Welcome

2010 has been a good year for broadband. Unprecedented levels of investments, a new National Broadband Plan, and the adoption of Minnesota's first-ever state-wide broadband goals have set the stage for real progress in improving broadband access and shrinking the digital divide. But while few now doubt that broadband is the indispensible infrastructure for the 21st century, plenty of hard work and perseverance will be required to make the most of these opportunities. **Broadband 2010: Cultivating a Culture of Use** will showcase an inspiring array of broadband champions from across Minnesota who are rolling up their sleeves to bring home the full benefits of a broadband-enabled economy to their communities.

We hope you will leave the conference inspired with new energy, new ideas and new connections that will help sustain you for the challenges ahead.

Thanks for coming… we're glad you're here!

The conference planning committee

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Blandin Broadband Initiative works to increase:

1. Public awareness and understanding of the importance of broadband to rural community economic vitality.

2. The use of broadband

3. Public and private investments in broadband access and utilization

To learn more about the Blandin Foundation Broadband Initiative, visit broadband.blandinfoundation.org.

Thank you

A special thanks to the Blandin Broadband Strategy Board for their continued support of the Blandin Foundation Broadband Initiative.

Kevin Beyer
Federated Telephone Co-op

Steve Downer
Minnesota Municipal Utilities Association

Dennis Egan
Cook Hill Girard

Gary Evans
Hiawatha Broadband Communications

Matt Grose
Independent School District 317

Nancy Hoffman
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Rep. Al Juhnke
Minnesota House of Representatives

Steve Kelley
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Eric Lampland
Lookout Point Communications

Jon Linnell
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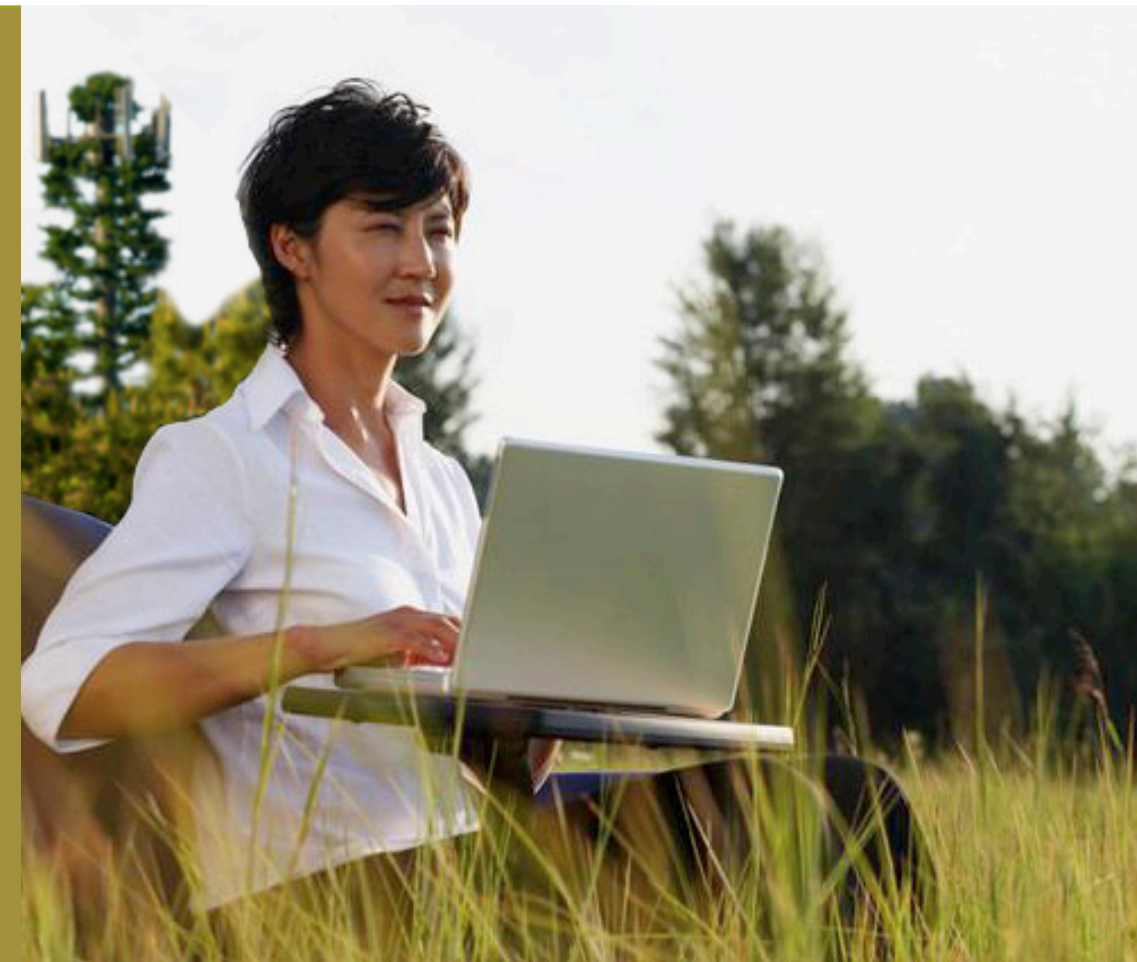
Danna MacKenzie
Cook County

