

CCA's 2017 Annual Convention
October 25-27
Fort Worth Convention Center
PLEASE NOTE: SCHEDULE OF EVENTS IS AS OF October 24, 2017.

Tuesday, October 24

8:00am – 5:00pm AGL Local Summit
Location: Room 201, Second Level, Fort Worth Convention Center

8:00am - Registration, Networking Breakfast & Exhibitor Display
9:00am - Opening Announcements
9:30am - Opening Keynote
10:00am - Panel
10:45am - Networking & Exhibitor Display
11:00am - Panel
12:00pm - Lunch
1:00pm - Presentation by NATE
1:30pm - Afternoon Keynote
2:00pm - Networking & Exhibitor Display
2:15pm - Panel
3:00pm - Closing
3:00pm - 5:00pm - Networking Reception

10:00am – 12:00pm Community Service Check-In
Location: Grand Lobby, First Level, Fort Worth Convention Center

12:00pm – 5:00pm Community Service Event
Sponsored by: Appalachian Wireless, ATN International, Bluegrass Cellular, Brightstar, Carolina West Wireless, Cellcom, Cellular One, Chat Mobility, Docomo Pacific, HTC Inc. Huawei, Interop Technologies, Mobile Nation, Nokia, Northwest Cell, Rivada, Sprint, Teltech Communications LLC, Thumb Cellular, T-Mobile, TNS, Union Wireless, US Cellular, ZTE
Join CCA for an afternoon of volunteering with The Center for Transforming Lives. Volunteers will help further the Center's mission to "transform the lives of women and children to break the cycle of poverty, through safe housing, early childhood education and financial coaching." Activities may include facilities improvements (e.g. painting, cleaning), preparing holiday care packages, reading to children in child development centers and organizing resale store merchandise.

12:00pm – 6:00pm Registration Open
Location: Ballroom B/C Foyer, Second Level, Fort Worth Convention Center

3:00pm – 6:00pm Exhibitor Move-In
Location: Exhibit Hall A, First Level, Fort Worth Convention Center

6:00pm – 10:00pm CCA's 25th Anniversary Celebration
Sponsored by: Appalachian Wireless, ATN International, Bluegrass Cellular, Carolina West Wireless, CBNL, Cellcom, Cellular One, Chat Mobility, Docomo Pacific, Ericsson, HTC Inc., Huawei, IDI Billing Solutions, Interop Technologies, Ligado Networks, Mobile Nation, Northwest Cell, Oracle Communications, Rivada, Sprint, Syniverse, Thumb Cellular, T-Mobile, TNS, Union Wireless, US Cellular, West, ZTE
Location: River Ranch, Fort Worth Stockyards

Wednesday, October 25

7:30am – 6:30pm Registration Open
Location: Ballroom B/C Foyer, Second Level, Fort Worth Convention Center

7:30am – 12:00pm Exhibitor Move-In
Location: Exhibit Hall A, First Level, Fort Worth Convention Center

8:00am – 9:30am FierceWireless Executive Breakfast: Where will the extra network capacity come from?"
Sponsored by Sprint

Location: Ballroom B/C, Second Level, Fort Worth Convention Center

It's no secret that network traffic is rising precipitously – and the trend is affecting everything from spectrum auctions to fiber buildouts to mergers and acquisitions. Similarly, operators are leveraging a wide range of tools, techniques and technologies to ensure their networks can handle the extra load. Nonetheless, network capacity is finite, and competitive providers are increasingly looking at what additional levers they can pull – be it implementing new spectrum bands, virtualizing new services or deploying additional small cells – to keep pace with user pressures. But how – and when – will these new methods be implemented? What technologies will create the biggest impact? And how close are network operators to exceeding their current network capacity resources today? This panel will dive into these questions and more.

Mike Dano, Editor in Chief, Telecom Group, FierceMarkets - moderator

Paul Challoner, Head of Network Product Solutions, Ericsson North America

Craig Sparks, VP – Technology Strategy & Planning, C Spire

Nathan Sutter, Director of Network Operations and Engineering, Nex-Tech Wireless

9:45am – 10:30am CCA Annual Meeting
Location: Ballroom B/C, Second Level, Fort Worth Convention Center

10:45am – 11:45pm Seminar 1: **Drive Better Business Outcomes with Rich and Contextual "In-App" Experience**
Sponsored by: Oracle Communications

Location: Room 201A, Second Level, Fort Worth Convention Center

Mobile and digital landscapes are reshaping the way customers interact with businesses. Are you ready? Today's customers expect frictionless, real-time, contextual experiences delivered via mobile and digital channels. Companies must adapt. Learn how Oracle can help you modernize the customer experience by providing next-level digital customer engagement to increase competitive advantage, customer loyalty and revenue.

