

## COMPETITIVE CARRIERS ASSOCIATION

Annual Convention

September 20-22, 2016

Seattle Convention Center

### Monday, September 19

5:00pm – Last Pitch      **CCA's Opening Night: Take Me Out to the Ball Game**

*Sponsored by T-Mobile US and Hogan Lovells*

**Location:** Safeco Field

Lead-off CCA's 2016 Annual Convention with a night at the ballpark on Monday night, September 19. This once-in-a-lifetime experience includes a private reception at Safeco Field filled with music, food and endless networking opportunities PLUS a ticket to watch the Seattle Mariners take on the Toronto Blue Jays. Don't miss this exceptional Seattle event available only to CCA Annual Convention attendees. Additional details to come. RSVP required.

### Tuesday, September 20

7:00am – 6:15pm

**Registration Open**

**Location:** 6ABC Lobby, 6<sup>th</sup> Floor, Washington State Convention Center

7:00am – 12:00pm

**Exhibitor Move-in**

**Location:** 6ABC Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

8:00am

**FierceWireless Breakfast Opens**

**Location:** 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

8:30am – 9:30am

**FierceWireless Executive Breakfast: From 600 MHz to millimeter wave:  
The future of spectrum for 5G wireless**

*Sponsored by: T-Mobile US*

**Location:** 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

The wireless industry can no longer be confined into a handful of standard cellular spectrum bands like 850 MHz and 1900 MHz. As demand blossoms and network traffic explodes, wireless carriers are expanding their operations into a large and growing number of spectrum bands that were once considered unusable or off-limits. The result may well be wireless operations in bands as low as 600 MHz and as high as 60 GHz, and include both licensed and unlicensed spectrum. But what will this mean for handset and network vendors? How can carriers maximize the unique traits of each of these spectrum bands to create ubiquitous, reliable networks? And what network technologies and techniques will operators turn to in order to set the foundation of 5G? Hear from industry leaders as they share what's next in mobile technology and discuss smart strategies for maximizing network resources.

**Monica Allevan**, Editor, FierceWirelessTech – moderator

**Michael S. Irizarry**, PhD, EVP, CTO, Engineering and Information Service, U.S. Cellular

**Manish Jindal**, VP, Head of Strategy Development & Portfolio Management, Ericsson

**Karri Kuoppamaki**, Vice President, Radio Network Technology & Strategy, T-Mobile US

**Ron Marquardt**, VP, Technology, Innovation & Architecture, Sprint

**George Reed**, SVP, Solutions & Marketing, Huawei Technologies USA

9:45am – 10:45am

**Seminar 1:** 5G Deployment – Navigating the Regulatory Maze  
*Sponsored by Davis Wright Tremaine LLP*

**Location:** Room 608, 6<sup>th</sup> Floor, Washington State Convention Center

As the Internet of Things (IoT) expands and consumers continue to discover new uses for mobile devices, wireless providers are eager to roll out 5G service to meet customer and business demand. However, as with the deployment of previous iterations of wireless technology, there are numerous regulations to consider. Attorneys from Davis Wright Tremaine LLP will review different aspects of wireless deployment that will help service providers navigate the complicated federal and state regulatory maze as they venture into the next phase of wireless.

**Suzanne Toller**, Partner, Davis Wright Tremaine - Moderator

**Alan Galloway**, Municipal Rights of way, Davis Wright Tremaine

**Leslie Moylan**, Cell Siting and Zoning Litigation, Davis Wright Tremaine

**Jim Tomlinson**, Pole Attachments, Davis Wright Tremaine

9:45am – 10:45am

**Seminar 2: Deploying a Next-Generation Security Posture for Service Provider Networks**

*Sponsored by Palo Alto Networks*

**Location:** Room 609, 6<sup>th</sup> Floor, Washington State Convention Center

Service Providers continue to introduce new services at a rapid pace with the proliferation of new advanced devices, increased demand for applications, and the expansion of new connected devices or “things”. To accommodate all this and remain profitable and competitive, service providers are evolving to Next-Generation Networks and leveraging open network architectures associated with 4G-LTE, Software Defined Networking, and Network Functions Virtualization (NFV). While this is promising to increase their network agility, it is also significantly changing the security posture that is required. There are new Security threat vectors and challenges that now must be addressed and Traditional Security measures are simply unable to keep up. A Next-Generation security posture needs to be adopted to Secure Next-Generation Networks and Services.

