

**2012 WTA SPRING MEETING – APRIL 15-18**  
**Hyatt Grand Champions Resort, Indian Wells, CA**  
**“FORE”**

**Sunday, April 15, 2012**

4:00p – 5:00p  
Table Top Set-up  
Desert Vista AB

5:30p  
Board of Directors Dinner

8:00p – 9:00p  
Registration Reception  
Desert Vista AB

**Monday, April 16, 2012**

7:00a – 10:30a  
Registration  
Desert Vista AB

7:00a – 8:00a  
Members Club Room. Enjoy coffee, juice and muffins.  
Desert Vista AB

8:00a – 4:00p  
RUS Meetings By Appointment  
O-Ocotillo

8:00a – 12:00p  
***Opening/General Session I***  
Desert Vista CDE

- Invocation/Pledge of Allegiance – Jack Keen, Former WTA President
- Welcome To California – Brad Veis, Chair, Convention Planning Committee
- Congresswoman Mary Bono Mack (Invited)

8:10a – 9:40a

***“The Champion’s Code”***

The DNA of a champion is rare indeed and the code of honor by which they choose to live is truly unique. Ross Bernstein (Best-Selling sports author & inspirational business speaker) spent five years researching and interviewing more than 500 professional athletes, coaches, referees, umpires and media personalities for his nationally best-selling series of “Code” books, which chronicle the unwritten, unspoken rules in sports. Ross uses that wealth of information to educate, enlighten and entertain his audiences — challenging them to question their own personal and professional principles and values. In his program, Ross identifies more than 100 unique characteristics and traits that are common among champions, which he then ties into poignant stories and life lessons from the world of sports. Ross talks about taking responsibility and about doing things the right way, with respect, to not just survive in the “new economy” — but to thrive in it on your own terms.

9:40a – 10:10a  
Members Club Room. Enjoy soda, water, coffee and snacks.  
Desert Vista AB

10:15a – 11:45a  
***“WTA’s Public Policy Committee”***

Representatives from the WTA Public Policy Committee will discuss the latest policy news from Washington, D.C. including USF and intercarrier compensation reform and other regulatory and legislative issues affecting your business. Featuring Derrick Owens, WTA; Eric Keber, WTA; Gerry Duffy, Blooston, Mordkofsky, Dickens, Duffy & Prendergast; Bob DeBroux, TDS (Co-Chair PPC); and Evelyn Jerden, Lynch Interactive (Co-Chair PPC).

11:45a  
Adjourn

12:30p  
*WTA Scholarship Golf Tournament Registration* - Shot gun start at 1:00p – Indian Wells Golf Resort  
A box lunch will be provided.

8:00p – 10:00p  
*Dessert Reception*  
Verde Vista Terrace & LM Foyer

**Tuesday, April 17, 2012**

7:00a – 8:00a  
Members Club Room. Enjoy coffee, juice and muffins.  
Desert Vista AB

7:00a – 8:00a  
Scholarship Committee Meeting  
By-Laws Committee Meeting  
P-Pinon  
N-Nopales

7:00a – 3:00p  
Registration (closed from 11:30a-1:00p)  
Desert Vista AB

8:00a – 4:00p  
RUS Meetings By Appointment  
O-Ocotillo

8:00a – 12:00p  
***General Session II***  
Desert Vista CDE

8:00a – 8:30a  
***“Update from the Rural Utilities Service (RUS)”***  
Administrator Jonathan Adelstein

8:30a – 9:45a

***“Managing the Millennials: Discover The Core Competencies 4 Managing Today’s Workforce”***

There are 40 million workers under the age of 30 in the workforce. Another 35 million will enter within the next 10 years. RU ready? Featuring Chris Espinoza, Chief Executive Officer of GeNext Consulting.

9:45a – 10:15a

Members Club Room. Enjoy soda, water, coffee and snacks.  
Desert Vista AB

10:15a – 11:15a

***“Finance and Other Best Practices to Consider in a MORE CERTAIN Telecom World”***

Clay Sturgis, Partner Moss Adams, will provide insights into strategies and best practices in a more certain regulatory landscape but a still unsettled economic environment.