Mayank Choudhary, Director – Product Marketing, Oracle Communications

10:45am – 11:45pm Seminar 2: **The Future of Next Generation Communication Networks. What Do You Need to Know to Succeed?**
Sponsored by: Sonus

Location: Room 201B, Second Level, Fort Worth Convention Center

Your communication networks are your revenue foundation. So as these communication networks rapidly evolve, how will you maximize your service offerings to effectively compete in this new landscape? Virtualization and cloud architectures are rapidly changing the way real-time communication and signaling networks are deployed, do you know where to start? WiFi and LTE Calling can generate new sources of revenue or reduce roaming costs, so what are the best and fastest ways to implement these new services? Security threats, vulnerabilities and fraud against SIP and SS7 networks are growing daily,

so how do you protect both you and your customers from being attacked? Sonus' expertise and leadership in these areas helps the global service provider community answer these questions and more. In this session, Sonus will provide valuable insight on how to get started and what to watch out for in order to achieve future success.

Mykola Konrad, VP Product Management and Marketing, Sonus

10:45am – 11:45pm

Seminar 3: **Are You Just a Horse...or Are You a Unicorn?**

Sponsored by: Fortegra

Location: Room 201C, Second Level, Fort Worth Convention Center

So, what makes you special?

Why would a client choose your company over a competitor?

What are you bringing to the marketplace that others can't?

Are you leveraging the customer experience to build your brand?

Are you carving out a competitive edge to maintain your position in a volatile environment?

Our panel of industry innovators will share how they're disrupting through diversification, what the voice of the customer is really saying, and how they're maximizing relationships to build alliances and share success with industry partners. Join our session and learn how you can stand out from the crowd, and be a unicorn among horses.

Jon Mikow, VP of Wireless, Fortegra - Moderator

10:45am – 11:45pm

Seminar 4: **Customer Friction...What you don't know, CAN hurt you.**

Sponsored by: NTT DATA Services, LLC

Location: Room 202A, Second Level, Fort Worth Convention Center

You've all been committed to providing superior networks, plans and coverage. But now, it's about executing a strategy that will allow your customers to have the digital experience they want...and expect.

The winner will deliver any content on any device, just in time, all while ensuring their customers have the experience they didn't even realize they wanted. It's your best opportunity to differentiate your service and rise above the competition.

The first step to improving your customers' experience is to know what their current interactions are with your business. Join us as we explore a new way to understand and, most importantly, measure the friction your customers experience. And, learn how to turn that knowledge into competitive advantage to help you outpace your competition.

Brad Rucker, NTT DATA Services, LLC

12:00pm – 1:30pm

Opening Keynote and Luncheon

Luncheon Sponsored by T-Mobile

Location: Ballroom B/C, Second Level, Fort Worth Convention Center

12:00pm – 12:30pm

Luncheon

12:35pm – 12:45pm

Welcome Remarks by CCA President & CEO, Steven K. Berry

12:45pm – 1:10pm

Keynote Remarks by Callie Field, EVP, Customer Care, T-Mobile

1:45pm – 2:00pm

Associate Member Meeting

Location: Exhibit Hall A, First Level, Fort Worth Convention Center

2:00pm – 6:30pm Exhibit Hall Open
Location: *Exhibit Hall A, First Level, Fort Worth Convention Center*

2:30pm – 3:30pm Seminar 5: **9-1-1 Essentials: Getting Ready to Deploy VoWiFi**
Sponsored by West

Location: *Room 201A, Second Level, Fort Worth Convention Center*

Offering VoWiFi coverage can help you gain a competitive advantage. You can meet the service demands of your subscribers while offloading your data/network to WiFi. As our customers transition to 9-1-1 services to VoWiFi, West has uncovered critical lessons about provisioning and call delivery. Join Marcus Andronici as he guides you through a checklist for 9-1-1 and VoWiFi deployments. You'll get key preparation advice, including:

- A look at West's unique VoWiFi solution with proximity check
- Options and approaches for provisioning subscriber data
- Considering your subscribers' device capabilities with respect to location
- Delivering location data that is most appropriate to the PSAP at the time of a 9-1-1 call
- A post-implementation view of your VoWiFi migration