We will explore the new threat landscape and challenges that service providers face, the potential impacts to their customers and to their business, and the key elements of deploying a Next-Generation Security posture. We will then open up discussion with a panel of service provider experts to gain some real world perspectives and insight.

**Jason Marcheck**, Custom Solutions Director, North America, Current Analysis - moderator

**Ryan Hollinger**, Network Architecture, T-Mobile US

**Peter Margaris**, Sr. Director Service Provider Marketing, Palo Alto Networks

**Charles Watson**, Director, Technical Infrastructure, C-Spire

9:45am – 10:45am

**Seminar 3: Move It or Lose It! - The Urgency of Migrating Services to the All-IP Network**

*Sponsored by Interop Technologies*

**Location:** Room 611, 6<sup>th</sup> Floor, Washington State Convention Center

Interop Technologies' CEO John Dwyer will address the many pressures operators face today in the IP revolution, such as service offerings, network infrastructure, engineering and management. The "wait and see" launch mentality is no longer a viable strategy to remain at the top of the competitive landscape. The network technology is new, subscriber requirements are new, but the deployment goals remain the same—Quick. Reliable. Cost-Effective. Your path to all – IP can start anywhere, but it has to start today!

**John Dwyer**, President & CEO, Interop Technologies

9:45am – 10:45am      **Seminar 4:** Emerging Revenue Trends: Reenergize underperforming revenue streams and capitalize on new opportunities.

*Sponsored by Fortegra*

**Location:** Room 612, 6<sup>th</sup> Floor, Washington State Convention Center

The cash crunch. Traditional revenue streams have been closed off, some to just a trickle. Just as text, data, and trade-in programs once marked new revenue streams, 2016 has brought fresh challenges and opportunities. What revenue wave should you be surfing to generate bigger profits?

Moderated by Fortegra National Director of Sales and Account Development Paul Dobbins, a panel of top industry experts will examine ways to counter the margin squeeze being felt by carriers across North America. This roundtable discussion will address ways to turn existing, underperforming programs into revenue winners. Plus, the panel will reveal new revenue opportunities recently making their way into the carrier space.

**Paul Dobbins**, National Director of Sales and Account Development, Fortegra - moderator

**Carl Smith**, Product Specialist, Union Wireless

**Andrew Howe**, Product & Procurement Manager, iWireless

**Thomas Studer**, Senior Manager, Products Operations, GCI

9:45am – 10:45am      **Seminar 5:** How can T2/T3 Carriers Benefit from the New CBRS (3.5GHz) Rules

*Sponsored by Airspan*

**Location:** Room 613, 6<sup>th</sup> Floor, Washington State Convention Center

In May of this year, the FCC finalized the rules on the new CBRS band, releasing 150MHz of fresh, cost-effective spectrum on to the market. This is an extraordinary business opportunity potentially worth many billions of dollars and one that is particularly well suited to the expansion of coverage and capacity for Tier2/Tier3 cellular networks. Airspan Networks has been in the forefront of this initiative as a member of the Steering Group of the Spectrum Sharing Committee of Winnforum, the industry organization that has worked jointly with the FCC to develop this new market. This seminar will help T2/T3 carriers better understand the CBRS business case, the regulatory challenges, opportunities and pitfalls and how to generate impressive new revenues by leveraging the power of CBRS/LTE HetNets.

11:00am – 11:45am      **CCA Annual Meeting**

**Location:** 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

12:00pm – 1:45pm      **Luncheon Keynotes:**

*Sponsored by Ligado Networks*

*Keynote Introduction by Steven K. Berry, CEO & President, CCA*

**Location:** 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

12:00 – 12:20pm      **Keynote Remarks by Chairman Tom Wheeler, FCC**

**Location:** 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

12:20 – 12:35pm      **Keynote Remarks by Commissioner Mignon Clyburn, FCC**

**Location:** 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

12:35 – 12:55pm      **Keynote Remarks by Neville Ray, EVP & CTO, T-Mobile US**

**Location:** 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

1:00pm – 1:45pm

**Keynote Panel: CEO Roundtable**

**Location:** 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

Mobile operator CEOs will discuss the most pressing competitive business and policy challenges and opportunities in today's wireless marketplace. This dynamic and diverse group of competitive carrier CEOs will address how and when their companies will make budget decisions in preparation to deploy next generation technologies like 4G LTE-VoLTE, the Internet of Things, and eventually 5G. These industry leaders will also share their thoughts and predictions about how new, unique revenue opportunities are developing and what services and technologies are most promising to the future success of consumer retention and satisfaction.

