



Fiber For The New Economy

Ontario, Calif.
October 23 – 25, 2018

Economic Development Conference

Conference Site: *DoubleTree by Hilton Hotel Ontario Airport*

Broadband Communities
MAGAZINE

2018 ECONOMIC DEVELOPMENT
BroadbandCommunities

CITY OF **ONTARIO**
SOUTHERN CALIFORNIA

[HOME](#) [EVENT OVERVIEW](#) [REGISTER!](#) [TRAVEL/HOTEL](#) [EXHIBITORS / SPONSORS](#) [ANNOUNCEMENTS](#)

Who Should Attend?

Attendees from the region and around the country will benefit from the extensive experience of projects in the area.

- Mayors and other Local, State, County, Regional and Federal Officials
- City and Regional Planners
- CIOs
- IT Directors
- Network Managers and Engineers
- Economic Development Professionals
- Policy Managers
- GIS Coordinators
- Utility Executives
- Public Safety Directors
- Educators and Library Administrators
- Housing Officials
- Health Experts
- Independent Telco Leaders
- Investors and Lenders
- Chamber of Commerce and Business Leaders
- Financial Institution Professionals
- Community Anchor Institution Officials
- Electric Cooperative Leaders
- Broadband Champions

Follow Us Here!   



2018 ECONOMIC DEVELOPMENT
BroadbandCommunities

Fiber For The New Economy

Ontario, Calif.

October 23 – 25, 2018

Economic Development Conference

Conference Site: DoubleTree by Hilton Hotel Ontario Airport




[HOME](#)
 [EVENT OVERVIEW](#)
 [REGISTER!](#)
 [TRAVEL/HOTEL](#)
 [EXHIBITORS / SPONSORS](#)
 [ANNOUNCEMENTS](#)

2018 ECONOMIC DEVELOPMENT CONFERENCE

Ontario, California
 October 23-25, 2018

Special Programs
Keynotes/General Session Program
Track 1: Economic Development
Track 2: Economic Development
Track 3: Editor's Choice
Exhibit Hours
Registration Hours

Tuesday, October 23	
8:00 am - 6:00 pm	Registration Open <i>(Empire Ballroom Foyer)</i>
12:00 pm - 6:00 pm	Exhibitor Move In <i>(Grove Ballroom)</i>
12:00 pm - 2:00 pm	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Workshop #1 <i>(Lake Gregory Ballroom)</i></p> <p>Hands-On Financial Modeling For Community Networks</p> <p>Latest Economic Initiatives For Network Builders</p> <p>You may think fiber is a luxury your community or local carrier can't afford. But FTTH has become surprisingly affordable. Before you hire a consultant, do the basic calculations. This hands-on workshop tells you how. Our free, robust, easily modified models guide you. This workshop provides a general overview of all three investor models and two monthly cash flow models, with special emphasis on using the investor models to calculate costs and revenues for communities with multiple business cases over their service areas. All participants receive free copies of the easy-to-customize models, calculation details, manuals, and use cases, all on a convenient, free thumb drive.</p> <p>Presenter: Steve Ross - Corporate Editor-at-Large, Broadband Communities</p> </div> <div style="width: 45%;"> <p>Workshop #2 <i>(Lake Silverwood Ballroom)</i></p> <p>Advanced Broadband Technology 101</p> <p>Everything you need to know about fiber, wireless, 5G and all the technologies that are impacting your community.</p> <p>Presenter: Joanne Hovis - President, CTC Technology & Energy</p> </div> </div>
2:00 pm - 4:00 pm	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Workshop #3 <i>(Lake Gregory Ballroom)</i></p> <p>Creating Converged Networks for FTTH and 5G</p> <p>While every operator and engineer is talking about 5G, few know what these networks will ultimately look like when they are built. The high number of antennas required means operators should no longer consider the planning of wireless and wireline as separate. This workshop will show how to take an integrated approach to designing a 5G deployment.</p> <p>Learning objectives:</p> <ul style="list-style-type: none"> Applications Driving FTTH and 5G Status of FTTH and 5G deployments in North America </div> <div style="width: 45%;"> <p>Workshop #4 <i>(Lake Arrowhead Ballroom)</i></p> <p>Co-Hosted by the American Planning Association Technology Division <i>(AICP Certification Maintenance Credits Will Be Given)</i></p> <div style="display: flex; align-items: center;"> <div> <p>American Planning Association Technology Division</p> <p><i>Making Great Communities Happen</i></p> </div> </div> <p>Planning Smart For Smart Cities</p> <p>Scenario mapping, augmented reality, mobile apps, social media, wiki maps, interactive web-based tools. Join the co-chair of the American Planning Association (APA) Smart Cities and Sustainability Task Force to learn the latest and most effective</p> </div> </div>

