



2022 SDTA Annual Meeting

Collaboration, Communication and Connection

(9:30 a.m. – 3:30 p.m. - Guest Program – See Separate Agenda)

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Sunday, August 14

3:00 p.m.

Registration – Front Lobby, Holiday Inn Sioux Falls-City Centre (100 W 8th St, Sioux Falls)

5:00 – 7:00 p.m.

Welcome Social – Starlite Ballroom (Sponsored by JSI)

Monday, August 15

8:00 a.m.

Breakfast with David – Falls Room (Sponsored by David Olson, Financial Advisor, Merrill Lynch)
Join David Olson as he reviews the current trends in investing and gives up-to-date insights!

9:30 a.m.

Welcome – Falls Room

Rod Bowar, President, SDTA Board of Directors

Kara Semmler, Executive Director, SDTA

10:00 a.m.

Keynote – Falls Room

Jeff Butler, Workplace Generation Expert and Technology Speaker, Building an Effective Multigenerational Workplace

The modern-day workplace has four generations working under one roof. Baby Boomers, Generation Xers, Millennials and soon Generation Z all work together to accomplish common



Monday, August 15 (Continued)

organizational goals. But with differences in each of these generation's viewpoints, upbringings, culture, ideas, beliefs and experiences, it is likely to see some tiffs or clashes within the organization. This makes managing four different generations in the workplace an extremely difficult task to accomplish, though not impossible. With the right guidance, support and advice, the task of managing these four generations under one roof is achievable.

In this program about managing four different generations in the workplace, best-selling author Jeff Butler, backed by a decade of psychological research, shares insights about motivations, differences, and communication styles of these four generations. You will learn how organizations across various industries are thriving with a multigenerational workforce and how yours can too. Through this program you'll find specific actionable strategies to manage your cross-generational challenges and turn your multigenerational workforce into a competitive advantage.

10:45 a.m.

Break (Sponsored by Calix)

11:00 a.m.

It's a Mad, Sad, Glad, Rad (Broadband) World – One Person's Perspectives on the Intertwined Chaos of Broadband Funding Opportunities – Falls Room

Dan Caldwell, President, Consortia Consulting

Since the pandemic began, broadband deployment initiatives have evolved and seeped into a myriad of federal and state governmental agencies. Dan will help you sort through the current initiatives in USF funding extensions, Broadband Data Collection efforts, the BEAD program and more.

Noon

Lunch (Sponsored by Blooston Law)

1:30 p.m.

Economic Update – Falls Room

Joe Santos, Ness School of Management and Economics, South Dakota State University

The relatively high rates of inflation the U.S. economy currently experiences are the result of strong demand and weak supply. Since the start of 2022, the Federal Reserve has been determined to restore low and stable inflation, even if doing so instigates a recession. In this presentation, we think about why a central bank must trade-off economic expansion for low and stable inflation, we analyze how the U.S. economy has performed recently, and we consider how the U.S. economy is likely to perform going forward.

Monday, August 15 (Continued)

- 2:00 p.m. **Federal and State Grant Funding Updates – Falls Room**
Peter Rasmussen, CEO, FARR Technologies
Larry Thompson, CEO, Vantage Point
Join Peter and Larry as they discuss federal and state grant funding and how this affects your company. They will provide the latest updates, answer questions and give their thoughts on the future of grants.
- 2:45 p.m. **Break (Sponsored by Finley Engineering)**
- 3:00 p.m. **Your Role in Promoting and Providing Broadband to Inspire South Dakotans to Create Vibrant Community – Falls Room**
Jessica Meyer, Co-founder and CEO of PorchLight
Peggy Schlechter, Community Vitality Field Specialist, South Dakota State University Extension
SDTA members know the important role of broadband in helping our rural communities innovate to create positive change and how broadband is essential in developing and enhancing vibrant rural communities. Learn about community initiatives facilitated by the SDSU Extension Community Vitality program, such as SD Remote Works, which enhances the skills and opportunities for remote workers, and Small Business Basics, which incorporates a session to encourage small businesses to explore innovative ways to use broadband to grow their business. In addition to those initiatives, Peggy and Jessica will share information about PorchLight, an organization they co-founded to focus on developing remote work friendly rural communities, along with connecting job seekers from rural communities with employers. Rural broadband allows rural communities to provide opportunities that may have been previously reserved for more urban areas and allows more choices for people to choose where they want to live and raise a family. You will gather ideas about how your organization can help promote and provide opportunities in your community because of the high quality and high-speed broadband services you provide. You will be challenged to think about the important role you play in these opportunities and the ways your organization can transform the way people in rural communities live and work. By working together, we all provide even greater opportunities for our state.
- 3:45 p.m. **Industry Partners and Workforce Recruitment – Falls Room**
Michael Benjamin, Instructor–Program Director and Instructor of the Wi-Fi & Broadband Technologies Program, Mitchell Technical College
Focus on the importance of partnerships to create and maintain a sustainable workforce utilizing the workforce recruitment program to strengthen the industry. With downsizing, retirements, and ever-evolving technology, access to a skilled workforce is vital. Michael will bring to light what Mitchell Technical College is doing to try and meet this demand.
- 5:30 p.m. **Social Hour – Starlite Ballroom**

Monday, August 15 (Continued)

6:30 p.m.

Annual Banquet, COTEL Auction and Entertainment – Starlite Ballroom (Bar sponsored by Unitel, Banquet sponsored by Eide Bailly, Desserts sponsored by Consortia Consulting, Entertainment sponsored by Innovative Systems and Vantage Point Solutions)

Tuesday, August 16

8:00 a.m.

Breakfast – Falls Room (Sponsored by Telcom Insurance Group)

Presentation by Jerry Weber and Josh Gillen, Innovative Systems

Innovative Systems will provide an update on the state of the streaming video opportunity within South Dakota using the new ABR video headend source from SDN. Innovative Systems will discuss the different components needed, timing, deliverables, and how each Independent Service Provider can provide streaming with their existing video solution.

9:00 a.m.

Making the Most of this Broadband Moment – Falls Room (Introduced by FARR Technologies)

Shirley Bloomfield, CEO, NTCA-The Rural Broadband Association

NTCA and its members worked tirelessly in 2021 to ensure that historic infrastructure investments included support for broadband deployment that will meet consumer and community needs now and into the future. Now the real work begins to deliver on the promise of broadband for all. Hear a federal issues update from NTCA CEO Shirley Bloomfield and learn how NTCA can support you as infrastructure funding is rolled out.

9:45 a.m.

Fiber Homes – Falls Room

Kaleigh Cox, Vice President of Business Development and Content Operations, DxTEL

A quick demonstration of Fiber Homes' software platform will show how to access current information on fiber-to-the-home availability at the address level, for listing and for buying agents at real estate firms throughout the United States. The address information is received directly from Internet service providers across the country that are participants in the platform. In addition to the real estate industry, the service is designed to assist consumers in identifying homes or communities they may be considering for purchase, vacation or long-term rental that are served by fiber.

10:15 a.m.

SDTA Business Meetings – Falls Room

11:00 a.m.

Meeting Concludes

**Please Mark your Calendars for the 2023 SDTA Annual Meeting!
August 20 – 22 at The Lodge in Deadwood**

Thank you for attending!

