

2013 Broadband Planning Symposium

April 4-5, 2013

Inn on the Park, Madison, WI

DAY 1

Hall of WI, 2nd floor

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| 12:00 - 1:00 pm | Registration Open |
| 12:45 - 12:50 pm | Event Overview: Tithi Chattopadhyay, PSC Broadband Director |
| 12:50 - 1:00 pm | Welcome by Ellen Nowak, PSC Commissioner |
| 1:00 - 2:00 pm | Keynote Speaker: Blair Levin |
| 2:00 - 3:00 pm | Broadband and Wisconsin's Future
Panel facilitated by Phil Montgomery, PSC Chairperson <ul style="list-style-type: none">• Senator Rick Gudex, 18th Senate District• Tom Still, Wisconsin Technology Council• David Cagigal, DOA• Joe Hegge, Grow North Regional Economic Development Corporation |
| 3:00 - 3:30 pm | Keynote Address: Special Guest Speaker |
| 3:30 - 4:00 pm | Break |
| 4:00 - 5:15 pm | Broadband Provider Panel
Panel facilitated by Brian Rybarik, PSC <ul style="list-style-type: none">• Bill Esbeck, WSTA• John Jones, CenturyLink• Scott VanderSanden, AT&T• Michael McDermott, Verizon• Tom Moore, Wisconsin Cable Communications Association |
| 6:00 - 7:30 pm | Dinner & Keynote Speaker: Reed Hall, WEDC |

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DAY 2

Hall of WI and Capitol Room, 2nd floor

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| 7:30 - 8:00 am | Continental Breakfast (Hall of WI) |
| 8:00 - 9:00 am | LinkWISCONSIN Regional Teams Overview (Hall of WI)
Panel facilitated by Pete Jahn, PSC <ul style="list-style-type: none">• Don Sidlowski, Region 2• Tom Jackson and Nita Burke, Region 7• Jo Ann Giese-Kent and Erin Gerred, Region 5• Jill Hietpas, Region 3 |
| 9:00 -10:00 am | Breakout Sessions: <ol style="list-style-type: none">1. Cost Model & Other LinkWISCONSIN Tools (Capitol Room)
Jim Hines, LinkWISCONSIN2. Broadband Opportunities, Strengths & Challenges Across Sectors (Hall of WI)
Panel facilitated by Andy Lewis, UWEX<ul style="list-style-type: none">• Kurt Kiefer, Department of Public Instruction• Tony Peterson, Office of Justice Assistance• Kara Slaughter, Farmers Union |
| 10:00 - 10:15 am | Break |
| 10:15 - 11:15 am | Breakout Sessions <ol style="list-style-type: none">1. Broadband Challenges and Best Practices Across Regional Teams (Capitol Room)
Work group discussion led by Maria Alvarez Stroud, UWEX2. Innovative Solutions (Hall of WI)
Panel facilitated by Gary Evenson, PSC<ul style="list-style-type: none">• John P Jamar, CCI Systems• Gregory Diederich, Hilbert Communications, LLC• Karen Manuel, LinkWISCONSIN |
| 11:15 - 11:45 am | Wisconsin Broadband Playbook: Bill Gillis, LinkWISCONSIN (Hall of WI) |
| 11:45 - 12:00 pm | Closing Comments: Tithi Chattopadhyay, PSC (Hall of WI) |