***As a reminder, anti-collusion rules for the 600 MHz incentive auction are in effect and will remain in effect until auction results are announced by Public Notice.***

***Susan Welsh de Grimaldo***, Director Wireless Operators & Networks, Strategy Analytics - moderator

***Hu Meena***, President & CEO, C Spire

***Michael Prior***, President & CEO, ATN International

***Patrick Riordan***, President & CEO, Cellcom

***Slayton Stewart***, CEO, Carolina West Wireless

2:00pm – 3:00pm

**Partner Event:** How to Generate Additional Revenue Streams With IoT

*Sponsored by 151 Advisors*

**Location:** Room 620, 6<sup>th</sup> Floor, Washington State Convention Center

The Internet of Things is turning everything from homes to clothing into sensors that collect data and can be used by consumers, retailers, enterprises or public institutions. BUT many wireless carriers and partners are still asking, "How do we make money in IoT?"

During this session, speakers will cut through the hype and show you how to generate additional revenue streams by offering and deploying IoT solutions. GPS trackers, smart home, network failover, router programs, smart vending, consumer IoT products and many more IoT solutions that can be easily sold and deployed through partnerships with leading IoT solutions vendors.

If you are thinking about adding new offerings to your current IoT solutions, join 151 to hear from leaders in the lucrative IoT market that could help launch or expand your IoT go-to-market strategy!

**Steve Brumer**, Partner at 151 Advisors - moderator

**Shelby Noakes**, Director, IoT & M2M Sales, T-Mobile

**Tom Davis**, Head of IoT Solutions, Microsoft

2:00pm – 3:00pm

**Seminar 6: FirstNet Update**

*Sponsored by FirstNet logo*

**Location:** Room 608, 6<sup>th</sup> Floor, Washington State Convention Center

Join us to receive an update on FirstNet direct from FirstNet Leadership.

**Mike Poth**, CEO, FirstNet

2:00pm – 3:00pm

**Seminar 7 : RTT and VoWiFi: A 9-1-1 Industry Update**

*Sponsored by West*

**Location:** Room 609, 6<sup>th</sup> Floor, Washington State Convention Center

Evolving technologies like VoWiFi and real-time text (RTT) have huge operational implications for carriers. To better support the deaf, hard of hearing and speech disabled communities, the FCC recently proposed new requirements for the transition from antiquated TTY devices to RTT technology. In addition, wireless subscribers now expect access to emergency services using VoWiFi, which presents specific challenges that carriers need to understand and address.

Join Christian Militeau, West's Technical Standards Director, to learn more about the end-to-end service requirements and architecture needed to support the transition from TTY to RTT. Discover which standards are necessary to implement RTT for mobile devices, across ESInets and OSP networks, and to integrate with PSAP equipment. Christian will also share an important update on the work by the Alliance for Telecommunications Industry Solutions (ATIS) to develop standards for emergency communications using RTT and VoWiFi, and discusses areas requiring further work and development.  
**Christian Militeau**, Director of Technical Standards, West

2:00pm – 3:00pm

**Seminar 8: Network-based Monetization & Security Services OR How to Have Happy Customers**

*Sponsored by Allot Communications*

**Location:** Room 611, 6<sup>th</sup> Floor, Washington State Convention Center

Mobile operators today are seeking to differentiate themselves from the competition by delivering a secure & premium user experience and offering consumers the service plans they demand.

A quality user experience increases customer retention and attracts new customers. New service plan offerings also contribute to existing customer retention and new customer attraction, while driving new revenue sources. Allot will be presenting several network-based solutions to deliver proven service plans that add value for both the consumer and the operator. Such plans include Parental Controls, Security, and Premium Content.

Network-based services increase the value of the network operator for the consumer while providing revenue generating services for the operator. Operators around the globe have successfully launched network-based services with high opt-in rates and revenue increases, showing that the consumer market is demanding such services. This presentation will also show how customer engagement and business analytics can be applied to target services for the subscriber base and maximize opt-in rates.