Jerry Wilke, *Customer Team Director, Safety Services, West*

2:30pm – 3:30pm Seminar 6: **Supplemental Rich Data Delivery Beyond ALI**
Sponsored by Comtech

Location: *Room 201B, Second Level, Fort Worth Convention Center*

With the proliferation of mobile, determining the location of an emergency caller is even more challenging. Call takers rely solely on the call back number and limited data available in the Automatic Location Information (ALI) database, but additional rich data resources are readily available. From indoor location to telematics, this discussion will explore how these supplemental data points can be used to dispatch the most accurate location possible even without fully being NENA i3 compliant.

Megan Stapleton, *Director, Product Management, Comtech Telecommunications Corp.*

2:30pm – 3:30pm Seminar 7: **Securing your networks of the future**
Sponsored by Ericsson

Location: *Room 201C, Second Level, Fort Worth Convention Center*

Powerful and robust communication networks are a foundation of the global economy, and they are already sparking dramatic transformations in industry and society by enabling new ways of innovating, collaborating, socializing and communicating. While this shift to a hyper-connected, open society brings about many opportunities, it will also introduce new threats, risks and obstacles. As greater value is extracted from networks and new business structures, the threats are also adapting, becoming more frequent, more sophisticated and more impactful.

A secure communications infrastructure for 5G and IoT (Internet of Things) is the foundation for the Networked Society. Services for society and business will share similar infrastructure but with different security requirements. These requirements call for a new generation of services that ensure end-to-end security across diverse/innovative architectural models.

Cloud security and data integrity is also one of the top concerns for operators, enterprises, governments and regulators. As data flows across organizational boundaries and nations, it must be protected at all stages - as it is generated, stored, transmitted, and used over both trusted and untrusted ecosystems. Join us in exploring ways to limit risk exposure, protect investment and secure your networks of the future. We will outline past lessons learned and provide guidance on: security considerations for real world 5G deployments; incorporating IoT into existing ecosystems and business models; data integrity, privacy and trust concerns inherent in cloud transformations.

Jason Boswell, *Head of Technology & Transforming Consulting, Digital Services, Ericsson North America*

2:30pm – 3:30pm

Seminar 8: Turn It Up to 11: ARPU Amplified

Sponsored by Fortegra

Location: Room 202A, Second Level, Fort Worth Convention Center

Today's hyper-competitive wireless landscape requires innovative strategies that drive customers to your network and keep them there, maximizing subscriber revenue.

Join Fortegra VP of Wireless Jon Mikow and Fortegra Director of Account Management Paul Dobbins to learn how the right compensation plan can build employee bench strength and create lifelong customers. John and Paul will showcase a successful comp model, share how to scale to address changing business needs, and reveal how to effectively monitor and adjust compensation to amplify your ARPU and blow away customer expectations.

Jon Mikow, VP of Wireless, Fortegra

Paul Dobbins, Director of Account Management, Fortegra

2:30pm – 3:30pm

**Workshop 1: FirstNet and Opting-Out...What You Should Know
About the Process**

Location: Room 202B, Second Level, Fort Worth Convention Center

States are at a critical decision-making point to ensure state public safety needs will be met by FirstNet's plans for the nationwide public safety broadband network (NPSBN). Hear from state SPOCs why they issued RFPs, learn the benefits of issuing an RFP, and understand the process for pursuing an opt-out alternative which would enable the state to issue an RFP and select an alternative provider to deploy its FirstNet RAN.

Get the facts on availability of NTIA funds for opt-out states, interoperability with the NPSBN, and use of available bandwidth from the valuable Band 14 spectrum to develop recurring revenue streams for the state.

Berge Ayvazian, Senior Analyst/Consultant, Wireless 20/20 - moderator

John Stevens, New Hampshire SPOC

Chief Chris Moore, Retired Chief of Police, San Jose Police Department

John Nakahata, Partner, Harris, Wiltshire & Grannis, LLP

3:30pm – 3:45pm

Break

3:45pm – 4:45pm

**Seminar 9: Legislate, Regulate, Navigate: Working With the New Administration
and Congress**

Sponsored by CCA

Location: Room 201A, Second Level, Fort Worth Convention Center

The reach of federal lawmakers and regulators extends deep into rural America and affects how competitive carriers serve their customers. And the FCC and Congress hit the ground running. With a regulatory and legislative landscape populated with new players, politics, and policy ideas, join our policy and regulatory experts for a look inside the White House, halls of Congress, and the FCC to ascertain the best way forward on the critical issues facing competitive carriers.