	<ul style="list-style-type: none"> • FTTH and 5G technology evolution and projection • Interdependence of FTTH and 5G and the impact on architectures • Overcoming fiber deployment barriers to support FTTH and 5G <p>Presenters: John George - Senior Director of Solutions and Professional Services, OFS Kevin Wynne - Manager, Americas, Comsof (FiberPlanIT)</p>	<p>ways to make your community smarter now – and in the years to come. You’ll learn about:</p> <ul style="list-style-type: none"> • Award winning Smart City applications developed by and for city planners • A “playbook” to plan for the impact of self-driving cars/autonomous vehicles • Integrating Smart City principles into your community’s comprehensive plans • Promoting Smart City readiness through investment in broadband infrastructure • Opportunities for research on the implications of Smart City technologies <p>Plus, an interactive component means participants can learn from each other.</p> <p>Presenter: Kathleen McMahon - Founder, Applied Communication</p>
<p>4:00 pm – 6:00 pm</p>	<p>Workshop #5 <i>(Lake Gregory Ballroom)</i> How to Build and Operate a Municipal Network With the Right Partners From understanding contractors, internal processes and design-to-construction workflow, it’s a lot easier when you’re on all on the same track. The OntarioNet Team offers real-life advice for making a vision become a reality.</p> <p>Presenters: Elliott Ellsworth - Information Technology Director, City of Ontario, Calif. Jimmy Chang - Broadband Operations Director, City of Ontario, Calif. Anna Vaca - Senior Systems Analyst, City of Ontario, Calif. Ron Ivie - Director, IM Services Group, City of Ontario, Calif.</p>	<p>Workshop #6 <i>(Lake Arrowhead Ballroom)</i> Greenlighting Projects: How to Find Funding & Generate Political Will Communities across the nation are realizing that high speed broadband is critical to remaining competitive. But modernizing your digital infrastructure “takes a village” – the community and its major stakeholders. With their support, a project is more apt to be greenlighted. In this interactive session, the nation’s leading specialists in broadband PR and marketing, fiber demand aggregation and broadband economic feasibility share their best advice about generating demand and political will—and finding funding sources that may be hiding in plain sight!</p> <p>Leader: Anthony Bednarczyk, MBA - Executive Engagement Leader, Fujitsu Network Communications</p> <p>Presenters: Isak Finér - Chief Marketing Officer, COS Systems Bob Knight - EVP & Chief Operating Officer, Harrison Edwards, Inc.</p>
<p>2:00 pm – 5:00 pm</p>	<p>CLIC Special Program <i>(Silverwood Ballroom)</i> An Action Plan for Local Internet Choice in 2019 and Beyond</p>	
<p>6:00 pm – 7:30 pm</p>	<p>Welcome Reception - Exhibit Area <i>(Grove Ballroom)</i></p>	
<p>Wednesday, October 24</p>		
<p>7:00 am - 6:00 pm</p>	<p>Registration Open <i>(Empire Ballroom Foyer)</i></p>	
<p>7:30 am – 8:30 am</p>	<p>Continental Breakfast <i>(Grove Ballroom)</i></p>	
<p>8:00 am – 9:30 am</p>	<p>Conference Welcome and Keynote Address <i>(Vineyard/Harvest Ballroom)</i> Welcome to Our City</p> <p>Presenter: Scott Ochoa - City Manager, City of Ontario, California</p> <p>The Ontario Story: Gateway to Southern California Opens Its Doors to Share How It Has Emerged from a Small Farming Town Into a Global E-Commerce Center These panelist will tell you how they are leveraging the city’s municipal gigabit fiber network to fuel sustainable economic growth and social wellbeing. OntarioNet doesn’t just support the data and telecommunication service requirements of the city, it’s enabled the creation of Southern California’s first gigabit community. These city leaders look forward to sharing with you the lessons and best practices they’ve learned as you create your own connectivity strategies.</p> <p>Leader: Masha Zager - Editor-in-Chief, Broadband Communities</p> <p>Presenters: Helen McAlary - Executive Director Community Life & Culture, City of Ontario, Calif. Atif Elkadi - Deputy Executive Director, Ontario International Airport Grant Yee - Administrative Services & Finance Director, City of Ontario, Calif.</p>	