**Scott Poretsky**, AVP, Solution Architecture, North America, Allot Communications

2:00pm – 3:00pm

**Seminar 9: Evolving Connectivity through Wi-Fi Roaming**

*Sponsored Boingo*

**Location:** Room 612, 6<sup>th</sup> Floor, Washington State Convention Center

According to Cisco's Visual Networking Index, global mobile data traffic will increase nearly eightfold between 2015 and 2020. It is further forecasted that by 2020, mobile devices will transmit over 30 exabytes of data each month. Recognizing the significant impact of these trends, in March 2015 Boingo Wireless and Sprint announced a pioneering industry milestone: the launch of the first major Wi-Fi roaming program supported by Hotspot 2.0. In this session, Boingo and Sprint will explore the consumer and business benefits of their partnership, covering technical requirements for carrier-grade Wi-Fi roaming; case studies that demonstrate performance improvements at venues; and insight around Hotspot 2.0's future roadmap.

**Jay Bluhm**, Vice President, Network Planning, Sprint

**Howard Buzick**, Vice President of Business Development, Boingo Wireless

- 3:00pm – 3:15pm                    **Associate Member Meeting (Exhibit Hall)**  
*Location: Exhibit Hall, 6ABC Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center*
- 3:15pm – 6:15pm                    **Exhibit Hall Reception**  
*Location: Exhibit Hall, 6ABC Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center*
- 6:30pm – 8:30pm                    **Washington State Wine-Tasting**  
*Sponsored by Sprint and TNS*  
*Location: Sheraton Hotel, Cirrus Ballroom, Pike Street Tower, 35<sup>th</sup> Floor*

**Wednesday, September 21**

- 7:00am – 6:00pm                    **Registration Open**  
*Location: 6ABC Lobby, 6<sup>th</sup> Floor, Washington State Convention Center*
- 7:30am – 8:00am                    **Breakfast**  
*Sponsored by Telecommunications Law Professionals*  
*Location: 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center*
- 8:00am – 8:10am                    **Welcome Remarks**  
*Steven K. Berry, CEO & President, CCA*  
*Location: 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center*
- 8:10 – 8:25pm                        **Keynote Remarks by Commissioner Ajit Pai, FCC**  
*Location: 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center*
- 8:25am – 9:15am                    **Keynote Panel: Roadmap to a Connected World**

*Location: 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center*

The Internet of Things (IoT) may be the way of the future, but many 5G building blocks and decisions are here now, and carriers need to know how to embrace these new technologies and monetize new services. What IoT and industrial IoT opportunities are currently available, and what should carriers expect in the future? Should carriers expect common IoT standards? Will competitive carriers have a platform to join the IoT revolution? Leading industry experts will help answer these questions and share their thoughts on the roadmap to a connected world, including the key gating factors in reaching an IoT world in both rural and urban markets and steps carriers must take to seize the promise of 5G and IoT.

**Chetan Sharma**, Chetan Sharma, Founder & President, Chetan Sharma Consulting - moderator

**Tamara Casey**, CTO, Ligado Networks

**Manish Jindal**, VP, Head of Strategy Development & Portfolio Management, Ericsson

**Dr. Nermin Mohamed**, VP, Solutions and Marketing, Huawei American Carrier Business Group

**Michael Murphy**, Global 5G Head of Technology, Nokia

9:30am – 11:30am

**Partner Event: Wholesale Revenue Opportunities: What Carriers and MVNOs Need to Know to Succeed in Today's Market**

**Location:** Room 613, 6<sup>th</sup> Floor, Washington State Convention Center

What is all the fuss about wholesale and why does it matter? In this rare event Mobile Matterz, Sprint and Ready Wireless will join forces to go deep in the investigation of wholesale for wireless carriers and MVNOs. Panelists will share their experiences in the industry and share how you can apply these lessons to tackle today's market challenges.

In this session you will learn about significant drivers of revenue for each wholesale relationship and type from the perspective of Wireless Carriers, MVNOs and other product and service providers within the wholesale ecosystem. Together, we'll explore streamlined approaches to sizing the wholesale market opportunity and ways to break the mold to own *your* piece of the wholesale pie. Learn how to identify and leverage market trends. Find your best niche market opportunities and discover how to captivate, engage and retain customers as the space evolves.

By the end of the session, you will have the knowledge of the wholesale landscape as it applies to a mobile operator or MVNO and know how and why it matters for your business. You'll hear case studies and analysis on wholesale successes and failures. You'll leave empowered with a practical success checklist to set your own wholesale operations in motion.

