



2010 Business & Technical Conference October 12-14

***GET
SMART***
**EDUCATION
SYMPOSIUM**



Myrtle Beach Marriott Resort and Spa at Grande Dunes
Myrtle Beach, South Carolina

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“UNITE THE CARRIERS CAMPAIGN!”

RCA wants more Carrier Members, and we need your help! Do you know someone that is not an RCA Member but should be? Please let us know! Send us an email or give us a call at (800) 722-1872! Rewards will be given to individuals or companies that successfully bring in a new Carrier Member. The newly recruited member will receive the reward or discount as well. Working together, we can achieve success!

AGENDA

Tuesday, October 12

Noon – 4 p.m.
Board Meeting

1 – 4 p.m.
Tabletop Display Set-up

1 – 5 p.m.
Registration

5-5:30 p.m.
Business & Technical Committee Meeting

5:30 – 7 p.m
Reception (Tabletop Displays)

Co-sponsored by Huawei Technologies



HUAWEI

Co-sponsored by Syniverse Technologies



Wednesday, October 13

7:30 a.m. – 5 p.m.
Registration

7:30 – 8:15 a.m.
Continental Breakfast

Wednesday, October 13 - continued

8:30 – 8:45 a.m.

Welcome and Introduction of Yankee Group

Steven K. Berry, RCA President & CEO

8:45 – 9:45 a.m.

General Session

New Growth Opportunities for Rural Carriers

With AT&T and Verizon battling each other with billion dollar ad budgets and armies of retail sales people, do rural carriers still stand a chance of winning the hearts and dollars of U.S. consumers? Yankee Group believes that they do. Despite the recession, Yankee Group survey data shows that the average U.S. consumer still spends \$185 per month on communications services. Despite this relatively high level of spending, consumers are still willing to spend money on communications, provided that operators provide the right offers. The big question is, what are the right offers? In this presentation, Carl Howe, Director of Anywhere Consumer Research for Yankee Group, will give RCA members insights into what consumers want from rural carriers and how they can sell successfully against national brands. Using recent research derived from Yankee Group's survey data from more than 15,000 consumers, he'll discuss:

- Where do consumers spend the most on communications services?
- What service bundles are most popular with consumers?
- How do rural consumers buy services differently from their urban counterparts?
- What types of services do rural operators need to be competitive?
- Why consumers continue to choose rural carriers instead of the big four?
- How rural carriers can successfully compete against the nationals?
- What new business models are allowing operators to make more money today?

The answers to these questions will help operators win the battle for tomorrow's Anywhere consumer. Don't miss this event!

Carl Howe, Director of Anywhere Consumer Research, Yankee Group

9:45 – 10 a.m.

Break

10 – 11 a.m.

Breakout Sessions

1. Fixed Mobile Convergence – A Case Study

This session will present a case study of an actual Fixed Mobile Convergence (FMC) deployment. In addition to learning about FMC, you will also learn about the impact of the FMC deployment on key parameters and metrics including:

- How much traffic is displaced by wireless from wireline
- How to use FMC as a defense for combating churn
- How much traffic is displaced from wireless to wireline
- Market Segmentation – Who buys the service?
- ***Bryan Stanley, Director of Strategic Initiatives, PC Management***

2. The Amazing Race of Mobile Marketing

Just like the show, it takes teamwork throughout your company to get to the end product. Social Media and shortcodes need a plan. There are decisions (which content provider), adventures (creating special promos), and even speed bumps (text only once, not as many times as you can). After a successful campaign, the reward is revenue!

- ***Pam Craig, Intercarrier/Network Support, IV Cellular***
- ***Janet Kornas, Strategic Marketing & Sales, Illinois Valley Cellular***

11:15 a.m. – 1:30 p.m.

Luncheon (Tabletop Displays)

1:30 – 2:30 p.m.