	<p>Kevin Meredith – Co-Founder, The WESEE Collective Vincent McCoy – Director, Inland Empire Small Business Development Center (IESBDC)</p>		
9:40 am – 10:40 am	<p>General Session <i>(Vineyard/Harvest Ballroom)</i> Smart Cities in the Golden State California is at the forefront of the community led broadband movement. Smart and Connected Cities are no longer the wave of the future in the Golden State; they are here. Across Southern California, leading cities—big and small—have begun to pioneer a variety of models to build fiber infrastructure and advance economic development. While broadband-enabled services and applications evolve, the foundational requirement for Smart City strategies is always the underlying infrastructure: fiber that can deliver high-quality, reliable broadband. In this session, Southern California's Smart City leaders will discuss their implementation strategies, best practices, lessons learned, and success stories.</p> <p>Leader: Jeff Reiman – Vice President, Business Strategy, The Broadband Group</p> <p>Presenter: John Keisler – Director of Economic & Property Development, City of Long Beach, Calif. David Graham – Deputy COO, City of San Diego, Calif.</p>		
10:50 am – 11:50 am	<p>Keynote Address <i>(Vineyard/Harvest Ballroom)</i> Our Towns: A Vision for America's Continuing Revitalization Best-selling authors James and Deborah Fallows have been traveling across America in a single-engine airplane, visiting dozens of towns and taking the pulse of an America that is unreported and unobserved by the national media. The America they saw is acutely conscious of its problems - and it is crafting solutions. Come hear their view of the country: It's as complex and contradictory as America itself, but it also reflects the energy, the generosity and the compassion, the dreams and the determination of many who are in the midst of making things better in a country busy remaking itself.</p> <p>Presenters: Jim Fallows - National Correspondent, The Atlantic Monthly Deb Fallows - Writer and Linguist</p>		
11:50 am – 1:10 pm	<p>Exhibit Hall Luncheon <i>(Grove Ballroom)</i></p>		
1:20 pm – 2:10 pm	<p>General Session <i>(Vineyard/Harvest Ballroom)</i> Blue Ribbon Session: Broadband Champions Speak Out Our panel of broadband experts explores the key emerging issues that affect the relationship between high-capacity broadband, economic development, work creation and digital inclusion. Come hear an insightful and provocative debate.</p> <p>Leader: Lev Gonick - CIO, Arizona State University</p> <p>Presenters: Christopher Mitchell - Director, Community Broadband Networks, Institute for Local Self-Reliance Dr. Nicol Turner-Lee - Fellow – Governance Studies, Center for Technology Innovation, Brookings Institution Will Rhinehart – Director of Technology and Innovation Policy, American Action Forum</p>		
	<p>Economic Development Track 1 <i>(Vineyard/Harvest Ballroom)</i></p>	<p>Economic Development Track 2 <i>(Lake Arrowhead Ballroom)</i></p>	<p>Editor's Choice Track 3 <i>(Lake Gregory Ballroom)</i></p>
2:20 pm – 3:10 pm	<p>Funding Fundamentals: Where to Find It Raising sufficient funds is critical to the success of any broadband project. Project developers are increasingly piecing together funding from various sources, some familiar... and some not. This session explores both traditional and new sources of funding for broadband projects that focus on economic development.</p> <p>Leader: Catharine Rice – Project Director, Coalition for Local Internet Choice (CLIC); Consultant – Broadband Matters</p> <p>Presenters: Jase Wilson – CEO & Founder, Neighborly John Windhausen – Executive Director, Schools, Health and Libraries Broadband (SHLB) Coalition Graham Richard – Owner, Graham Richard Associates, LLC Robert Tse – Office of the Assistant Administrator, Telecommunications Program, Rural Development, USDA</p>	<p>Turnaround Communities Communities must constantly ensure that they are poised for long-term success. Sometimes they must fundamentally reinvent themselves. This session will tell the stories of several communities that have done so successfully, with advanced communications capabilities as a critical component of their renewal.</p> <p>Hosted by Next Century Cities</p>  <p>Leader: Deb Socia – Executive Director, Next Century Cities</p> <p>Presenters: Bryon Horn, CISSP, PMP - Chief Information Officer, Information Services Department, City of Fresno, CA Anton D. (Tony) Batalla - Information Technology Manager, City of San Leandro, CA</p>	<p>Healthcare and Broadband Deployment: Powerful Partners Healthcare pumps billions into the economy, and it's frequently the major source of jobs in communities. But seismic shifts in reimbursement are putting this industry at risk. The solution? New, efficient ways to deliver care – from robotic surgery to electronic health records – made possible by robust broadband deployment. This means healthcare can be a strong partner in getting your broadband deployed – and this session shows you how to take advantage of the synergy.</p> <p>Leader: Bob Knight – Executive Vice President & COO, Harrison Edwards Strategic, Inc.</p> <p>Presenter: Craig Settles – President, Gigabit Nation Eric Brown – President, California Telehealth Network; President - OCHIN Broadband Network Services (OBNS) Dr. Javeed Siddiqui, M.D., M.P.H - Co-Founder & Chief Medical Officer, TeleMed2U</p>

