



INNOVATION

Putting Broadband to Work

Annotated Agenda

October 8, 2019

9:00 am Registration Opens

10:00 Welcome

10:30 *Mind the Gap: The Intelligent Community Movement*

John Jung, Co-founder and Board President, Intelligent Community Forum

Intelligent Communities combine the power of broadband-enabled communications networks with collaborative cross-sector leadership to develop and implement sophisticated and inclusive community development strategies. Empowering citizens, businesses and organizations to make effective use of technology tools leads to a growing local economy with a high quality of life. Intelligent Community Forum co-founder John Jung will showcase best practices in community leadership and development from around the world.

11:30 Lunch

Blandin Broadband Awards Presentation

1:30-4:00 Concurrent Sessions

Pursuing Broadband: Case studies of improved broadband	
This session will improve community leaders' ability to make smart decisions and build partnerships to improve broadband access.	
<ul style="list-style-type: none">• Tim Brinkman, Garden Valley Technologies• Justin Forde, Midco• Terry Nelson, Woodstock Communications	<ul style="list-style-type: none">• Dick Sjoberg, Sjoberg's Inc.• Moderated by Angie Dickison, MN Office of Broadband Development

Climbing the Digital Use Ladder: Digital inclusion, adoption, and innovation

There are two essential parts of a broadband plan – having it and using it. This session will focus on how to use it specifically by hearing from folks around Minnesota who have been creative about getting their community to make better use of broadband. We'll see demonstrations and hear stories from the following...

- PCs for People; Tina Stennes
- Paul Bunyan Giga Gaming; Josh Almendinger
- Kairos Alive!
- Visual VR; Chuck Olsen
- Precision Ag; Jake Rieke
- CTEP; Lisa Peterson-de la Cueva
- Boreal Access; Anne Brataas
- Libraries Without Borders, Adam Echelman
- State Librarian; Jennifer Nelson
- Ann Treacy, Treacy Information Services

The Intelligent Community Approach: Is it right for Minnesota?

Intelligent Community co-founder John Jung will provide an overview of the Intelligent Community framework and discuss examples of communities in states and provinces that have adopted the model to energize technology-based community and economic development. John will then facilitate a discussion of how Minnesota might begin to make effective use of this framework to synergize our disparate broadband, workforce, innovation, equity, sustainability and marketing efforts.

- John Jung, Intelligent Community Forum

Free Time

5:30 Vendor Reception

6:30 Dinner

7:15 *Digitally-Native Generations: A Panel with Young Leaders*

Panelists: Vicki Hagberg, Hibbing Chamber of Commerce
Luke Riordan, DAYTA Marketing
Juuli Saarelainen, Consulate General of Finland
Kelly Wilks, Lambton County Intelligent Community Forum Youth Rep
Ellen Wolter, Minnesota Compass
Facilitators: Jacki Anderson, Office of Rep. Collin Peterson
Whitney Ridlon, MN Dept of Iron Range Resources and Rehabilitation

A panel featuring young leaders who are modeling the Intelligent Community Forum (ICF) framework of Broadband, Knowledge Workforce, Innovation, Digital Equality, Sustainability, and Advocacy. Hear perspectives from young people who are: utilizing a digital workforce, working to increase the adoption and adaption of technology in business and community, promoting broadband as an essential piece to any economic development strategy, and learn the trends that tell us we are headed in the right direction.

8:30 Adjourn

October 9, 2019

7:00 am Breakfast available in Main Lodge

9:00 Welcome, Framing and Introductions

Before and After the Internet: What's everyday joy got to do with it? With special guests Kairos Alive! Spreading Joy Over the Internet

10:00 Concurrent Sessions

All Things Fiber and Wireless

Learn how fiber and wireless technologies can play complementary roles in delivering broadband services to meet the needs of rural residents and business customers. The capabilities of both infrastructures are increasing rapidly. Increase your understanding of what will work, technically and financially, in your area.

