

# MATSS 2021

## Schedule of Events

Monday, October 18<sup>th</sup>

- 8:00 a.m. – 2:00 p.m.      **16<sup>th</sup> Annual MATSS Golf Tournament**  
Shoal Creek Golf Course, Registration @ 8:00 a.m.  
Shotgun Start @ 9:00 a.m., Lunch/Awards @ 1:30 p.m.
- 11:00 a.m. – 5:00 p.m.      **Exhibitor Set Up**  
Exhibit Halls A & B
- 3:00 p.m. – 6:30 p.m.      **Conference Registration**  
Sheraton Crown Center Lobby
- 5:00 p.m. – 6:30 p.m.      **Hosted Reception**  
Sheraton Crown Center Lobby

Tuesday October 19<sup>th</sup>, 2021

- 7:00 a.m. – 9:30 a.m.      **Exhibitor Set Up**  
Exhibit Halls A & B
- 8:00 a.m. – 5:00 p.m.      **Conference Registration**  
Sheraton Crown Center Lobby
- 8:00 a.m. – 9:30 a.m.      **Buffet Breakfast with**  
**Keynote Speaker Dr. Steven Shepard**  
Atlanta & New York Rooms – Third Level

**Recognition of Diamond Sponsor**  
**ADTRAN**

### **Keynote Speaker**

*Dr. Steven Shepard, Natural Curiosity Podcast*

Dr. Steven Shepard is the founder of the Shepard Communications Group in Williston, Vermont. A professional author, photographer, audio producer, and educator with more than 35 years of experience in the technology industry, he has written more than 90 books and hundreds of articles on a wide range of (often unrelated) topics. He has consulted, written and photographed in more than 90 countries, serving clients across many different industries.

He is the creator and host of the Natural Curiosity Podcast, which is devoted to the discovery of the joy and wonder of the natural world and based on the idea that curiosity leads to discovery, discovery leads to knowledge, knowledge leads to insight, and insight leads to understanding.

- 9:30 a.m. – 10:00 a.m.      **Break**

10:00 a.m. – 11:00 a.m.

**Concurrent Breakout Sessions**  
Sheraton Crown Center – Second Level

**Empire A**

5G is Coming, Are You Ready?

*Bob Cabbage, Partner Consulting Engineer, Ribbon Communications*

5G is about giving mobile network operators a universal service platform that supports superfast broadband, massive machine communications (IoT), and services requiring ultra-low latency and/or ultra-high reliability. Many services planned for 5G are 'business and mission critical', meaning widespread disruption and potential risk to life if they fail. Think autonomous cars, intelligent transport systems, and remote surgery. The best effort mobile broadband approach provided by 4G is no longer adequate, so 5G must provide an architecture able to offer assured service delivery on a service-by-service basis. 5G will revolutionize today networks.

**Empire B**

Stir/Shaken and the TRACED Act – *Frank Salm, Director of Technical Solutions, Metaswitch*

The Pallone-Thune TRACED Act, S. 151, is bipartisan legislation designed to focus on telemarketers who make unlawful robocalls to consumers and was signed into law on December 30, 2019. Voice service providers need to comply, whether IP-based or non-IP based, by June 2021 without a line-item charge to consumers. This session will provide the latest updates and show you a path to compliance.

**Empire C**

Peering and Bandwidth Sharing for Service Providers – *Dustin Curtis, IP Network Specialist, RVW, Inc.*

With more and more services being sourced from the Internet, it's important for service providers to keep packets flowing efficiently and reliably. This presentation will explore the various options for providers to peer and connect, giving their subscribers a great user experience.

11:00 a.m. – 1:30 p.m.

**Showcase Exhibits Open** (Lunch in the Exhibit Hall)  
Exhibit Halls A & B

1:45 p.m.

**Concurrent Breakout Sessions**  
Sheraton Crown Center – Second Level

**Empire A**

2021 Video & Internet Report on Rural America – *Scott Meyer, Director of Marketing, Innovative Systems*

Attendees will see video channel stats data from sixty thousand set top boxes located in over fifty rural markets from Alaska to New York state. Attendees will also see the 150 most watched television channels in rural America. This presentation will also include five years of rural benchmark data that identifies key demographic and social tendencies of your video and internet customers. A free copy of the report will be made available to all attendees.