		John Nachbar – Town Manager, City of Culver City	
3:10 pm - 3:40 pm	Networking Break - Exhibit Area (Grove Ballroom)		
3:50 pm - 4:40 pm	Editor's Choice (Vineyard/Harvest Ballroom) Building an Entrepreneurial Ecosystem Technology-fueled innovation ecosystems can help enable a range of work, learning and economic benefits for communities. Discover key models for innovation ecosystems – and how communities can start or scale their efforts – at this session. Leader: Gary Bolles - Co-Founder, eParachute; Partner, Charrette LLC; Director – Singularity University's Future of Work Program		
4:50 pm - 5:40 pm	The Emerging Role of Cooperatives in Broadband Deployment Spurred by the New Deal's Rural Electrification Act, electric cooperatives emerged in the 1930s to bring power to the sparsely populated and difficult to serve areas of the country that investor- and publicly-owned electric utilities were choosing not to serve. Today, a growing number of electric, telephone and other cooperatives are stepping forward to play the same role in broadband deployment. This session focuses on the opportunities that cooperatives present... and the challenges they face. Leader: Christopher Mitchell - Director, Community Broadband Networks, Institute for Local Self-Reliance Presenter: Jonathan Chambers – Partner, Conexon Brian O'Hara – Senior Director Regulatory Issues – Broadband & Telecommunications, National Rural Electric Cooperative Association (NRECA)	5G Potential + Small Cell Deployment = Big Questions Does 5G have the potential, as its strongest advocates say, to provide vastly more bandwidth and to enable the U.S. to win the race for global leadership? Or is it just super hype, an economically infeasible marketing myth? Now stir in the new standards from the FCC on deploying small cells -- the wireless infrastructure needed to make 5G possible -- mix that with no standards yet for 5G, and, yes, there are a lot of big questions for our panel of experts to tackle. The goal: to send you home with some answers to "What do I do now?" and "How do I prepare for the future?" Leader: Heather Burnett Gold - CEO, HBG Strategies, LLC Presenter Lisa Youngers - President & CEO, Fiber Broadband Association Angelina Panettieri - Principal Associate for Technology and Communications, Federal Advocacy, National League of Cities (NLC) Gail Karish – Partner, Best Best & Krieger Eric Fitzgerald Reed – Vice President - Entertainment & Tech Policy Public Policy, Law and Security, Verizon	Welcome to the Fiberhood: How Economic Development Needs Are Changing the Real Estate Development Landscape From attracting millennials and a digital workforce to supporting high-density residential and mixed-use development, large developers are discovering installing fiber needs to be part of their business model. Leader: Bob Knight - Executive Vice President & COO, Harrison Edwards Strategic, Inc. Presenter: Dave Bartlett – Vice President, Land, Brookfield Residential Ben Lewis-Ramirez – Business Development Leader, Foresite Group
5:40 pm - 7:45 pm	Cocktail Reception (Grove Ballroom)		
Thursday, October 25			
7:00 am - 5:00 pm	Registration Open (Empire Ballroom Foyer)		
7:30 am - 9:00 am	Continental Breakfast (Grove Ballroom)		
	Economic Development Track 1 (Vineyard/Harvest Ballroom)	Economic Development Track 2 (Lake Arrowhead Ballroom)	
8:00 am - 8:50 am	Stump the Lawyers After a 10-minute rapid-fire update of the latest federal legal/regulatory developments, attendees will have the opportunity to ask the lawyers any questions they may have. From broadband entry to pole attachments to small cell wireless issues, everything is on the table in this fast-paced, interactive, and informative session. Leader: Sean Stokes - Principal, Baller Stokes & Lide PC Casey Lide - Principal, Baller Stokes & Lide PC	New Business Models For Broadband/Economic Development Interest in community-led broadband initiatives is soaring across America, and community leaders are constantly developing creative new business models. This session highlights some of the most interesting and promising. Leader: Joanne Hovis - President, CTC Technology and Energy Presenters: Jeff Christensen – President, EntryPoint, Salt Lake City, Utah (Ammon, Idaho) Mark Feest – General Manager, CC Communications, Churchill County, Nevada Don Patten – General Manager, Monmouth Independence Network (MINET)	
9:00 am - 10:00 am	General Session (Vineyard/Harvest Ballroom)		