Kelly Hill, Technology Reporter, RCR Wireless News – moderator

Tim Donovan, SVP, Legislative Affairs, CCA

Ross Lieberman, Senior Vice President of Government Affairs, American Cable Association

Greg Orlando, Senior Advisor, BakerHostetler

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

3:45pm – 4:45pm

Seminar 10: Messaging Revenue Streams Across All Carriers Building a new ecosystem: from who participate to how to share value

Sponsored by tyntec

Location: Room 201B, Second Level, Fort Worth Convention Center

The mobile messaging ecosystem stands on the verge of a huge opportunity. The way enterprises communicate with employees, partners and consumers is changing. They all want real-time, two-way communication. Texting (SMS and MMS) is at the center of that growing demand as enterprises and their CPaaS providers are increasingly integrating texting into various customer engagement and collaboration solutions.

Now, the revenue potential is big enough for all carriers to participate. It's time to build an entirely new ecosystem. In this seminar, Dr. Marco Lafrentz, tyntec's Director of CPaaS Business Line, will present two-way messaging use cases for enterprise-to-consumer communications – with a focus on the mechanics of value creation and sharing behind the scenes. Marco will share deeper insights behind his recent proposal for creating a new enterprise messaging ecosystem in North America that fills the gap between person-to-person messaging (P2P) and application-to-person messaging (A2P) over short code.

The attendees will learn:

- What change in enterprise-to-consumer engagement matters to carriers
- Why the existing ecosystem is not ready for the emerging use cases
- What alternative messaging ecosystem we can create for all carriers to participate in
- How to generate revenue from a new A2P platform build for the new ecosystem.

Dr. Marco Lafrentz, Director of CPaaS Business Line, tyntec

3:45pm – 4:45pm

Seminar 11: In-store Service. The Final Frontier. Adding Device Repair to Your Wheelhouse

Sponsored by AGiRepair

Location: Room 201C, Second Level, Fort Worth Convention Center

Your competitive market consumers are some of the most loyal consumers. With the convergence of broadband, wireless and IoT, what role are you playing in your consumer's holistic demand for technology? How are you addressing the aftercare of mobile devices? In this session, we will discuss business models and best practices for competitive carriers and your partners to add lifecycle solutions including device repair to help deepen your customer relationships. We will share how to navigate the supply chain, technician training, and proven marketing concepts for competitive market leaders to take advantage of this enormous opportunity immediately.

Jeremy Willis, Director of Strategic Partnerships, AGiRepair

Michelle James, Connected Life Programs, The Branding Network

3:45pm – 4:45pm

Seminar 12: How to Maximize New Revenue Opportunities in the 600 MHz, 3.65 GHz/CBRS, and 5 GHz Bands

Sponsored by ZTE

Location: Room 202A, Second Level, Fort Worth Convention Center

New spectrum opportunities in the 600 MHz, 3.65 GHz/CBRS, and 5 GHz bands open up cost-effective LTE solutions for both fixed and mobile applications. Learn more about the alternatives, hear examples and use cases of the benefits of LTE in these bands, and discover how they can help both established and new fixed and mobile players innovate efficiently and effectively.

3:45pm – 4:45pm Workshop 2: **FirstNet...What Does It Mean for the Regional and Rural Carriers?**

Location: Room 202B, Second Level, Fort Worth Convention Center

Panelists will discuss how FirstNet will impact regional and rural carriers. Understand what “opt-out” really means, the role carriers can play in an “opt-out” scenario and the benefits of “opt-out” to carriers. Panelists will weigh the risks to carriers of a FirstNet/AT&T PSBN in the carrier’s state.