11:15a – 12:15p

***“Incubating Success”***

With the help of targeted business assistance, such as broadband, entrepreneurs are better prepared to turn business ideas into successful new ventures with a greater chance of success. Business incubation programs are designed to accelerate the successful development of entrepreneurs that will leave the program financially viable and self-supporting. David Lewis, TCA, Inc. will discuss current incubation studies, best practices and trends, featuring Diane Bradshaw, Direct Communications and Jada Ackerman, Blue Valley Tele-Communications who will discuss specific programs.

12:15p - 1:30p

Lunch on your own

12:15p - 1:30p

*WTA Public Policy Committee Luncheon Meeting.* This meeting is open to WTA telco members only.

P-Pinon

1:30p – 4:30p

***General Session III***

Desert Vista CDE

1:30p – 2:30p

***“How to Live in a Non-Rate of Return Environment and Raising Capital”***

Leo Staurulakis, EVP Chairman, JSI/ISI Capital Advisors, will argue that as we move from the traditional calling party pays structure for exchanging traffic with carriers to a bill & keep structure, the concept of rate of return can no longer be supported. This change in the way ILECs are compensated will affect every aspect of their business including such things as: the rates they have to charge their end users; determining how much they can afford to invest in their network; what their operating structure looks like, etc. How will they make that transition and how will that impact all of the stakeholders in the business? And what about raising capital in an uncertain future? Leo will address all this and more.

2:30p – 3:00p

Members Club Room. Enjoy soda, water, coffee and snacks.  
Desert Vista AB

3:00p – 4:30p

***“Chasing the Dollar”***

This panel, moderated by a representative from Mapcom, will focus on innovative ways in which telcos can find new revenue streams. There are companies across the country having success not only with new technology solutions but also with ventures that are clearly outside the box (ever considered how a DMV license center in your office can drive traffic through the door?). Attendees will walk away with some business opportunities to ponder.

4:30p – 5:30p

WTA Member Telco Reception – By Invitation Only

This reception is for WTA telco members and premier associate member sponsors only.

Desert Vista A/B

Dinner/Evening On Your Own

**Wednesday, April 18, 2012**

7:00a - 8:00a

Members Club Room. Enjoy coffee, juice and muffins.

Desert Vista AB

7:00a – 8:00a

RED Committee Meeting

RUS Committee Meeting

P-Pinon and ?

7:00a – 10:00a

Registration

Desert Vista AB

8:00a - 12:00p

General Session IV/Closing

Desert Vista CDE

8:00a – 8:45a

***“NECA’s Efforts in Implementing the Order”***

Carol Brennan, Vice President – Industry Relations NECA, will provide an update on NECA’s role in the new regulatory world.

8:45a – 9:45a

***“Money Saving Tip 101...How WTA’s Partnership With UNITEL Can Save Your Company Money”***

Mike Reed, Account Executive Benefits Program with UNITEL, will give an update on the ancillary benefit program that could save your company money.

9:45a - 10:00a

Members Club Room. Enjoy soda, water, coffee and snacks.

Desert Vista AB

10:00a – 10:45a

***“Can Your Companies Website Bring in Additional Revenues?”***

Dave Nieuwstraten, Managing Principal, Pivot Group will help you find additional revenues through your companies website.

10:45a – 11:45a

***“Beyond the Demarc: The Revenue Opportunity Inside the Digital Home”***

The home of the future is here today. Not that many years ago, most homes had a few telephones. Today’s home now contains a multi-platform, multimedia communications network. The typical consumer, however, is likely unwilling and unable to manage their home network, and therein lies the opportunity for today’s communications service provider. The service provider is the obvious and preferred source of in-home technical support in the eyes of the subscriber. Best of all, this is a service the subscriber is readily willing to pay for. An increasing number of service providers are taking advantage of this reality and building discrete “geek squads” within their companies. Martin Lanney from Calix will explore this topic.

11:45a

**Conclusion of Fall Meeting**

Join us for WTA’s 2012 Fall Meeting, September 30-October 2, 2012, The Canyons, Park City, Utah!

12:30p – 4:00p

WTA Board of Directors Meeting and Luncheon  
P-Pinon