WISCONSIN STATE TELECOMMUNICATIONS ASSOCIATION

Fall Conference Speakers & Schedule

Schedule subject to change

Keynote Speaker

Cybersecurity for Business
John Iannarelli, FBI Special Agent (Ret.)

Why would a criminal rob a bank when they can steal far more from the ease of sitting behind a computer? Beyond money, the sensitive personal information of employees, clients, customers, patients, etc. is attractive to the cyber thief. Additionally, working remotely and the use of mobile devices have provided cybercriminals with new ways to disrupt business and steal what is yours. Every year millions become victims because they did not know how to protect themselves from cyber threats. By using examples of actual FBI cases, John reveals the ways your business is vulnerable to a cyberattack, the threats inherent with working remotely, and how you can protect yourself and your business from becoming a victim. Key takeaways include (1) Understand the cyber vulnerabilities; (2) Learn how to avoid becoming a victim, and (3) Know what to do if a cybercriminal attacks.

John Iannarelli served 20 years as an FBI Special Agent and was the FBI's national spokesperson. His investigative work included the Oklahoma City Bombing, the 9/11 attack, the shooting of Congresswoman Gabrielle Giffords, the Sony hack. He is the recipient of the FBI Director's Distinguished Service Award, as well as an Honorary Doctor of Computer Science. After retiring from the FBI, John was an NFL Security Representative, overseeing game-day security of players, fans, and the stadium throughout the football season and during the Super Bowl.

John is a former Police Officer, attorney, author of five books and a highly sought-after keynote speaker who has presented to Fortune 500 companies, domestic and international audiences, the United Nations, and the Vatican, where he has personally met on several occasions with Pope Francis. Learn more about John here.

General Sessions

Monday, October 7

General Session: 1:00 PM - 3:00 PM

Cybersecurity for Business

John "FBI John" Iannarelli

Session description and bio listed above under Keynote Speakers.

Public Service Commission - Wisconsin Broadband Office Update

Alyssa Kenney

Tuesday, October 8

General Session: 8:00 AM - 10:00 AM

What's Next with Wi-Fi 7

Patrick Moreno, Zyxel Communications

Matt Glosson, Calix

Broadband Political Update

Bill Esbeck, WSTA Executive Director

Breakout Sessions

Tuesday, October 8

2:00 PM - 2:50 PM

Cyber Security for Small Businesses

Corey Kindler, WIN Technology

Jacob Secor, WIN Technology

This session will cover general cyber security practices, show informative real world examples, and will end with a Q&A session.

Unleash Your Brand's Potential to Drive Growth

Lauren Oscarson, Calix

Users' experiences are defined by how they use your networks, and what they are doing while they are on them. How can you exceed subscriber experiences?

BSPs should strive to create an emotional connection with what your brand stands for. What do you do best? What do you want your brand to stand for? Focus on the attributes and benefits that differentiate you from your competition to fuel your growth.

Strategic Assessment of USF Reform & Broadband Funding

Tym Rutkowski, Moss Adams

This session will focus on the interconnection of Universal Service Funding (USF) and broadband grants/loans and how to analyze the impacts on your company. We will look through a long-term lens to determine the best strategies to help you achieve your financial and operational goals.

IPv6 Transition
Ricky Smith, WIN Technology

3:00 PM - 3:50 PM

Esports Panel
Shane McCann, Marquette-Adams Telephone Cooperative, Inc.

Cybersecurity Panel
Noah Williams, Marquette-Adams Telephone Cooperative, Inc.
Ken Las, Reedsburg Utility Commission/LightSpeed

Are You Prepared for New and Updated FCC Outage Reporting Requirements?
Philip Schnacky, JSI

During this session, we will discuss the latest FCC Rules on Outage Reporting including Disaster Information Reporting System (DIRS) reporting which will become mandatory for all cable, wireline, wireless, and interconnected Voice over Internet Protocol providers on November 30, 2024, 911 Outage Reporting, as well as the Outage reporting requirements for 988 Service Providers that took effect on February 15, 2024. The discussion will also include the FCC's latest PSAP Notification requirements. Finally, we will touch on potential future regulations for Broadband Outage reporting and the importance of maintaining an updated Emergency Operations Plan (EOP) for your business.

OSP Fiber Cable Trends, Technology, and Innovation
Rory Troff, Molex

With ever changing optical transmission innovations in OSP fiber optic cable, understanding the right cable design and configuration has never been more important. Learn what's new in cable technologies and how you can benefit.

4:00 PM - 4:50 PM

Marketing Roundtable
Melissa Lease, Mount Horeb Telephone Company

Cybersecurity Roundtable
Facilitated by: Jacob Secor, WIN Technology & Matt Glosson, Calix

Company Culture Roundtable
Facilitated by: John Van Ooyen, Mount Horeb Telephone Company

Technology Roundtable

Facilitated by: Shane McCann, Marquette-Adams Telephone Cooperative, Inc.

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