Todd Rowley, SVP Business Development, Rivada Networks - moderator

Grant Spellmeyer, VP Federal Affairs & Public Policy, U.S. Cellular

Ben Moncrief, VP Government Relations, C-Spire

William (Willy) Pirtle, SVP Wireless, Shentel

Dr. Michel Guite, CEO, VTel Wireless

4:30pm – 6:30pm Exhibit Hall Happy Hour
Sponsored by TNS

Location: Exhibit Hall A, First Level, Fort Worth Convention Center

6:45pm – 8:15pm we-CCAn Launch Reception
Sponsored by: The Time Group, Brightstar, Harris, Wiltshire, & Grannis
LLP, Hogan Lovells, SouthernLINC, Teltech Communications LLC, T-Mobile, ZTE

Location: Texas de Brazil, Fort Worth

Women Empowered: CCA Networking’s (we-CCAn) mission is to connect, inspire, educate, and support the next generation of female leaders in the mobile industry. Come mix and mingle with leading ladies in the competitive wireless ecosystem as CCA launches we-CCAn. It’s a great way to connect, share ideas, meet female leaders in wireless and get to know others moving the industry forward. All attendees welcome.

Thursday, October 26

7:00am – 6:00pm Registration Open

7:30am – 8:00am Breakfast
Sponsored by: ZTE

Location: Ballroom B/C, Second Level, Fort Worth Convention Center

8:00am – 10:00am Keynotes and Annual Achievement Awards Presentation

Location: Ballroom B/C, Second Level, Fort Worth Convention Center

8:00am – 8:45am **Opening Keynote: Fireside Chat with Former Governor of Florida, Jeb Bush and Former Governor of Maryland, Martin O’Malley**

Location: Ballroom B/C, Second Level, Fort Worth Convention Center

Steven K. Berry, President & CEO, CCA - moderator

8:45am – 9:00am **Keynote Remarks by FCC Commissioner Brendan Carr**

9:05am – 9:50am **Keynote Panel: Expanding the Network: Big Opportunities for Small Town America**

Location: Ballroom B/C, Second Level, Fort Worth Convention Center

Everyone agrees that mobile broadband services provide countless benefits – from public safety and health care to educational, economic, social, and so many more. So why doesn’t everyone have access? And why are some areas still unserved or underserved? Whether in a metropolitan city or small town, all

Americans need and deserve access to robust mobile broadband. Join this panel of experts as they tackle tough questions on the challenges, opportunities, and new technologies that will help bring wireless broadband – both fixed and mobile – to rural and hard-to-reach locations across America.

Marguerite Reardon, Senior Report, CNET - moderator

Arun Bhikshesvaran, Head of Strategy Development, Ericsson North America

Ken Borner, VP of Engineering and Network Operations, ATN International

Guenther Ottendorfer, Chief Operating Officer, Technology, Sprint

George Reed, SVP, Solutions and Marketing, Huawei Technologies USA

Chris Stark, Chief Strategy and Business Development Officer North America, Nokia Networks

9:50am – 10:00am Annual Achievement Awards Presentation

Location: Ballroom B/C, Second Level, Fort Worth Convention Center

10:15am – 11:15am **Session 101: The Crystal Ball – Big Issues Now and Beyond: A Five-Year Outlook** (Business Development Track)

Location: Room 201A, Second Level, Fort Worth Convention Center

Come explore the impacts of the LTE only environment on your business, services, devices, and customer experience.

Marguerite Reardon, Senior Report, CNET - moderator

Arun Bhikshesvaran, Head of Strategy Development, Ericsson North America

Andy Germano, Business Development, BEC Technologies

Alexander Maltas, Partner, Hogan Lovells US LLP

10:15am – 11:15am **Session 102: Millennial Mashup** (Marketing/Customer Service Track)

Location: Room 201B, Second Level, Fort Worth Convention Center

As the largest segment of consumers in America, carriers and technology companies increasingly need to focus on outreach to this market segment. Do you think you understand Millennials? This session will provide a foundation on understanding the Millennials market and provide an opportunity to ask questions of this age group and hear directly from them what they want.

Margaret McKoin, President, CMO, The Time Group - moderator

George Apodaca, Entrepreneur, A2Z Creative Group

Anne Gale, Manager, Brand, Consumer & Market Insights, T-Mobile US

Julie LiaBraaten, Sr. Director, Marketing/Consumer Insights, T-Mobile

Lauren Payne, Social Media Specialist, The Time Group.

Beau Peters, Founder / Practice Leader, Harvest Resource Group, Inc.

10:15am – 11:15am **Session 103: Leveraging your LTE Network for a 5G Migration** (Technical Track)

Location: Room 201C, Second Level, Fort Worth Convention Center

On the road to 5G, certain steps need to be taken to effectively and efficiently implement this next generation of services. This panel will look at how to access the components of your network, and the features and functionality that will be available on the other side. Topics will include core, backhaul and access network to help carriers meet business demands now and in the future.