After a short break, come back and join us for an interactive session and roundtable discussion where you will have a chance to ask specific questions of the wholesale experts and your peers.

**Linda Martin**, *President & CEO, Mobile Matterz - moderator*

**Gordon Simonson**, *National Sales Manager, Sprint*

**Andrew Visser**, *Business Development Director, Ready Wireless*

9:30am – 10:30am

**Session 101: IoT as a Revenue Generator (Business Development Track)**

**Location:** Room 608, 6<sup>th</sup> Floor, Washington State Convention Center

With new technologies and services being brought to market at whirlwind paces, operators need to ensure more now than ever their business strategy will support new devices and connected services, all while being open to new partnerships and business models to support a new breed of customers.

**Carl Drueckhammer**, *Director, Wireless, Inteliquent - moderator*

**Daniel Favero**, *End to End (E2E) Solutions Leader, Nokia*

**Thomas Larsson**, *Director, Strategy and Business Development, eSIM Management, Giesecke & Devrient*

**Dan McDuffie**, *CEO, IoT Strategies*

**Balaji Sridharan**, *Vice President, IoT & M2M, T-Mobile US*

9:30am – 10:30am

**Session 102: Network Optimization (Technical Track)**

**Location:** Room 609, 6<sup>th</sup> Floor, Washington State Convention Center

As consumer demand for wireless data continues to grow, carriers must utilize the latest technology to analyze and understand traffic flowing in their networks. This session will describe strategies to optimize subscriber experience while maximizing network efficiency. Speakers will discuss ways to optimize RF networks, create innovative pricing strategies and increase customer engagement.

**Shannon Chevier**, *President & CEO, IMSWorkX*

**Frank Danielson**, *CTO, ClearSky*

**Majed Habbal**, *Sr. Product Management Director, Syniverse*

9:30am – 10:30am

**Session 103:** QOS vs. QOE (Consumer Service/Marketing)

**Location:** Room 611, 6<sup>th</sup> Floor, Washington State Convention Center

With the exponential growth in data network consumption and the arrival of IP-based voice services, new methodologies are needed to ensure the best possible subscriber experience. Understanding the differences of Quality of Experience (QoE) and Quality of Service (QoS) is vital to better manage customer expectations, measure network quality, and optimize capital spending. This session will provide real-world insights into how mobile carriers can gain better visibility into their customers' experience, including network and device performance, while also meeting regulatory requirements.

**Toby Paul**, Product Marketing Manager, Interop Technologies - moderator

**Chip Strange**, VP, Products & Technology, Mosaik

**Arthur Toy**, Product Manager, Interop Technologies

9:30am – 10:30am

**Session 104:** Open Internet (Policy Track)

**Location:** Room 612, 6<sup>th</sup> Floor, Washington State Convention Center

The United States Court of Appeals for the District of Columbia Circuit's decision in the case of United States Telecom Association v. Federal Communications Commission will undoubtedly impact the landscape of the telecommunications ecosystem moving forward. Panelists will discuss ramifications on select policy issues in the wake of the Court's decision including privacy, data roaming, and Universal Service Fund reform, among others. This panel will provide an overview of this important milestone for consumers and mobile broadband Internet providers, and the landscape of the ecosystem moving forward.

**Rebecca Murphy Thompson**, EVP & General Counsel, CCA - moderator

**Jennifer Bagg**, Partner, Harris Wiltshire & Grannis LLL

**Harold Feld**, Senior VP, Public Knowledge

**John Kneuer**, President and Founder, JKC Consulting LLC

**Michael Lazarus**, Managing Member, Telecommunications Law Professionals PLLC

**Cathy Massey**, VP, Federal Regulatory Affairs, T-Mobile US

**Jim Schlichting**, Senior Deputy Bureau Chief, Wireless Telecommunications Bureau, FCC

10:30am – 10:45am

Break

10:45am – 11:45am

**Session 201:** Keeping up with the Joneses: Consumer Demand Increases for Mobility (Business Development)

**Location:** Room 608, 6<sup>th</sup> Floor, Washington State Convention Center

What consumers want from their mobile provider continues to change as new services and technologies are made available both domestically, internationally, in home, in the car, and in the office. Mobile encompasses so many products and opens up new markets for mobile providers to create new revenues and increase their profits. Our esteemed group of panelists will provide real world new services and technologies they have successfully deployed to help you better understand your role in this ever changing mobile landscape.