Breakout Sessions

1. Managing Applications and Services over IP

This Session will provide information about how video streaming and applications will impact network performance. Learn what carriers will need to do in order to remain competitive and manage the increased demand for wireless data services.

- ***Karri Kuoppamaki, Head of Technology; North America Sub-Region, Nokia Siemens Networks***

Wednesday, October 13 - continued

1:30 – 2:30 p.m.

Breakout Sessions continued

2. Data Strategies

In this appealing session, you will learn what data services your customers want and what they are willing to pay for them. Valuable marketing research will be presented that will help you drive your data sales. Then listen, from a carrier perspective, on how to build a successful data marketing campaign. You are sure to take away information and ideas you can utilize to capitalize on your data investments.

- *Allison Cerra, Vice President Marketing Americas Region, Alcatel-Lucent*
- *Corrina Hudsonpillar, Marketing and Public Relations Supervisor, Nex-Tech Wireless, LLC*

3. Wireless Financial Update

This panel will provide participants with information on recent trends in the wireless industry related to wireless metrics, and recent merger and acquisition activities. Panelists will present their analysis of the state of the industry and what this might mean to rural wireless carriers.

- *Bruce Falkenberg, Founder & President, Falkenberg Capital*
- *Kevin Reidy, Managing Director, RBC Capital Markets, RBC Daniels*
- *Scott Soden, Managing Partner, Alpina Capital*

2:30 – 2:45 p.m.

Break

Be Seen - Become a Sponsor!

Is your company interested in sponsoring the 2010 Business & Technical Conference? We have many opportunities available! Just check the appropriate box when registering and be sure the company name is printed as it should appear in the promotional materials. Sponsorship of \$750 or more allows your company one tabletop display. You must be registered for the Conference to receive a tabletop display. Space is limited - first come, first serve.

Interested in event or other sponsorships? Contact Pat Holder at patholder@austin.rr.com or (512) 349-7470.

2:45 – 3:45 p.m.

Breakout Sessions

1. Harmful Interference Of Wireless Networks

Mobile wireless networks are rapidly growing and changing. With limited spectrum and new technologies and devices being deployed on an almost daily basis, interference has increased and its impact has become more critical than ever. In today's operating environment, this can result in degraded network quality, lost calls, reduced revenue and poor customer retention in a much larger area than has been the case historically. This session will discuss different types of interference, the impact from interference, as well as the tools and methods to find and overcome this burdensome enemy of your bottom line.

- *Jonathan Reeves, President, JDR Telecom Solutions, LLC*

2. Android Devices - How Do They Fit In?

This presentation will discuss Android and other operating systems, exploring perception vs. reality as well as the advantages and challenges of the new Android phone. We will also discuss the applications and the impact that this new group of devices has on RCA member companies.

- *Jeff Cook, Product Manager, Emerging Devices, Cellular South*

3. Going Green

As consumers are increasingly aware of today's environmental issues, there is a growing demand for businesses to adopt sustainable practices. The benefits of going green can reach far beyond customer satisfaction; your bottom-line can also be positively affected. In this session, you will hear how Cellcom activated the midwest's first self-sufficient cell site. You will learn how OSG Billing Services' go green philosophy has benefited employees and customers. And you will hear first hand how Nexlink Communications, a handset recycler implemented their *eco-friendly initiatives*.

- *Steve Cosgrove, Co-Founder & Vice President of Sales and Marketing, Nexlink Communications*
- *Cellcom Representative*
- *OSG Billing Services Representative*

3:45 – 4 p.m.

Break

Wednesday, October 13 - continued

4 – 5 p.m.