Mike Dano, Editor in Chief, Telecom Group, FierceMarkets – moderator

David Debrecht, CTO, US Majors, Nokia

Kevin Kleinsmith, Solutions Architect, Parallel Wireless

10:15am – 11:15am **Session 104: Life in the Fast Lane: Riding the Spectrum (Low-, Mid-, and High-way)** (Policy Track)

Location: Room 202A, Second Level, Fort Worth Convention Center

The road to 5G is just being paved, but competitive carriers must continue to find innovative ways to leverage existing spectrum and obtain additional low-, mid-, and high-band resources in an ever-expanding mobile market. Next-generation technologies like connected cars, remote surgery, and the Internet of Things will demand network capacity and coverage that can only be satisfied with a varied spectrum portfolio. Buckle up, and join panelists on the road to 5G with a robust discussion of innovative ways to meet consumers' increasing demands for data and mobile services, and an overview of the Administration's work to inspire next-generation advancements.

Paul Kirby, Senior Editor, TRDaily - moderator

Neşe Guendelsberger, Senior Deputy Chief of the Wireless Bureau, FCC

Jessica Gyllstrom, Attorney, Telecommunications Law Professionals PLLC

Steve Sharkey, Vice President, Government Affairs, Technology and Engineering Policy, T-Mobile

Johanna R. Thomas, Special Counsel, Communications, Internet and Technology Practice Group, Jenner & Block.

10:15am – 11:15am **NATE Session 1: A View From the Top: How the Industry is Collaborating to Ensure a Safe and Efficient Broadcast Repack Transition**

Location: Room 202B, Second Level, Fort Worth Convention Center

The FCC's historic 600 MHz Spectrum Incentive Auction is a game changer for the wireless industry! This session will update attendees on the current "repacking" progress being made by the industry and highlight how the wireless infrastructure ecosystem is adopting to the spike in work related to the post-Incentive Auction activities associated with repurposing the spectrum and deploying new equipment on communication structures across the country. Panelists will also discuss the challenges of conducting elevated work on massive broadcast structures and the specific workforce training and skills needed to ensure these transition activities are conducted safely and efficiently.

This important infrastructure work will ultimately help pave the way to enable enhanced technologies and networks that are capable of meeting the country's connectivity and data needs moving forward.

John Paul Jones, President, Tower & Turbine Technologies, Inc

J. Sharpe Smith, Contributing Editor, AGL Media Group

Kathy Stieler, Director of Installations and Safety, Electronics Research, Inc

11:15am – 1:15pm Exhibit Hall Open (Lunch is served)

Sponsored by Ligado Networks

Location: Exhibit Hall A, First Level, Fort Worth Convention Center

11:30am – 1:30pm CCA Board of Director's Meeting

1:30pm – 2:30pm **Session 201: Your Hidden Gold Mine: How to Benefit from Using Customer and Network Data** (Business Development Track)

Location: Room 201A, Second Level, Fort Worth Convention Center

Do you want to know how to prevent churn, improve customer experience, enhance life cycle management and predict and identify new opportunities? Learn how to utilize your existing data sources to drive business transformation and discover available solutions and how they stack up.

Lisa Murray, Integrated Marketing Communications Manager, Interop Technologies - moderator

Kevin Cundiff, Vice President, Services & Development, uBreakiFix

Bob Lafon, Global Business Consultant, The Industry Weapon

Chip Strange, Vice President of Strategy and Business Development, Mosaik

1:30pm – 2:30pm
(Service Track)

Session 202: Creating the Omni-Channel Experience (Marketing/Customer

Location: Room 201B, Second Level, Fort Worth Convention Center

The brick-and-mortar-only consumer is rapidly disappearing. The need for creating a seamless customer experience across all channels is imminent. Learn proven tactics from industry veterans which allows customers to decide when, where and how they want to shop and interact with a brand.