- Mitch Koep, A Better Wireless
- Carl Meyerhoefer, Calix

Intelligent Community Benchmarking

Bill Coleman and John Jung will lead participants through a hands-on work session that will provide participants with a better understanding of how well their community is addressing critical community and economic development elements. Participants will be well on their way to completing the benchmarking tool for submittal to ICF. Once participants return home and complete the benchmarking tool, they can submit the information to ICF to receive their benchmarking report comparing your efforts to those of more than 400 global communities and will be entered in the Intelligent Community awards process.

11:00 Concurrent Sessions

Providers Panel - Trends in Deployment; Advice to Communities

Cooperatives are often the first choice of communities as they seek ISP partners since cooperatives tend to be more patient with their need for ROI on their capital and member benefit is a core co-op principle. Hear from three cooperative providers about how they are meeting the need for high quality broadband in greater Minnesota.

- Joe Buttweiler, CTC
- Ryan Severson, Roseau Electric
- Tim Mergen, Meeker Electric

Tech-Transformed Education

Regional education technology cooperatives serving schools and libraries will share how recent broadband upgrades have opened doors to digital learning, network efficiencies, and other benefits. The audience will be encouraged to participate as we discuss the struggles, successes and continuing challenges of these projects.

- David Paschke, South Central Service Cooperative
- Marc Johnson, East Central MN Educational Cable Coop
- Josh Sumption, SWWC Service Coop

11:45 Lunch

Blandin Broadband Awards Presentation

1:30

Concurrent Sessions

Conducting a Successful Broadband Feasibility Study
<p>The goal of every feasibility study is to design and build broadband projects that meet community needs. The feasibility study design is critical to obtaining the desired outcomes that communities are seeking. A feasibility study should serve as a decision-making funnel so that that local leaders can make informed choices about technologies, provider partners and funding. Learn how other communities have moved from consultant selection to study design to project implementation.</p> <ul style="list-style-type: none">• Chris Konechne, Finley Engineering• Mark Mrla, Finley Engineering
Healthcare: The Importance of the "Last Mile"
<p>Expectations around healthcare are changing. The ability to access, or provide, the services patients need, at the exact point they need them, are shifting to a more consumer-like model. If I am sick at home, why do I need to always come in to the clinic? Can't I just see you, using the technology with which we are almost all familiar, to connect and have my appointment? This also means that the provider may need to do the same...be accessible from anywhere. This is not something that is important only to urban locations and it is something that we are struggling with in today's experiences. This panel will discuss the challenges they are working to manage because of inconsistent bandwidth.</p> <ul style="list-style-type: none">• Mary DeVany, gpTRAC• Marsha Waind, Altru Health• Lisa Wahl, Allina Health

2:30

Concurrent Sessions

From Feasibility Forward - Broadband Project Development
<p>Moving from talk to action is challenging for rural broadband initiatives. The process can be chaotic as partnership and financial arrangements are negotiated between local governments and prospective providers, often up against grant requirements and deadlines. Learn from the experiences of three community leaders as the work to bring broadband to their rural communities.</p> <ul style="list-style-type: none">• Barbara Droher Kline, Le Sueur County• Betsy Olivanti, Western Iron Range• Nancy Hoffman, Chisago County
Tech-Transformed Agriculture
<p>Faced with a growing global population, farmers are attempting to produce more food, fuel, and fiber more efficiently at reduced cost. This panel will explore the role of technology and internet connectivity in Minnesota's Ag economy and discuss a range of practical applications of "tech-transformed" agriculture being adopted by Minnesota farmers, including as a strategy to diversify our agricultural landscapes.</p> <ul style="list-style-type: none">• Jim Chamberlin, Happy Dancing Turtle• Sam Ziegler, GreenSeam• Keith Olander, Central Lakes College

3:15

Break

3:30

Minnesota Rural Broadband Coalition Update

Nancy Hoffman, Chisago County HRA-EDA

- 3:40** ***NTIA Broadband Programs: Technical Assistance and Mapping Support for States and Territories***
 Andy Spurgeon, Chief of Operations, Office of Telecommunications and Information Applications, National Telecommunications and Information Agency (NTIA)
- Mr. Spurgeon will present an update on the National Telecommunication and Information Administration's (NTIA) federal broadband technical assistance and mapping programs, as well as its partnership with the state of Minnesota on those efforts. He will also discuss opportunities to leverage improved broadband mapping for cooperative policy-making and investment decision-making across federal and state government.
- 4:30** **Break**
- 5:30** **Social Hour**
- 6:30** **Dinner**
- 7:15** ***Where Do I Put the Stamp on My Email? Problem Solving in the Digital Age***
 Dan Witkowski, Founder, President and Chief Magician, MagicCom
- 8:30** **Adjourn**

