND NETWORKS – Meeting Room 101

KEEPING PUBLIC SAFETY NETWORKS OPERATING: TROUBLESHOOTING WITH THE EXPERTS

The "rebanding" of public safety networks is happening. Spectrum that was traditionally allocated to public safety use is gradually being handed over to commercial providers. Our communities are now dealing with the unexpected operational issues tied to this transition. Moto Bridge, Astro25, Data TAC and Urban Area Security Initiatives are part of our new vocabulary. This session will address how the experts suggest we handle maintaining the "5 nine" reliability that is so essential to public safety operations.

MODERATOR: **Bechinger Martin, President, SEATOA**

SPEAKERS:

Dennis Baucom, Network Technology Manager, Charlotte, NC
Matthew Dehaven, Columbia Telecommunications Corp., MD
Clay Whitehead, Motorola, Inc.

COMMUNITY PROGRAMMING - Meeting Room 102

ASK THE PEG EXPERTS

A huge success for the last two years, we are repeating this workshop which will draw together PEG programming experts from across the region to answer questions from attendees on how to develop public, educational and government channels. Take advantage of this opportunity to get pragmatic answers to your case-specific problems, to learn about problems others have experienced, and about various models employed to provide local community programming to the public. Discussion will include how to preserve PEG channels and change state cable legislation which is threatening their existence.

MODERATOR: **David Rhew, Broadcast General Manager, Central Piedmont Community College, Charlotte, NC**

SPEAKERS:

Chad Johnston, The People's Channel, Chapel Hill, NC
Judy Rhew-Davidson, Buncombe County Channel, Asheville, NC
Robert Sepe, Action Audits, LLC, Cary, NC
Stephany Snowden, Public Serv. & Information, Richland County, SC

10:00 – 10:30 AM **NETWORKING BREAK - HALL OF FAME EXHIBIT AREA**

10:30 – 11:30 AM – CLOSING GENERAL SESSION – Ballroom C

THE OBAMA BROADBAND STIMULUS PLAN – TAPPING FEDERAL FUNDS TO FINANCE PUBLIC SAFETY, COMMUNITY BROADBAND, AND PEG OPERATIONS AT THE SAME TIME

Deploying Broadband infrastructure in underserved and un-served areas has made its way into the Obama Economic Stimulus Plan, which recognizes the critical role broadband must play to effectively respond to our country's social needs: healthcare, education, public safety, the environment, and creating jobs for the global marketplace. This session will discuss the Stimulus Plan and other federal programs available to local communities for funding the deployment of world-class broadband systems; and discuss creatively integrating public safety, healthcare, community broadband networks and PEG operations to access those federal funds.

MODERATOR: **Elizabeth Beaty, Executive Director, NATOA**

SPEAKERS:

James Baller, The Baller Herbst Law Group, PC - Expert on Obama Administration's Economic Stimulus Plan.
Dr. Chris Gilmore & Helene Tragus, Gilmore-Tragus Strategies - Grants/resource development experts for state/local governments.

12:00 PM - HOTEL CHECKOUT IS NOT UNTIL NOON - SO MAKE SURE YOU GET YOUR QUESTIONS ASKED AT OUR CLOSING SESSION