**Lee Brooks**, Director, Product Marketing, Sandvine

**Kim Caronchi**, Director of Industry Development, CCA

**Howard Sears**, VP, Business Development, Mobile Matterz



10:45am – 11:45am

**Session 202: Small Cells / HetNets (Technical Track)**

**Location:** Room 609, 6<sup>th</sup> Floor, Washington State Convention Center

This session will highlight multiple options available to address the capacity and coverage challenges using small cells and HetNet. Key focus areas will include technical solution, deployment strategy, macro network integration, interference management and success criteria for small cell deployment. We will look at the emerging solutions for convergence of cellular and unlicensed spectrum including LAA, LWA, 3.5 GHz as well as the mmwave/small cell options as part of 5G networks of future.

**Mark Ashford**, VP North America, CBNL

**Johan Ljungren**, Director of Technical Solutions, Mobile Broadband Practice, Ericsson North America

**John Milligan**, Small Cells Business Development, Nokia

10:45am – 11:45am

**Session 203: Brand Evolution: Evolving with your Customer  
(Consumer Service/Marketing)**

**Location:** Room 611, 6<sup>th</sup> Floor, Washington State Convention Center

The wireless industry is ever-changing, and so are consumers. We have evolved from basic voice to complete communication and information, and businesses and carriers must keep their brands relevant to keep up. Your brand is valuable, but does it communicate who you are today and who you want to be tomorrow? Does your brand resonate with your customers and give you an advantage against your competitors? This session will attempt to answer these questions and also will address the components of a brand and strategies to strengthen your brand to improve awareness in your market.

**Nicole Edgington**, Commercial Director, CellularOne - moderator

**Peter DeLuca**, SVP, Marketing, T-Mobile

**Kevin Gervais**, CEO, Statflo, Inc.

10:45am – 11:45am

**Session 204: Cybersecurity (Policy Track)**

**Location:** Room 612, 6<sup>th</sup> Floor, Washington State Convention Center

Cybersecurity and privacy concerns are at the forefront of current regulatory and legislative initiatives. Indeed, players in the Internet ecosystem today are subject to a myriad of different regimes across various state laws, federal laws, and federal agency rules. This panel will discuss the ramifications of the FCC's proposed cybersecurity and privacy regimes, the relationship between the FCC and FTC, and how to balance the importance of consumer protection with the need for continued innovation.

**Chani Wiggins**, Principal, TwinLogic Strategies - moderator

**Michele C. Farguhar**, Leader, Communications Practice, Hogan Lovells LLP

**Glenn Reynolds**, Chief of Staff, Office of the Assistant Secretary, National Telecommunications & Information Administration

**Randall W. Sifers**, Counsel, Harris, Wiltshire & Grannis LLP

12:00pm-2:00pm

**Exhibit Hall Open (Lunch is served)**

*Sponsored by Interop Technologies and OSG Billing*

**Location:** 6ABC Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

12:30pm – 2:30pm

**CCA Board of Director's Meeting**

**Location:** Room 620, 6<sup>th</sup> Floor, Washington State Convention Center

2:15pm – 3:15pm

**Session 301:** Industrial IoT in Rural America: Opportunities and Challenges (Business Development)

**Location:** Room 608, 6<sup>th</sup> Floor, Washington State Convention Center

Ready or not – industry is moving quickly to adopt and deploy next generation technologies that will help to power critical emergency and economic services such as public safety services, telehealth opportunities, and precision agriculture. These innovative technologies and developments are changing the lives of consumers in densely-populated urban areas, and in rural America in particular, where consumers could stand to benefit from Industrial IoT the most. Join us as experts discuss the future intersection of data, consumers, and machine-to-machine connections otherwise known as Industrial IoT. Panelists will provide an overview of the most promising consumer uses, along with regulatory challenges confronting Industrial IoT innovation in rural America

**C. Sean Spivey**, Senior Associate, Hogan Lovells US LLP

**Ted Koerner**, Managing Director, CoBank

**Bill Maguire**, Project Director, US Ignite

**Ben Moncrief**, Vice President, Government Relations, C Spire

2:15pm – 3:15pm

**Session 302:** The RAN of the Future (Technical Track)

**Location:** Room 609, 6<sup>th</sup> Floor, Washington State Convention Center

RAN of Future will bring ongoing evolution from LTE and LTE Advanced, with a combination on centralized and distributed architecture and increasing push towards NFV and SDN. Advanced antenna technologies like massive MIMO and dynamic beam forming will become more relevant for mmwave frequencies to enable extreme broadband speeds. HetNet and convergence of technologies integrating cellular and unlicensed spectrum will provide tremendous capacity boost, Carrier Aggregation across TDD and FDD and Multi connectivity devices will support seamless interworking across technologies. The RAN of Future will enable a plethora on new application and business models with an architecture supporting massive IoT. Ultra-low latencies will enable support of a diverse range of new use cases driving mission critical industrial automation, augmented and virtual reality and much more.