	<p>Putting the Partners into Partnership P3s work best when the network provider and the government entity make sure the relationship works. This session features several successful P3 "teams," speaking on challenges and how a good relationship works for them.</p> <p>Leader: Jory Wolf - Vice President Digital Innovation, Magellan Advisor</p> <p>Presenters: Nick Keeler - President, Inyo and OntarioNet Partner Jason Misicka - Director of Sales, MOX Networks Michele Williams - Chief Information Officer, City of Culver City, Calif. Dan Sivils - Chief Operating Officer, Isofusion and Issaquah Highlands Partner Frank Pineau - General Manager, Highlands Fiber Network, Issaquah, Washington</p>	
10:10 am - 11:10 am	<p>General Session <i>(Vineyard/Harvest Ballroom)</i></p> <p>Closing the Digital Divide: Making the Argument for Government Intervention Access to high-speed internet is essential for full participation in the civic, economic and education systems of modern life. Yet approximately 30% of Californians lack meaningful internet access. Our speaker, a former member of the California State Legislature and currently a Senior Policy Fellow at UC Riverside School of Public Policy, makes the case that's there's not only economic benefits to expanding access, there's historical precedence for government investment in utility infrastructure, from the Erie Canal to BTOP.</p> <p>Leader: Hon. Lloyd Levine (ret.) - Senior Policy Fellow, University of California Riverside</p>	
11:10 am - 12:10 pm	<p>Exhibit Hall Open / Networking Break <i>(Grove Ballroom)</i></p>	
12:20 pm - 1:20 pm	<p>Lunch Activities / Keynote Address <i>(Vineyard/Harvest Ballroom)</i></p>	
1:30 pm - 2:20pm	<p>Solowork: New Model for Creating Jobs in Communities of Any Size and Economic Situation The freelance workforce has grown three times faster than the overall U.S. workforce since 2014. It's one thing to observe this phenomenon, but developing a practical program to procure these workers for out-of-state employers is another. This session highlights one such program.</p> <p>Leader: Diane Kruse - CEO, NEO Connect</p> <p>Presenter: Mark Lautman, CECD - Founding Member, The Community Economics Lab Brian Watson - Director of Community Development, Proximity Space Paul Hamrick - Interim Executive Director, The Community Economic Lab</p>	<p>Regional Broadband Networks and Economic Development You'll learn about the direct consequences of introducing significant broadband infrastructure into underserved rural areas from these regional networks that are making a difference.</p> <p>Leader: Joaquin Alvarado - Founder, StudioToBe</p> <p>Presenters: Michael Sherman - Director, Sun Corridor Network Claire Ward - Marketing & Communications Manager, NoaNet David Espinoza, Ph.D. - NECCC & UCCC Manager, Broadband Specialist, California State University - Chico</p>
2:30 pm - 3:20 pm	<p>General Session <i>(Vineyard/Harvest Ballroom)</i></p> <p>Pulling It All Together Communities today face a bewildering array of opportunities, challenges, issues and choices: How can they acquire the best mix of fiber and wireless? How do they choose between local and regional initiatives? How do they make the most of public-private partnership opportunities. What can Smart Cities programs do for them? Our deeply experienced and knowledgeable experts on how adaptive communities can determine what's best for them begin with the premise that you must start with a high-quality, fiber-optic infrastructure and then explore the questions - and the answers.</p> <p>Leader: Jim Baller - President, Baller Stokes & Lide</p> <p>Presenters: Bill Cune - Vice-President Network Architecture, Corning Joanne Hovis - President, CTC Technology & Energy Nate Rosenberg - Vice President of Business Strategy, The Broadband Group Jory Wolf - Vice President Digital Innovation, Magellan Advisors</p>	
1:00 pm - 3:00 pm	<p>Exhibitor Move Out <i>(Grove Ballroom)</i></p>	