Scott Marquardt
Southwest Initiative Foundation

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Toni Merdan
Office of Representative Collin C. Peterson

John Scanlan
Health Care Representative

Patrick Sims
ADC Telecommunications

Conference Program

Broadband 2010: Cultivating a Culture of Use

OCTOBER 13-14, 2010   THE LODGE AT BRAINERD LAKES

Blandin Foundation ™
STRENGTHENING RURAL MINNESOTA

Conference Agenda

Wednesday, October 13

1:30 p	Optional Tour: *Fiber Network Construction in the Brainerd Area* with **Kevin Larson**, Consolidated Telephone and **Tony Mayer**, WC Telephone Assn
5:00	Registration and Reception
6:00	Dinner
7:00	Keynote Presentation: *A Perspective from a Founder of Geek Squad* **Robert Stephens**, Founder, Geek Squad
7:45	Exhibits / Networking
9:00	Adjourn

Thursday, October 14

7:30 a	Registration and Breakfast
8:30	Welcome and Conference Overview
8:45	Presentation and World Café Discussion: *Minnesota Broadband Goals: Making it Happen* **Diane Wells**, Minnesota Department of Commerce
10:05	Break
10:20	Panel and Work Session: *Seeding Collaboration: Leveraging Broadband Investments* **Paul Brinkman**, Northeast Service Cooperative; **Craig Taylor**, University of Minnesota; **Keith Stubbe**, SouthWest Minnesota Fiber Project.
12:05 p	Break
12:20	Lunch
1:00	Dessert and Keynote Presentation: *Creating the Intelligent Community* **Robert Bell**, Intelligent Community Forum
1:50	Break
2:05	Student Presentation: *Attracting the Next Generation: Sustaining Your Community* – University of Minnesota Morris
2:35 p	Panel: *Addressing the Broadband Gap: What Works?* **Jack Geller**, University of Minnesota Crookston; **Sam Drong**, PCs for People; **Tom Lehman**, Lehman Associates, LLC; **Steven Renderos**, Mainstreet Project; **Mark Skeie**, Age4Action Network
3:50	Panel: *Minnesota Intelligent Communities: A Valid Approach?* **Bill Blazar,** Minnesota Chamber of Commerce; **Scott Marquardt**, Southwest Initiative Foundation; **Joe Sertich**, Northeast Minnesota Higher Education District
4:40	Adjourn

The Intelligent Community Framework

The Intelligent Community framework links the five pillars of broadband, knowledge workers, innovation, digital inclusion and marketing into a new way of promoting broadband-based economic development. Intelligent Community helps to answer the question that many rural communities are asking "Why is broadband an essential utility like roads, sewer and water systems, and airports?" Communities around Minnesota and the world are using the Intelligent Community approach to bring together local and regional leaders of education, business and government to strategically leverage their assets to be better able to compete in the global economy.