Corrina Hudsonpillar, Marketing & Public Relations Supervisor, Nex-Tech Wireless - moderator

Jason Raymer, Director-Sales, Bluegrass Cellular - moderator

John Mitchell, VP Carrier and Retail Services, Brightstar Corporation

1:30pm – 2:30pm
(Technical Track)

Session 203: Complementing your Network with Unlicensed Spectrum

Location: Room 201C, Second Level, Fort Worth Convention Center

With the user experience at stake, the ability to efficiently deliver service in all areas will continue to be the baseline expectation of your customers. As spectrum is our most scarce resource we should naturally be inclined to look at efficient utilization and ways to compliment and extend our reach. During the panel we will explore:

- Meeting the data demands of today and future use.
- CBRS
- Devices/CPE

Tom Peters, Senior Advisor, Hogan Lovells - moderator

Jeff Bankston, Sales Director, TDS Telecom, Nokia

Paul Challoner, Head of Network Product Solutions, Ericsson North America

Steve Sharkey, VP, Government Affairs, Technology and Engineering Policy, T-Mobile US

1:30pm – 2:30pm

Session 204: Power of the Purse: Leveraging USF and Tax Reform to Expand and Update Broadband Networks (Policy Track)

Location: Room 202A, Second Level, Fort Worth Convention Center

It's official: President Trump announced that rural broadband will be included in the Administration's Infrastructure spending bill. But is this just more fake news? From improving coverage maps to cutting tower and antenna siting red tape, Congress and the FCC are focused on expanding broadband connectivity and catalyzing economic success in rural America. Now, stakeholders must articulate clear proposals for financing next-generation networks, including Universal Service Fund reform, cutting infrastructure siting costs, and tax proposals designed to maximize the utility of each hard-earned dollar invested in CCA member communities. Join CCA and our panel of experts to address how the FCC and Congress will boost infrastructure funding and streamlining, and what should be at the top of competitive carriers' wish lists.

Diana Goovaerts, US Editor, Mobile World Live, GSMA – moderator

Claude Aiken, Legal Advisor, Wireline, FCC

Jennifer Bagg, Partner, Harris, Wiltshire & Grannis

Keith Buell, Director & Senior Counsel of Federal Government Affairs, Sprint

Michele Farquhar, Partner, Hogan Lovells

Michael Janson, Deputy Director, Rural Broadband Auctions Taskforce, Assistant Chief, Wireless Telecommunications, FCC

1:30pm – 2:30pm

NATE Session 2: Transforming Wireless Through NWSA Certification

Location: Room 202B, Second Level, Fort Worth Convention Center

This session will educate attendees on the National Wireless Safety Alliance (NWSA) nationwide certification programs available to the wireless industry workforce that assess a tower technician's knowledge, skill and ability.

The NWSA's certification examinations are aimed at developing a safer, more knowledgeable industry workforce through the organization's individual technician certification process. The philosophy is that if the technician's knowledge and skills are improved, the skills of the workforce, as a whole, will rise within the industry. The credentialing program allows customers to verify an individual's real-time status with online verification.

The presentation will also highlight the prominent role that wireless carriers are playing in the governance of the organization and provide information on the opportunities available to carriers on how to support NWSA certification requirements in the marketplace.

The NWSA's assessment and certification programs will ultimately elevate safety and quality and have a transformative impact on the wireless industry's workforce.

Don Doty, Regulatory Compliance Advisor, FDH Velocitel

Duane MacEntee, Partner, Barker MacEntee PLLC

2:30pm – 2:45pm Break

2:45pm – 3:45pm **Session 301: Evolving Your Business Products to Support IoT** (Business Development Track)

Location: Room 201A, Second Level, Fort Worth Convention Center

Are you tired of chasing one off IoT opportunities? Come learn how to create a multi-faceted IoT strategy that opens new revenue opportunities for you and your customers.

Dr. Brenda Connor, Head of Smart Cities and ITS, Ericsson North America

Ellis Lindsay, Sr. Principal, IoT Strategy, Nokia

Noelani McGadden, VP of Strategic Accounts, Senet, Inc.

2:45pm – 3:45pm **Session 302: Leveraging Local Advantage** (Marketing/Customer Service Track)

Location: Room 201B, Second Level, Fort Worth Convention Center

You may not have a BIG carrier marketing budget, but you can still win super loyal customers! In this inspiring and insightful breakout session learn how to leverage your local advantage. We'll share best practices and easy-to-apply tips to 10 forge mutually beneficial local partnerships with non-profits, maximize your ROI on community involvement, establish trade agreements with marquee organizations, and secure compelling endorsements. Our guest panelists are known for their no-nonsense approach to this essential and affordable facet of PR, and they will share many interesting examples. You're guaranteed to walk away with great ideas that you can implement immediately— to bear fruit in both the short term and long term.

