

co-ops connect

FIBER BROADBAND WORKSHOP 2023

WORKSHOP AGENDA

Building a brighter future
with broadband



November 6-8, 2023

Sawgrass Marriott Golf Resort & Spa
Ponte Vedra Beach, Florida

PRE-EVENT

Monday, November 6

12:30–5:30 PM Co-ops Connect 2023 Golf Round at TPC Sawgrass Dye's Valley Course (18 Holes)

6:00–7:30 PM Welcome Reception & Workshop Check-In

DAY 1 | 8:00 AM–5:30 PM

Tuesday, November 7

7:00–8:00 AM **BREAKFAST**

Heritage CDE

8:00–8:30 AM **WELCOME AND OPENING REMARKS**

Masters Ballroom E **Jonathan Chambers**, Partner, Conexon

8:30–9:45 AM **PANEL**
Masters Ballroom E **Gaining Traction in Competitive Markets: Overcoming the Pain of Change**

Moderator

Randy Klindt, Founding Partner, Conexon, and CEO, Conexon Connect

Panelists

Jim Bagley, United Electric Cooperative (MO)

Mark Cook, Cumberland Electric Membership Corporation (TN)

David Goodspeed, Oklahoma Electric Cooperative (OK)

Gary Highley, Canadian Valley Electric Cooperative (OK)

Kerry Kelton, MidSouth Electric Co-op (TX)

Ben Thomason, Central Georgia Electric Membership Corporation (GA)

9:45–10:45 AM **PANEL**
Masters Ballroom E **Correcting the Course: Broadband Lessons From Trial and Error**

Moderator

Carl Meyerhoefer, SVP, Business Development

Panelists

Ron Barnes, Coast Electric Power Association (MS)

Randy Carroll, East Mississippi Electric Power Association (MS)

Hunter Robinson, Central Rural Electric Cooperative (OK)

Tim Smith, East Central Oklahoma Electric Cooperative (OK)

10:45–11:00 AM **Networking Break** (panelists available for Q&A)
Masters Ballroom Foyer



11:00–11:45 AM

Masters Ballroom E

PANEL

From the Ground Up: The Fundamentals of Fiber Construction and Design

Moderator

Randy Klindt, Founding Partner, Conexon, and CEO, Conexon Connect

Panelists

Jarrod Campbell, Osage Valley Electric Cooperative (MO)

Denny George, Central Florida Electric Cooperative (FL)

John Gilmore, Construction Project Director, Conexon

Joe Torres, Oklahoma Electric Cooperative (OK)

11:45–12:30 PM

Masters Ballroom E

PANEL

Smart Grid

Moderator

Carl Meyerhoefer, SVP, Business Development

Panelists

Herschel Arant, Central Georgia Electric Membership Corporation (GA)

Aaron Bradshaw, Co-Mo Electric Cooperative (MO)

Tim Lindahl, Kenergy Corp (KY)

Colby Wells, South Central Arkansas Electric Cooperative (AR)

12:30–1:30 PM

Cascades Deck & Lawn

Lunch

1:30–2:30 PM

Masters Ballroom ABCD

ROUND TABLES

Construction & Design—Jeff Fincannon & Mike Byrne

Smart Grid—Carl Meyerhoefer

Funding and Grants—Jonathan Chambers

Operations—David Girvan & Andy Burger

2:30–3:15 PM

Masters Ballroom E

PANEL

Disaster Recovery Efforts

Moderator

Randy Klindt, Founding Partner, Conexon, and CEO, Conexon Connect

Panelists

Denny George, Central Florida Electric Cooperative (FL)

Julius Hackett, Tri-County Electric Cooperative (FL)

Michael McWaters, Suwannee Valley Electric Cooperative (FL)

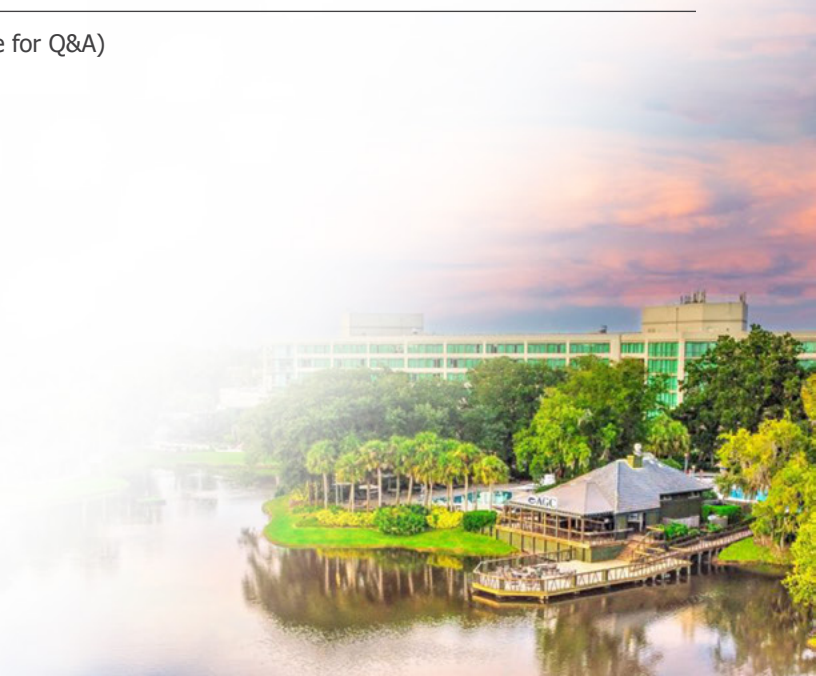
Ronnie McWhorter, Conexon Construction Project Director