October 10, 2019

7:00 am **Breakfast available in Main Lodge**

8:30 ***What if You Have Never Sent an e-Mail?***
 Casey Sorensen, CEO, PCs for People

Learn about PCs for People’s approach to digital equity and the importance of digital skills and device access in today’s economy.

9:45 **Concurrent Sessions**

Tech-Enabled Approaches to Attracting Businesses and People	
<p>Rural communities and regions want to attract people and businesses to ensure a bright local future. This panel will highlight the efforts, successes and challenges of three rural regions in creating an environment that is attractive and supportive to new and existing residents and businesses alike.</p>	
<ul style="list-style-type: none"> • Kirk Bustrom, Upper MN Valley Regional Development Commission 	<ul style="list-style-type: none"> • Cheryal Hills, Region 5 Development Commission

Closing the Digital Divide in Your Community

Everyone loves libraries. Even in the age of Google libraries are nowhere near obsolete. They are adapting services, programs and resources to serve a 21st century audience. Librarians understand technology and provide access to the internet, on- and off-site computers and other devices, like mobile hotspots. Your local library can be a great partner for closing the digital divide. Learn how Libraries without Borders is teaming with public libraries across Minnesota to extend technology-based library services to community sites, like laundromats and manufactured housing communities.

- Adam Echelman, Libraries without Borders
- Jennifer Nelson, MN State Librarian

10:45 Concurrent Sessions

Supporting Freelancers – Tech-based Entrepreneurship and Telework

The future of work is changing. For better or worse, more and more people are participating in the “gig economy” meaning more flexibility but less stability. With broadband, working from home or operating a home-based business is becoming the norm. What can communities do to help local people successfully adapt to this trend and bring more income and wealth to the area?

- Angie Dickison, MN Dept of Broadband Development
- Ryan Pesch, U of MN Extension
- Mark Erickson, moderator

Incorporating Cultural Awareness into Tech Training

Technology can be complicated. In this session we’ll talk about how to embrace cultural awareness to help inspire students, create better programming, and reach out to multiple communities while tackling digital inclusion.

- Lisa Peterson-de la Cueva, Community Technology Empowerment Project (CTEP), St. Paul Neighborhood Network (SPNN)

11:45 Concurrent Sessions

Representing the Digitally Under-Represented in Economic Development

The New Vision Foundation works with disadvantaged youth in Minnesota with a program that combines tech training with internships and mentors to help develop skills and networking connections required in the work world. It’s a holistic approach that helps students and their families.

- Hussein Farah, The New Vision Foundation

Tech for Older Adults – Exciting Tools for Health and Social Engagement

For older adults, being socially isolated can have the same impact on health as smoking nearly a pack of cigarettes per day according to researchers. Learn how three community projects are using technology to help older adults stay connected—with interactive distance learning, virtual community education sessions, and a web-based resource for local events and services.

- Terri Foley, LeadingAge MN Foundation
- Maria Genne, and Kairos Alive!
- Natalie Matthewson, Central MN Council on Aging

12:30 pm Lunch

1:00 *Local Solutions for Globally Competitive Connectivity*

Christopher Mitchell, Institute for Local Self-Reliance

As we wait, destined for disappointment, for the next infrastructure week with hopes of new federal money to expand broadband access, we should reflect on the solutions that have led to communities in the upper Midwest being some of the most connected rural regions on the planet. Not only is great Internet access possible in all of Minnesota, we are well on our way and have all the models we need to achieve border-to-border high-quality Internet access. The question is what local leaders can and will do in 2020 and beyond to take advantage of current opportunities.

1:45 Closing Remarks

2:00 Adjourn



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