November 18-19, 2014
Cragun's Resort, Brainerd

http://tinyurl.com/BBConfNov14

AGENDA

Tuesday, November 18

2:30-4:30 *Preconference Session ~* **Broadband Networks: Community Considerations**

- o Milda K. Hedblom, Dain Consulting; Telecomm Forum, U of M School of Public Affairs; Augsburg College
- o Tim Johnson, MVTV Wireless
- o Andy Sackreiter, AT&T Radio Access Network
- o Pat Sims, FTTH Network Architect
- o *Moderated by* Bill Coleman, Community Technology Advisors

Bill Coleman and guest experts will illustrate the tech and policy choices facing communities. Without getting too bogged down in tech terms and jargon, this presentation will help community leaders to better understand their current situations, prospective choices and the impact of those decisions on the future economic vitality of the community or region.

4:30 **Registration Opens**

5:00 **Reception in the Exhibit Hall**

6:30 **Dinner** and *Border to Border Broadband Film Fest*

8:30 **Adjourn** *(Optional networking/camaraderie in the Bear Trap Lounge)*

Wednesday, November 19

8:00 **Breakfast Buffet**

9:00 **Welcome**

9:15 **Developments in Federal Broadband Policy: What Should Minnesota Be Paying Attention To?**

- o *Speakers:* Dominic Henderson, USDA
- o Al Juhnke, Office of Senator Franken
- o Lindsay Shanahan, Connected Nation
- o Diane Wells, Office of Broadband Development
- o *Moderated by* Bill Hoffman, Connect Minnesota

Sponsored by:

10:15   Youth Speak for Themselves

Hear from students from Fond du Lac Ojibwe School, Lac qui Parle Valley High School, and Two Harbors High School about how young people can be engaged in community broadband initiatives, both adding and receiving value. *Moderated by Bernadine Joselyn, Blandin Foundation*

11:10   Break

11:25   Breakout Sessions Round I *or* Exhibit Time

Broadband-based Economic Development: Economic development is often cited as a key justification for broadband investment. Learn about strategies that can leverage broadband connectivity. *Moderated by Bill Coleman*, *Community Technology Advisors*
- Samantha DiMaggio, City of Shakopee
- Tom Garrison, City of Eagan
- Dave Hengel, Greater Bemidji
- Gary Johnson, Paul Bunyan Communications

Best of the BBCs: Hear from Blandin Broadband Community leaders about how their best projects generated community excitement and positive outcomes around access to and use of broadband. *Moderated by Bernadine Joselyn, Blandin Foundation*
- Ralph Christofferson, Lake of the Woods Cty
- Jason Hollinday, Fond du Lac Band
- Marc Johnson, Kanabec County
- Chris Langenbrunner, Lake Superior Schools
- Sandy Layman, Itasca County
- Naomi Pederson, SW MN Broadband Services
- Renae Tostenson, Lac qui Parle Valley Schools
- Roxy Traxler, Mille Lacs County

Libraries and Technology Centers – Places of Access and Innovation: How can communities use existing assets to spur technology use? *Moderated by Karl Samp, Community Technology Advisors*
- Neela Mollgaard, Red Wing Ignite
- Ann Treacy, Treacy Information Services
- Pang Yang, Saint Paul Public Library

12:15   Lunch

1:20   Breakout Sessions Round II *or* Exhibit Time

Making Public-Private Partnerships Work! Public-private partnerships are the middle ground between community network and private-sector only advocates. Within these bounds, there is a large grey area of uncertainty. What is legal? What is smart? What are the options for finance, ownership and operations? Join the director of the DEED Office of Broadband Development and several private-public partners as they discuss the challenges of creating these partnerships. *Moderated by Danna MacKenzie, Executive Director, Office of Broadband Development*
- Jenny Boulton, Kennedy & Graven
- Shannon Sweeney, David Drown Associates
- Milda K. Hedblom, Dain Consulting; Telecomm Forum, U of M School of Public Affairs; Augsburg College

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How Education Initiatives and Innovations Impact Broadband Deployment and Use: Education initiatives deployed or planned at the state level have great potential to drive the value derived from broadband connections and to leave unconnected citizens a bit further behind. What are these applications and how will they change the way education is delivered and accessed? How is the lack of connectivity at state broadband goal levels hindering the deployment of these education innovations? *Moderated by Bill Coleman, Community Technology Advisors*
  o Marc Johnson, East Central Minnesota Educational Cable Cooperative (ECMECC)
  o Michael Olesen, Rural Information Technology Alliance (RITA), MNSCU
  o Bob Rubinyi, Office of eLearning, Center for Educational Innovation, U of MN

Broadband Messaging – Effective messaging for Community Engagement: What are the most effective messages to promote broadband deployment, access and use in your community? How can community leaders generate enthusiasm for broadband investments? How can chambers of commerce and others motivate businesses to make better use of technology to increase profitability? *Moderated by Bernadine Joselyn, Blandin Foundation*
  o Allison Ahcan, Director of Communications, Blandin Foundation

2:10   **Break**

2:25   **Hold On to Your Hat: State Policy Makers and Doers Preview Highlights of What's Coming and What Could Be**
  o *Speakers:* Representative Ron Kresha   o Senator Matt Schmit
  o Danna MacKenzie, Office of Broadband   o Paul Weirtz, AT&T
     Development   o *Moderated by* Bill Hoffman, Connect Minnesota

3:25   **Grasp Your Goal Before Your Feet Hit the Ground!**
Dr. M. James Bensen, President Emeritus, Bemidji State University
Blandin Trustee Emeritus and Futurist Dr. M. James Bensen will inspire us with his vision of what a gigabit network – like the one Paul Bunyan Communications recently announced will soon be rolled out across northern Minnesota – can mean for rural Minnesota's prosperity and quality of life. What could a connected future look like for rural Minnesota communities?

4:15   **Closing Remarks**

4:30   **Adjourn**

Thanks to the following organizations for their support:
Arrowhead RDC, Association of MN Counties, Economic Development Association of MN, Fiber to the Home Council, Greater MN Partnership, Headwaters RDC, Initiative Foundation, League of MN Cities, MN Association of Community Telecommunications Administrators, MN Association of Townships, MN High Tech Association, MN Rural Education Association, Northland Foundation, Northwest MN Foundation, Region Five Development Commission, Region Nine Development Commission, Resilient Region Virtual Highway Taskforce, Southern MN Initiative Foundation, Southwest Initiative Foundation, Southwest RDC, West Central Initiative