Joe Torres, Oklahoma Electric Cooperative (OK)

3:15–3:30 PM

Masters Ballroom Foyer

Networking Break (panelists available for Q&A)



3:30–4:30 PM

Masters Ballroom E

PANEL

Take Rate Triumphs: Targeted Marketing That Gets Results – Fast!

Moderator

Abby Carere, SVP Sales, Marketing and Account Management

Panelists

Kaitlyn Bonds, Cumberland Electric Membership Corporation (TN)

Morgan Enriquez, MidSouth Electric Co-op (TX)

Michael Kirkland, Petit Jean Electric Cooperative (AR)

Tommy Thurmond, Habersham Electric Membership Corporation (GA)

Kayla Wade, Oklahoma Electric Cooperative (OK)

4:30–5:00 PM

Masters Ballroom E

PANEL

Nurturing Customer Engagement: The Role of Member Services

Moderator

David Girvan, VP Operations, Conexon Connect

Panelists

Randall Abel, North East Mississippi Electric Power Association (MS)

Aaron Ash, Sac Osage Electric Cooperative (MO)

Melissa Gay, Central Virginia Electric Cooperative (VA)

Sean Vanslyke, SEMO Electric Cooperative (MO)

5:00–5:30 PM

Masters Ballroom E

PANEL

Skyrocketing Commercial Sales with Small Business and Beyond

Moderator

Abby Carere, SVP Sales, Marketing and Account Management

Panelists

Jennifer Brown, Cumberland Electric Membership Corporation (TN)

Darren Farnan, United Electric Cooperative (MO)

Michelle Hohlier, Oklahoma Electric Cooperative (OK)

Kip Tibbitts, Sales Director, Conexon Connect

5:30 PM

Masters Ballroom E

Day 1 Wrap-up and Networking (panelists available for Q&A)

6:30–8:30 PM

Cascades Deck & Lawn

Networking Reception



DAY 2 | 8:00 AM–12:15 PM

Wednesday, November 8

7:00–8:00 AM BREAKFAST

Heritage CDE

NEW! Broadband Beginner Track

8:00–8:30 AM

Masters Ballroom E

PANEL

Feasibility Studies and Business Planning

Moderator

Carl Meyerhoefer, SVP, Business Development

Panelists

Jeff Brewington, Glades Electric Cooperative (FL)

Jeff Churchwell, Northeast Louisiana Power Cooperative (LA)

Timothy Johnson, Otsego Electric Cooperative (NY)

Juli Orme, Cookson Hills Electric Cooperative (OK)

8:30–9:00 AM

Masters Ballroom E

PANEL

Success Is Not One Size Fits All: Choosing the Right Broadband Model for Your Co-op

Moderator

Randy Klindt, Founding Partner, Conexon, and CEO, Conexon Connect

Panelists

Julius Hackett, Tri-County Electric Cooperative (FL)

Michael McWaters, Suwannee Valley Electric Cooperative (FL)

Gary Miller, GreyStone Power Corporation (GA)

Romeo Reyes, Satilla Regional Electric Membership Corporation (GA)

9:00–9:15 AM

Masters Ballroom Foyer

Networking Break (panelists available for Q&A)

9:15–10:30 AM

Masters Ballroom E

PANEL

Leveraging Every Opportunity: The Future of Funding

Speakers

Jonathan Chambers, Partner, Conexon

Mike Byrne, SVP, Information Systems

Gary Wood, Central Virginia Electric Cooperative (VA)

10:30–10:45 AM

Masters Ballroom Foyer

Networking Break (panelists available for Q&A)

10:45–12:00 PM

Masters Ballroom ABCD

ROUND TABLES

Marketing and PR—Cindy Parks & Chesley Vague

Member Services—David Girvan

Commercial Sales—Kip Tibbitts & Abby Carere

NOC, Engineering and Call Center—Andy Burger

Regulatory and Compliance—Terie Hannay

12:00–12:15 PM

Masters Ballroom ABCD

CLOSING REMARKS (Grab-and-Go Lunch)

Adjourn: Putting the Pieces Together for FTTH Success

Speaker

Randy Klindt, Founding Partner, Conexon, and CEO, Conexon Connect





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