

2022 SDTA Plant and Technology Workshop

December 5 – 6, 2022 and December 7 – 8, 2022
Highland Conference Center, Mitchell, SD

Session Two – December 7 – 8, 2022

Wednesday, December 7

- 9:30 – 10:00 a.m. **Registration**
- 10:00 – 10:15 a.m. **Welcome** - Kara Semmler, Executive Director, SDTA
- 10:15 a.m. – 12:00 p.m. **The Customer Experience** - Tanya Sullivan, Founder, Plus One Strategic Communications
The customer experience lies in every department and every employee's hands. Hear strategies and tactics for gathering the right information and data to improve processes, expedite sales and create happy customers. This session will address how techs and plant personnel should take into account business development objectives, what and how to communicate to customers and why providing feedback internally is essential to meeting company goals.
- 12:00 p.m. - 12:45 p.m. **Lunch** – Taco Bar
- 12:45 – 1:45 p.m. **The Evolution of PON Technology in Rural Markets and Testing Methodologies**
Tecno Panyarath, Field Applications Engineer at VeEX,
You will learn about the evolution of PON technology in recent years and the various networks being deployed in rural markets across the country today. As PON technology has evolved, so have the test instruments needed to provision them. Tecno will describe the tools and capabilities that installers require to ensure PON networks are delivering error-free services and allow for quick troubleshooting.
- 1:45 – 3:15 p.m. **Grounding and How to Properly Locate Copper or Fiber Optic Cable**
Brent Briley, Sales Manager, Subsurface Solutions
The future integrity of your outside plant is dependent on taking damage prevention seriously and effectively identifying underground assets. We'll examine the theory of electromagnetic locating as it pertains to telecommunications. Physics can be our friend and our enemy. We'll discuss how to better design our plant for locating as well as techniques that help us more successfully use equipment and tackle difficult locates.
- 3:15 – 3:30 p.m. **Break**
- 3:30 – 5:00 p.m. **Mapping GPS/GIS to Your Copper or Fiber Optic Plant**
Brent Briley, Sales Manager, Subsurface Solutions
We'll have an overview discussion of how to collect assets with GPS receivers and how to integrate GIS with various workflows. We'll review how mapping is a solution for almost everything from parcel information as part of the grant reporting process to road project surveys and many other uses individual to our own circumstances and imagination!
- 5:00 – 8:00 p.m. **Evening Social and Tech Challenge!!!**

Thursday, December 8

8:30 – 9:30 a.m. **Breakfast** - Join us for eggs and bacon!

9:00 – 9:30 a.m. Vendor Introductions and drawings

9:30 – 12:30 a.m. **Courage: The Mark of a Leader Worth Following**

Lisa Brouwer, Courage Coach, Certified Dare to Lead Facilitator

Many great leaders of our time understood the key to not only effective leadership, but to living a life well lived is COURAGE.

Without courage, you can't solve problems that result in innovation. Without courage, you can't have the tough conversations that lead to growth and change. Without courage, you can't stand strong in your values when things get hard. Without courage, you won't be the leader your team needs you to be (or that you want to be). In this session, you'll collaboratively explore the foundation of Brené Brown's Dare to Lead work and practice the art of courageous leadership where you'll:

- *Define (or refine) what real courage is and why it matters right now in leadership.*
- *Uncover the barriers to courage in your organization.*
- *Explore what's possible in your organization when you lead from a place of courage.*
- *Understand and lean into Brené's first courage building skill set, Rumbling with Vulnerability.*

12:30 – 1:15 p.m. **Lunch** – Soup and sandwich bar

1:15 pm – 2:15 p.m. **Optical 101 for Network Engineers**

James Esser, Solutions Architect - Carrier Networking, CCI Systems

This session will focus on understanding Dense Wavelength Division Multiplexing (DWDM) network topologies and how to use them in today's service provider networks. We will review basic DWDM concepts, case studies for DWDM network topologies, next generation DWDM networks along with real world architecture discussion from the audience