**Andy Germano**, VP, Business Development – BEC Technologies

**Kanika Atri**, Head of Customer Engagements, Mobile Networks, Nokia

**Andrea Timberlake**, VP and Chief Technology Officer, Ericsson

2:15pm – 3:15pm

**Session 303:** Social Media/ Marketing Strategies (Consumer Service/Marketing)

**Location:** Room 611, 6<sup>th</sup> Floor, Washington State Convention Center

Discover how you can leverage social media and public relations to turn customers into loyal and engaged brand advocates. In this session you will hear about a variety of real social and PR campaigns that have been leveraged to do this. You'll walk away with practical tips and action steps to bringing these brand engagement campaigns to life through the integrated use of Facebook, Twitter, video content, events, press, and contests.

**Nicole Edgington**, Commercial Director, CellularOne - moderator

**Karen Olson**, VP, Marketing, Space Needle + Chihuly Garden and Glass

**Lincoln Lopez**, VP, Social Media, T-Mobile

**Lisa Murray**, Integrated Marketing Communication Manager, Interop

2:15pm – 3:15pm

**Session 304: Hot Policy Topics (Policy Track)**

**Location:** Room 612, 6<sup>th</sup> Floor, Washington State Convention Center

With few remaining legislative days before the upcoming November elections and a new Administration taking office soon, now is the time to advance policy priorities. Hot topics include allocation of unique spectrum resources, infrastructure deployment, privacy in business practices and cybersecurity of devices, and FCC oversight as the industry moves toward the Internet of Things, next generation technologies and 5G deployment. Panelists will provide an overview of topics at the forefront of Congressional and FCC priorities, and how the upcoming election will impact these policies moving forward.

**Kyle Daly**, Senior Reporter, IP, Privacy & Data Security, Tech & Telecom, Bloomberg BNA – moderator

**Brendan Carr**, Legal Advisor – Wireless, Public Safety, and International, Office of Commissioner Ajit Pai, FCC

**Glenn Reynolds**, Chief of Staff, Office of the Assistant Secretary, National Telecommunications & Information Administration

**Edward Smith**, Legal Advisors – Wireless, Engineering and Technology, Consumer Affairs, and Incentive Auction, Office of Chairman Tom Wheeler, FCC

**Grant Spellmeyer**, Vice President of Federal Affairs and Public Policy, U.S. Cellular

**Nicol Turner-Lee**, VP and Chief Research & Policy Officer, MMTc

3:30pm – 4:15pm

**Coffee and Fireside Chat with John Stanton, Founder & Chairman of the Board, Trilogy International Partners**

*Sponsored by: Appalachian Wireless, ATN International, Bluegrass*

*Cellular, Carolina West Wireless, Cellular One, Chat Mobility, GCI,*

*Northwest Missouri Cellular, Shentel, Sprint, SouthernLINC Wireless and Thumb Cellular*

**Location:** 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

4:15pm – 4:30pm

**Annual Achievement Awards**

**Location:** 6E Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

4:30pm – 6:30pm

**Exhibit Hall Happy Hour**

*Sponsored by Brightstar*

**Location:** 6ABC Ballroom, 6<sup>th</sup> Floor, Washington State Convention Center

6:30pm – 8:30pm

**Exhibitor Move-out**

**Thursday, September 22**

8:00am – 10:00am

**Carriers' Networking Farewell Breakfast**

*Sponsored by: Appalachian Wireless, ATN International, Bluegrass*

*Cellular, Carolina West Wireless, Cellular One, Chat Mobility, GCI,*

*Northwest Missouri Cellular, Shentel, Sprint, SouthernLINC Wireless and Thumb Cellular*

**Location:** Sheraton Hotel, Cirrus Ballroom, Pike Street Tower, 35<sup>th</sup> Floor