**Empire B**

Building Online Customer Relationships – *Maggie Basgall, Advertising Solutions Representative, Nex-Tech*

In this presentation, we will break down how to connect with others online through effective use of digital advertising, remarketing, email, social media and humanizing your company. These non-traditional methods of advertising are inexpensive and easy to implement. Not only do they drive traffic to your website, but they convert that traffic into dollars.

- **Empire C: Cybersecurity – Protecting Your Business & Network – *Blake Griffin, President, Communications Network Engineering CNE***
  - Did you know that 1-in- 5 small businesses will suffer a cyber breach this year, 81% Of all breaches happen to small/medium sized businesses and that 97% Of breaches could have been prevented with today’s technology? This presentation will go over the key elements of a multi-layer cybersecurity approach to protecting your business.

3:00 p.m. – 5:30 p.m.           **Showcase Exhibits Open** -Exhibit Halls A & B

4:30 p.m. – 5:30 p.m.           **Showcase Reception** – Exhibit Halls A & B

## Wednesday October 20<sup>th</sup>, 2021

8:00 a.m.                           **Conference Registration**  
Sheraton Crown Center Lobby

8:30 a.m. – 9:45 a.m.           **Continental Breakfast with  
Keynote Speaker Shirley Bloomfield**  
Atlanta & New York Rooms – Third Level

### **Federal Policy Update: Latest Developments on Telecom & Broadband**

*Shirley Bloomfield, CEO, NTCA – the Leading Voice for Independent Telecommunication Providers*

With Billions of new federal monies allocated for Telecommunications, it’s more important now than ever to have strong voices in Washington DC making sure it’s being spent smartly. Be sure to join this recognized industry leader for an up-to-the-minute report on developments at the FCC and on Capitol Hill.

9:45 a.m. – 10:00 a.m.           **Break**

10:00 a.m. – 11:00 a.m.       **Concurrent Breakout Sessions**  
Sheraton Crown Center – Second Level

#### **Empire A**

**Managing your Equipment Fleet Using Auctions – *John Rogers, District Director, Purple Wave***

This is an overview of how to use the auctions to put values on your equipment so that you can make decisions on how to best acquire and dispose of equipment. No selling or pushing Purple Wave. We do talk about the different types of auctions and what values you can trust and which ones you should use some due diligence with.

#### **Empire B**

**Wi-Fi: Best Practices for Better Deployments & Satisfied Subscribers – *Patrick Moreno, Product Marketing Manager, Zyxel***

We live in a world where online threats were something you just read online. However, we are faced with a new reality that we’ve been taking for granted. No longer are large corporations the

targets of cyber invasions, these online criminals are actively seeking everyday individuals and looking for ways to exploit your personal information for their own use and financial gain. How do you protect yourself from these online threats? What are the best online security options to protect your home from online attacks? Learn how to protect yourself and your home from outside online intrusions, we discuss the latest techniques for Internet protection, and security options to help safely guard your online experience.

### **Empire C**

The Future of Broadband Competition – *Aaron Sedler, Partner, Moss Adams*

This session will focus on new competitors and technological advancements made by existing competitors that could result in far greater levels of competition in the future. Both fixed and mobile wireless broadband capabilities are rapidly advancing, while Low Earth Orbit satellite providers and electric cooperatives are looking to deploy high speed broadband networks to serve rural areas. We'll discuss the variety of competitors in the broadband marketplace that may have a significant impact on rural broadband providers and customers in the future.

10:45 a.m. – 12:30 p.m.	<b>Showcase Exhibits Open</b> – Exhibit Halls A & B
11:00 a.m. – 12:00 p.m.	<b>Lunch in Exhibit Hall</b> – Exhibit Halls A & B
11:45 a.m.	<b>Vendor Prize Drawings Begin</b>
12:30 p.m.	<b>Show Adjourns</b>