Breakout Sessions

1. In-Building Applications – How to Differentiate Your Service

Explosive growth in voice and data usage coupled with high market penetration rates means customers want to use their devices in more places than ever. What should you do now? Understanding your market and the venues important to your customers, will keep you ahead of the competition and help you retain your customers longer. Shopping malls, campus environments, casinos, major account locations are just some of the venues where your service can be a differentiating factor. Often times, you will be asked to accommodate a public safety or land mobile requirement as well, which can be handled more easily than expected. This session will explore how to address these types of venues, utilizing various technologies including indoor Distributed Antenna Systems (DAS), Bi-Directional Amplifiers (BDAs) and Femto cell technology. Each technology has specific venues where it fits best. Some areas can even benefit from outdoor DAS applications such as hard to cover high traffic roads through parks and state lands. Walk away from this session with knowledge of industry best practices and gain an understanding of which technologies are best suited to match your business needs.

- *Dominic Villecco, President & Founder, V-COMM, L.L.C., Moderator*
- *Tom Cooper, Global Sales Manager, Fiber-Span Corporation*

2. Creating Applications – Enablement

How do we find our marketing targets when thinking about applications for devices, including the new Android devices? Learn what kind of applications to set up for your customer base and what other carriers are doing today.

- *Speakers TBA*

3. Opening the Doors of Customer Communication: Making the Most of a Multi-Channel Customer Access Strategy

Customers are knocking on our doors in many different ways—face-to-face visits, telephone calls, website hits, live chat sessions, texts, emails, and more. In this session, you will hear about how nTelos, Cellular South, and Cellcom have expanded their customer communications channels to fit the needs of an increasingly diverse customer base who is demanding to connect with their preferred mode of communication. In addition, attendees will be offered a post-conference learning experience by The Call Center School. The 90-minute web seminar, Top Ten Communications Touchpoints, is a primer on top telephone etiquette essentials and word selections to enhance the communications with your customers (to be held Thursday, October 28 at 10am central time).

- *David Coats, Vice President – Customer Care, nTelos*
- *Diane Johnson, Director of Customer Service, Cellcom*
- *Jeff Richardson, Director of Customer Advocacy, Cellular South*

5:15 – 7:15 p.m.

Reception (Tabletop Displays)

Co-sponsored by Interop Technologies



Thursday, October 14

7:30 a.m. – 4 p.m.

Registration

7:30 – 8 a.m.

Continental Breakfast

Thursday, October 14 - continued

8 – 9 a.m.

General Session

National Broadband Plan and Universal Service Fund Restructuring

The Federal Communications Commission set forth an ambitious agenda when it released its National Broadband Plan in March of this year. Expecting almost 60 proceedings from the FCC as a result of the Plan, RCA anticipates a busy year in Washington as it continues its advocacy drive on behalf of all members. In this session, RCA and members of its Washington Reps Group will discuss issues set forth in the Plan including discussions on 700 MHz spectrum; data roaming; restructuring of USF; public safety and the D block; and E9-1-1 and CMAST location requirements.

- *Rebecca Thompson, General Counsel, RCA, Moderator*
- *Tim Donovan, Director of Legislative Affairs, RCA, Moderator*
- *Eric Graham, Vice President, Strategic and Government Relations, Cellular South, Inc.*
- *Michael Rosenthal, Director of Legal & External Affairs, SouthenLINC Wireless*
- *Grant Spellmeyer, Senior Director of Legislative & Regulatory Affairs, U.S. Cellular*

9 – 9:15 a.m.

Break

9:15 – 10:15 a.m.

General Session

Next Generation Technologies – Challenge or Opportunity?

How will you implement and maximize Next Generation Technologies with limited resources now to be competitive in rural, regional markets? 4G/LTE, roaming hub, managed services, getting “best in class” services at the right price on your own network, etc. Hear two of the world’s “best in class” service companies, Syniverse Technologies and Transaction Network Services (TNS), discuss solutions to address every carrier’s challenge – staying competitive in the future marketplace.

- *Steven K. Berry, President & CEO, RCA, Moderator*
- *Mike Keegan, Chief Operating Officer, TNS*
- *David Wasserman, Vice President-Sales, Syniverse Technologies*

10:15 – 10:30 a.m.

Break

10:30 – 11:30 a.m.

