Office Professionals Workshop 2026

April 13 - 14, 2026
Highlands Event Center, Mitchell, SD

SESSION 1

Monday, April 13

1:00 – 2:30 pm Lana Loken – Taking Care of You: It IS okay to say NO!

Life pulls us in many directions, and with the multiple roles we play, finding a healthy balance can feel overwhelming. This presentation guides participants in identifying their biggest challenges and recognizing the early signs of burnout. We will explore practical strategies for coping, building resilience, and self-care that are realistic and sustainable—designed to fit into even the busiest lives. YES – we'll also talk about the power of saying NO as a vital part of protecting your well-being.

15 Minute Break

2:45 – 3:45 pm SDN Communications – Threat of "Badbox 2.0" and Compromised loT Devices

Presented by:

- Chris Schuette, SDN Network Architect
- Philip Brooks, SDN Managed Services Technician
- Ryan Jackovich, SDN Junior Network Engineer
- Rayn Light: Dakota State University Penetration Tester

Low-cost Android streaming devices, such as SuperBox or generic "unlocked" TV boxes, have become a household staple for consumers seeking free content. However, research reveals these devices are often pre-infected with malware. This presentation breaks down how these devices are enabling sophisticated cyberattacks like the Kimwolf botnet and massive DDoS campaigns. We will explore the dual threat of copyright infringement and network security, share frontline experiences from SDTA members, and discuss the how to best address their use amongst the collective telecommunications networks in South Dakota.

3:45 – 4:15 pm Calix - Embracing AI in Your Experience Journey

Presented by: Chad Mohling

The rapid rise and continuous evolution of AI is promising to redefine operational efficiency and create new customer experiences, impacting every aspect of broadband service delivery. AI technology is cool and astounding, but AI adoption is not about technology – is it people and business transformation that will require changes to executive decision-making and leadership approaches. This session will explore insights from across the broadband service provider community and how leaders are adapting strategies, evolving mindsets, and driving innovation to engage teams and measure the impact in an AI-powered future.

4:15 – 4:45 pm OPEN DISCUSSION – SHARING OF IDEAS
5:00 pm Networking Social: Hosted drinks and light food at Blarney's

Tuesday, April 14 7:30 – 8:00 am Breakfast – provided

8:00 – 9:00 am Office Etiquette - Go along to get along.

9:00 – 12:00 Andy Masters – Creating TRUE Customer Loyalty in the NEW Era of Customer Experience.

Andy illustrates why creating a culture of world-class customer experience is more important NOW than any time in history. Therefore, we must re-evaluate every touchpoint in the customer experience process.

- Interactive brainstorms on improving services through new innovations
- Anticipate challenges and complaints; then plan and prepare accordingly
- Embrace empathy for those served at all times
- Be a light of positivity and solutions, during stressful and turbulent times.
- Manage customer expectations to improve quality, and decrease internal stress
- Increase customer confidence through communication, signage, and social media

Powerful service principles are based on Andy's award-winning book "*Kiss Your Customer*", as he proves that we must "create a transformation from doing a job to creating a bond". Enjoy this timely, interactive, and impactful program which provides critical solutions to serve in today's "high-expectation" world.

12:00 – 1:00 pm Lunch – provided

1:00 – 1:30 pm Regulatory Update by Marlene Bennett, Consortia Consulting

1:30 – 2:30 pm Current Trends: Identity Theft, Fraud, and Cyber Threats

Carrie Kerskie, Kerskie Group, LLC. Fear and confusion often open the door for scammers to succeed. Staying aware is the most effective way to protect yourself from identity theft, fraud, and cybercrime. This session will examine the latest threats, highlight emerging risks for the coming year, and provide practical strategies to keep you safe.

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