

3:00 PM REGISTRATION OPENS

**17**  
AUGUST

5:00 - 7:00 PM  
**WELCOME SOCIAL**

Find speaker info...SCAN!:



AUGUST 18 CONT...

**CELEBRATE!**

**5:00 PM SOCIAL**  
**6:00 PM DINNER**

**6:45 PM SAFETY AWARDS AND COTEL AUCTION**

**7:30 PM COMEDY BY SCOTT LONG**

**18**  
AUGUST

**7:30 - 8:15 am - BREAKFAST**

**8:15 am - Welcome!**

- Chad Mutziger, SDTA President
- Kara Semmler, SDTA Executive Director

**8:30 am - The Economic Forecast**  
by Dr. Elliot Eisenberg

A whole host of variables will impact the economy this year. Learn how to keep the (economic) forest in your view and not lose sight of the (data) trees!

**9:30 am - Federal Regulatory Update from NTCA**

Josh Seidemann, Vice President, Policy and Industry Innovation

**NETWORKING BREAK**

**10:45 am - A Cybersecurity Culture**, Nick Podhradsky, SBS CyberSecurity. Explore obstacles and strategies for embedding cybersecurity practices into your company, moving you closer to a cyber-savvy culture.

**11:15 am - The Data You Already Have: How ISPs Can Create Campaigns That Drive Results** Ruby Hibben, Vantage Point Solutions. Tap into your data to craft personalized promotions, increase customer engagement, and generate excitement for your services.

**12:00 PM - LUNCH**

**1:00 pm - 1:45 pm - Creating a Legacy with Hardy Smith**

Providing guidance through a leadership legacy ensures the many contributions and positive impacts of a long-time board or council member will continue to inspire future members. Learn how to create a legacy of your service.

**2:00 pm - 3:00 pm - Future Proof with Hardy Smith**

Ensure your organizations future by taking future-proof actions. This session will address trends and identify challenges affecting sustainability. Gain how-to strategies for growing, engaging and retaining members.

**3:00 pm - Jesse Taken Alive - Rencountre**

Jessie is Hunkpapa Lakota from the Standing Rock Sioux Tribe. From her Lakota culture, incorporating her experience as a school counselor, she has published 6 children's books. Her passion is to help people remember their importance in life and utilize their unique talents, to create better communities for future generations.

**19**  
AUGUST

**8:00 - 9:00 am - Breakfast**

**9:00 am - Congressman Dusty Johnson**

**9:30 - 10:15 am - The Federal Outlook**  
from Eide Bailly - Alex Parker

**NETWORKING BREAK**

**10:30 - 11:00 am - Hone your brand with Fresh Produce** It's all about alighting your brand with your voice, your values and how you tell your story. And, if done right, branding should be a Picnic! (check it out at: <https://pickfresh.com/picnic/>)

**11:00 - 11:30 am - Understanding 911.**  
Jason Husby, SD911 Coordinator.

**11:30 am - Presentation of the SD Telecom Leadership Class of 2025**