Breakout Sessions

1. Managing Fat Pipe

Mobile carriers looking to increase customer satisfaction, improve operational efficiency, and reduce OPEX costs associated with customer care should consider an end-to-end solution that allows carriers to leverage the network, service and application intelligence in their networks to quickly triage, troubleshoot and resolve customer issues with mobile devices.

- *Greg Owens, Director, Solutions Incubation, Alcatel-Lucent*

2. Website Marketing for Customer Gain and Retention

How you utilize your website is up to you but it takes work to effectively attract new customers and retain your current customer base. This session will cover marketing strategies to do just that.

- *Jennifer Dlugozima, VP of Interactive Marketing, eSecuritel*
- *Kale Sligh, Marketing Manager: Web & Technology, Cellular South*

3. Alternate Sources of Revenue – Increasing ARPU

Panel Discussion

Today's competitive market requires carriers to find new, creative, incremental and diverse sources of revenue. In this session we will not only learn how to select and market these services and features, but also how to promote the products within your company and encourage sales and customer service representatives to up-sell these to your customers.

- *Speakers TBA*

11:30 a.m. – 1:15 p.m.

Luncheon



Thursday, October 14 - continued

1:30 – 2:30 p.m.

Breakout Sessions

1. 4G Overview & Updates – Rural Carriers' LTE and WiMax Options

What will it take to deploy future 4G technologies and services? Is it enough to have 700 MHz, or do your spectrum bands need to align with nationwide carriers? What do you need to know about infrastructure and handset availability? Does choosing fixed WiMax services make a better business case? Learn about rural carriers' 4G technology options and what must be considered for future deployments.

- **Amit Patel, CTO, National Accounts, Alcatel-Lucent**

2. Advertising to Reach Today's Customer

Advertising should play an important role in every company's marketing plan. But, as technology and communication strategies have changed, so has advertising. This session will cover the critical business function that your advertising should embrace in today's shifting market. We will also view the finalists and announce the winners of the Successful Advertising Campaigns during the session.

- **Shannon Seastead, Director of Marketing, OSG Billing Services**

3. New Accounting & Tax Updates

This session will provide participants with information regarding recently issued accounting standards impacting the preparation and presentation of wireless financial statements. Recent standards impacting the audit of financial statements will also be covered. New tax provisions impacting wireless carriers, including the recent guidance on 2009 stimulus act provisions will be presented. A portion of the session will be devoted to questions and answers. NASBA certified CPE credits will be available for this session.

- **Bruce Hoehne CPA, Partner, Kiesling Associates LLP**

2:30 – 2:45 p.m.

Break

2:45 – 3:45 p.m.

Roundtable Discussions

These separate sessions will be “roundtable” discussions where participants will pick up tips and tricks from other carrier members. Each carrier attendee will be asked to complete and drop off at the registration desk a 3 x 5 card on ideas that you are interested in learning about or that your company is doing for success. We will have three (3) separate rooms for these learning discussion groups - Technical, Business/Marketing and Finance. Fill out the discussion card and be prepared to learn from others - just like you.

Accounting & Finance

This interactive session will provide participants with the opportunity to “get the answers” to those burning everyday accounting and finance questions they encounter in their accounting roles at rural wireless carriers. Participants will be asked to share their solutions to these topics from their own experience as a finance professional. The session will be moderated by wireless carrier accounting and finance professionals and a CPA.

Moderators

- *Anne Miller, Accounting Manager, Golden State Cellular*
- *Bruce Hoehne, CPA, Partner, Kiesling Associates LLP*
- *Additional Moderators TBD*

Business & Marketing

This session will cover business development and marketing topics. Participants should come prepared to share ways in which their companies have been successful expanding their businesses and ideas for attracting new customers.

- *Moderator TBA*

Technical

Participants in this session will discuss technical aspects of the wireless industry. The rapidly changing technological landscape presents numerous opportunities for discussion on subjects such as LTE and Next Generation technologies. All ideas, suggestions and success stories are welcome in this session.

