



2013 Broadband Planning Symposium

April 4-5, 2013

Inn on the Park, Madison, WI



Thursday, April 4th
Hall of WI, 2nd Floor

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| 12:00 - 1:00 pm | Registration Open |
| 12:45 - 12:55 pm | Welcome by Ellen Nowak , PSC Commissioner |
| 12:55 - 1:00 pm | Event Overview: Tithi Chattopadhyay, PSC Broadband Director |
| 1:00 - 2:00 pm | Keynote Speaker: Blair Levin, Aspen Institute |
| 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 of Wisconsin• Tom Still, Wisconsin Technology Council• David Cagigal, Wisconsin Department of Administration• 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, Wisconsin State Telecommunications Association• John Jones, CenturyLink• Scott VanderSanden, AT&T• Michael McDermott, Verizon• Tom Moore, Wisconsin Cable Communications Association |
| 6:00 - 7:30 pm | Dinner & Keynote Speaker <ul style="list-style-type: none">• Reed Hall, Wisconsin Economic Development Corporation |



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Friday, April 5th

Hall of WI and Capitol Rooms, 2nd Floor

- 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 Jeff Richter, PSC
- 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**
1. **Cost Model & Other LinkWISCONSIN Tools** (Capitol)
 - Jim Hines, LinkWISCONSIN
 - Melony Liebel, LinkWISCONSIN
 - Bill Gilles, LinkWISCONSIN
 2. **Broadband Opportunities, Strengths & Challenges Across Sectors** (Hall of WI)
Panel facilitated by Andy Lewis, UW-Extension
 - Kurt Kiefer, Wisconsin 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**
1. **Broadband Challenges and Best Practices Across Regional Teams** (Capitol)
Discussion led by Maria Alvarez Stroud, UW-Extension
 2. **Innovative Solutions** (Hall of WI)
Panel facilitated by Gary Evenson, PSC
 - 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)