Jon Mikow, Vice President, Wireless Sales, Fortegra – moderator

Ximena Cuevas, Senior Director, Brand Marketing, T-Mobile US

Ellis Lindsay, Sr. Principal, IoT Strategy, Nokia

Jackie Mallory, Chief Sales and Marketing Officer, Carolina West Wireless

Barry Nothstine, VP Sales & marketing, Bluegrass Cellular

2:45pm – 3:45pm
(Technical Track)

Session 303: Managing Demand on the Network & Data Consumption

Location: Room 201C, Second Level, Fort Worth Convention Center

Consumer demand on the network continues to increase. How can carriers characterize and control traffic to minimize network impact with minimal investment? This session will address strategies, solutions and alternatives to densification or investing in additional spectrum.

Chip Damato, Director of Business Strategy, Inland Cellular

Frank Danielson, VP Engineering, ClearSky Technologies

Griff Griffin, Operations Manager, West Central Wireless

2:45pm – 3:45pm

Session 304: Start-up Pitch Competition (Policy Track)

Location: Room 202A, Second Level, Fort Worth Convention Center

Start-ups are revolutionizing the wireless industry, providing competitive carriers with unique offerings to compete in an ever-changing mobile ecosystem. Join this session to hear from some of the industry's most promising businesses as they present their innovative products and services, and vote on your favorite! The winner will receive a special prize package valued at over \$10K. This session is open to all attendees.

Kim Caronchi, Director of Business Development, CCA - moderator

2:45pm – 3:45pm

NATE Session 3: Elevate Wireless: The Utilization of Drones at Communication Tower Sites

Location: Room 202B, Second Level, Fort Worth Convention Center

The session will educate attendees on the safety and efficiency benefits associated with the integration of UAS at communication tower sites. The presentation will examine all of the present and future applications associated with UAS utilization in the wireless industry. Wireless industry UAS use cases to be explored include the following:

- UAS Replacing the Need for Tower-Site Bid Walks
- Tower Site Hazard Awareness Recognition
- Workforce Safety (Reducing Repetitive Stress related to Climbing Structures)
- Structural Inspections
- Close-Out Photos and Documentation
- Natural Disasters and Catastrophe Response
- Monitoring for Environmental Species and Nests
- Inspecting Stealth (Concealed) Tower Sites
- Data Collection and Tower-Site Mapping
- Enhancing LTE Coverage at Densely Populated Events

Additionally, the presentation will highlight what the industry is doing collectively to reduce barriers and enable this game-changing technology by focusing on the important provisions in the Federal Aviation Administration's (FAA) Rule 107, which allows for greater commercial use of UAS. The session will also address further regulatory changes the industry is seeking in order to continue to maximize the commercial utilization of UAS.

Breathtaking aerial video footage portraying UAS technology in action at tower sites will be incorporated into the session to supplement the presentation. This video footage will help capture the essence of how important UAS technologies are in terms of the safe deployment of the networks of today and tomorrow.

Todd Schlekeway, Executive Director, NATE

3:15pm – 4:15pm

VoLTE is the Wave of the Future; But Is CDMA a Thing of the Past?

Location: Room 202C, Second Level, Fort Worth Convention Center

As industry moves toward next-generation technologies like VoLTE, the importance of smooth network transitions must not be overlooked. Please join CCA, and its contributing partners, for an informal roundtable conversation regarding the potential policy and practical opportunities and challenges, of retiring CDMA technology and moving to an all IP network. During this discussion, we will explore efficiencies, roaming, device availability and 911 capabilities of a VoLTE network. Come prepared to share your experiences, concerns and recommendations on how best to best prepare for this evolution.

Jeff Bankston, Sales Director for TDS Telecom

John Nakahata, Partner, Harris, Wiltshire & Grannis

Rebecca Murphy Thompson, EVP & GC, CCA

4:00pm – 6:00pm

Exhibit Hall Reception

Sponsored by Interop

Location: Exhibit Hall A, First Level, Fort Worth Convention Center

6:00pm – 8:00pm

Exhibitor Move-out

Location: Exhibit Hall A, First Level, Fort Worth Convention Center

Friday, October 27

8:00am – 10:00am

Breakfast with the Carriers

Sponsored by: Appalachian Wireless, ATN International, Bluegrass

Cellular, Carolina West Wireless, Cellcom, Cellular One, Chat Mobility, Docomo Pacific, HTC Inc., Mobile Nation, Northwest Cell, Sprint, Thumb Cellular, TNS, Union Wireless, US Cellular

Location: Ballroom C, Second Level, Fort Worth Convention Center