

## BMMA 2022 Fall Workshop Agenda

The Hotel Captain Cook | 939 W 5th Ave | Anchorage, AK 99501

~ A Special Thanks to Our Event Sponsors ~



### Tuesday, August 9, 2022

8:00 a.m. *Networking Breakfast*

9:00 Board bus for MTA MSC facility in Wasilla, AK

10:15 Arrive MTA MSC

10:30 Welcome & Introductions

11:00 Keynote Address

11:30 State of the BMMA

12:00 *Networking Lunch*

*Changing Market Dynamics*

1:00 Competitive Threats Strategic Analysis - LEO, 5G, Cable

1:30 ACP & Other Govt. Grant Projects

2:00 Increasing Market Share: New Market & Fiber Expansion Panel

2:45 *Break*

2:50 Increasing Market Share: Deeper Dive Breakout Session

3:30 Breakout Session Readouts

4:15 End of Day 1 Wrap-up & board bus

6:00 – 7:00 *Networking Reception*

### Wednesday, August 10, 2022

8:00 a.m. *Networking Breakfast*

*HSI Marketing*

9:00 Leveraging predictive analytics and AI to reduce churn & drive business decisions

9:30 Email Marketing: platforms, campaigns, etc.

10:00 Sales Enablement Programs Panel

10:45 *Break*

*HSI Product & Strategy*

11:00 Premium managed WiFi

11:30 Multi-Gig Strategies & Tactics Panel

12:00 *Networking Lunch*

1:00 Security as an Imperative for Smart Home Devices

1:30 Value Added Services - What's Next?

2:00 BMMA SMB Benchmarking Highlights

2:30 Work@Home / Learn@Home Packages Roundtable

3:15 *Break*

3:30 Gaming and eSports Learnings

4:00 Broadband Issues Roundtable

4:45 Day 2 Wrap Up

5:30 – 7:00 *Networking Reception*

### Thursday, August 11, 2022

8:00 a.m. *Networking Breakfast*

8:45 Depart for AK RR Train Station

10:30 Networking Bingo - Small Group Topical Discussions

12:05 Arrive Whittier AK - Board Glacier Quest Cruise

1:00 Glacier Quest Cruise Departs

*Lunch Served on board ship*

4:45 Glacier Quest Returns to Whittier

6:15 Board Glacier Discovery Train for return to Anchorage

9:15 p.m. Arrive Anchorage – End of Workshop

### MTA's Member Services Center

*Captain Cook - Quadrant Room*

Bus departs to MTA's MSC at 9:15

Ellis Hill, BMMA

Michael Burke, MTA CEO

BMMA Co-Chairs

*MTA Member Services Center*

Patrick Moreno, Zyxel

Brandon Laufenberg, TDS

N. Gray, Calix (Mod); K. Youngren, MTA;

A. Pieroni, Kinetic; A. Armstrong, BVT

Panelists Lead 4 Groups

All

Bus departs @ 4:30 from MTA back to CC Hotel

*Captain Cook Club Room 1*

### Captain Cook – Aft Deck

*Quadrant Room*

Chris Muellenbach, Calix

Jenny Green, Pivot

C. Steadman, F-Secure (Mod) + K. Boudreau,

Kinetic; K. Nash, MTA; J. Winston, altafiber

Brandon Laufenberg, TDS

A. Pieroni (mod); B. Ragsdale, Kinetic; B.

Laufenberg, TDS; P. Moreno, Zyxel

*Club Room 1*

Brian Murray, F-Secure

Naylor Gray, Calix; Perry Roach, Netsweeper

Stan Romero, BMMA

K. Youngren, MTA & K. Bindel, TDS

Alex Medvedev, MTA

Stan Romero, BMMA

Stan Romero, BMMA

*Club Room 1*

*Quadrant Room*

Glacier Discovery Train Departs at 9:45

Moderator - Kerry Youngren, MTA

Ellis Hill, BMMA