- *Moderator TBA*

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RCA 2010

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LOCATION INFORMATION



Hotel Information

Marriott Resort & Spa at Grand Dunes
8400 Costa Verde Drive
Myrtle Beach, SC 29572
Phone Reservations: 800/228-9290
For online reservations visit www.rca-usa.org
Single/Double: \$159.00
Check-in Time – 4 p.m.
Check-out Time – 11 a.m.

Make your reservations by **September 16, 2010** to ensure the special rates and availability. Be sure to mention the Rural Cellular Association.

Self parking is complimentary (attendees must book under the group block to receive complimentary parking) and valet parking is approximately \$20/day.

Transportation

Taxi service is available to/from Myrtle Beach International Airport for approximately \$30.00 each way. Rental car agencies are located at the airport.

RCA Excellence in Marketing Awards

Call for Entries! The RCA Business and Technical Committee is accepting entries for the Annual Excellence in Marketing Awards, held during the Business and Technical Conference. All conference attendees will help select the award winners this year! The winning submissions will be announced in each category during the session “Advertising to Reach Today’s Customers” at 1:30 on Thursday, October 14, 2010.

Please submit your advertising successes from the past 12 months in the following categories – limit one entry per category:

Print – newspaper and magazines • Direct Mail
Billboards • Miscellaneous (inserts, collateral, newsletters, etc.)

Radio and TV ads from carrier members will be accepted and compiled for presentation at the session but they will not be included with the judging entries since it is very difficult for everyone to be able to view/listen to them for voting.

Please submit all entries for the marketing awards to Janice Wiese, Business & Technical Committee Co-Chair, jkwiese@ptci.com. Questions? Contact Janice at 405-375-0239.

Deadline for submittals is August 31, 2010.

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SAVE THE DATE!
19th Annual
Convention & Exhibition
April 17 - 20, 2011
MGM Grand Hotel & Casino
Las Vegas, Nevada



REGISTER TODAY!

Online registration is available at www.rca-usa.org. If registering by mail, please provide one registration form for each attendee and mail completed forms to Rural Cellular Association, 805 15th St., NW, Suite 401, Washington, DC 20005. To ensure enrollment, form and payment must be received at the RCA office by **September 16, 2010**. Cancellation policy: No refunds after **September 16, 2010**, however, substitutions will be permitted.

Name (to be used on badge) _____

Title _____

Spouse/Guest (if attending) _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Sponsorship

- Platinum (\$2000)
- Gold (\$1500)
- Silver (\$1000)
- Bronze (\$750)

Sponsorship of \$750 or more allows your company one tabletop display. You must be registered for the Conference to receive a tabletop display. Space is limited - first come, first serve. Would your company like to participate in the tabletop display?

Yes No

Interested in event or other sponsorships?
Contact Pat Holder at patholder@austin.rr.com
or (512) 349-7470.

Method of Payment

- Check enclosed payable
to Rural Cellular Association
- VISA MasterCard
- AMEX Discover

Card # _____ Expiration Date _____

Name on Card _____

Credit Card Billing Address _____

Signature _____

Registration Fees

	Prior to 9/16/10	After 9/16/10
Member (1-3 company registrants - fee per person)	<input type="checkbox"/> \$495	<input type="checkbox"/> \$595
Member (4 or more company registrants - fee per person)	<input type="checkbox"/> \$395	<input type="checkbox"/> \$495
Non-Member (1-3 company registrants - fee per person)	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795
Non-Member (4 or more company registrants - fee per person)	<input type="checkbox"/> \$595	<input type="checkbox"/> \$695
Spouse	<input type="checkbox"/> \$195	<input type="checkbox"/> \$195

Amounts Enclosed:

Registration Fees \$ _____

Sponsorship \$ _____

TOTAL \$ _____



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**EDUCATION
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