



co-ops connect

WORKSHOP AGENDA



INTERACT TO **IMPACT**

Interact with co-ops. Impact your community.



November 9–10, 2022

The Westin Riverwalk, San Antonio, Texas

INTERACT TO IMPACT

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WEDNESDAY, NOVEMBER 9

Day 1: IMPACT

8:00–9:00 AM **PANEL**
Feasibility and Planning: Which Model Is Right for Your Cooperative?

Moderator

Randy Klindt, Conexon

Panelists

Herschel Arant, Central Georgia Electric Membership Corporation (Georgia)

Chris Davis, Cumberland Electric Membership Corporation (Tennessee)

Ray Grinberg, Tri-County Electric Membership Corporation (Georgia)

Julius Hackett, Tri-County Electric Cooperative (Florida)

Tony Tucker, Mitchell Electric Membership Corporation (Georgia)

9:00–9:15 AM **Networking Break** (panelists available for Q&A)

9:15–10:15 AM **PANEL**
The Fiber Broadband Long Game: Network Deployment, Now What?

Moderator

David Girvan, Conexon

Panelists

Jack Davis, Pemiscot Dunklin Electric Cooperative (Missouri)

Chris Freed, SEMO Electric Cooperative (Missouri)

David Goodspeed, Oklahoma Electric Cooperative (Oklahoma)

Hunter Robinson, Central Rural Electric Cooperative (Oklahoma)

10:15–10:30 AM **Networking Break** (panelists available for Q&A)

10:30–11:30 AM **PANEL**
Pioneers of Fiber Broadband: What I Know Now That I Wish I'd Known Then

Moderator

Randy Klindt, Conexon

Panelists

Darren Farnan, United Electric Cooperative (Missouri)

Tim Smith, East Central Oklahoma Electric Cooperative (Oklahoma)

Sean Vanslyke, SEMO Electric Cooperative (Missouri)

Todd Way, Douglas Fast Net (Oregon)

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11:30–11:45 AM **Networking Break** (panelists available for Q&A)

11:45–12:45 PM **Lunch**

12:45–1:45 PM **PANEL**
Supercharge Your Fiber Subscriber Counts: Marketing Strategies for Growth
Moderator
Abby Carere, Conexon
Panelists
Kaitlyn Bonds, Cumberland Electric Membership Corporation (Tennessee)
Brandon Fisher, Arkansas Valley Electric Cooperative Corporation (Arkansas)
Chipper Jones, Middle Georgia Electric Membership Corporation (Georgia)
Justin Stapleton, MidSouth Electric Co-op (Texas)
Chesley Vague, Conexon Connect

1:45–2:00 PM **Networking Break** (panelists available for Q&A)

2:00–3:00 PM **PANEL**
Construction and Design
Moderator
Randy Klindt, Conexon
Panelists
Randy Carroll, East Mississippi Electric Power Association (Mississippi)
Dion Cooper, Southwest Arkansas Electric Cooperative (Arkansas)
John Harkness, Central Georgia Electric Membership Corporation (Georgia)
Kerry Kelton, MidSouth Electric Co-op (Texas)
Joe Torres, OEC Fiber (Oklahoma)

3:00–3:15 PM **Networking Break** (panelists available for Q&A)

3:15–4:15 PM **PANEL**
Smart Grid
Moderator
Carl Meyerhoefer, Conexon
Panelists
Jamie Farrell, South Central Arkansas Electric Cooperative (Arkansas)
Patrick Grace, Oklahoma Electric Cooperative (Oklahoma)
Yuvaraj Kondaswamy, Central Rural Electric Cooperative (Oklahoma)
Jon Schulte, Co-Mo Electric Cooperative (Missouri)

4:15–4:30 PM **Day 1 Wrap-up and Networking** (panelists available for Q&A)

5:30 PM **Conexon Networking Reception on the San Antonio Riverwalk**



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THURSDAY, NOVEMBER 10

Day 2: INTERACT

8:00–9:15 AM **PANEL**
Funding Strategies: A Conversation

Speakers

Jonathan Chambers, Conexon
Gary Wood, Central Virginia Electric Cooperative (Virginia)

9:15–9:45 AM **Networking Break** (panelists available for Q&A)

9:45–12:40 PM **INTERACT**
Round Table Discussions

- Rotation 1:** 9:45–10:10
- Rotation 2:** 10:10–10:35
- Rotation 3:** 10:35–11:00
- Rotation 4:** 11:00–11:25
- Rotation 5:** 11:25–11:50
- Rotation 6:** 11:50–12:15
- Rotation 7:** 12:15–12:40




Round Table Discussions				
Topics	Conexon Moderator	Vendor	Co-op Leaders	Concepts to Cover
Construction and Design	Randy Klindt Jeff Fincannon Mike Byrne	  	Darren Farnan , United Electric Cooperative (Missouri) Barret Ewing , Arkansas Valley Electric Cooperative Corp. (Arkansas) Gary Highley , Canadian Valley Electric Cooperative (Oklahoma)	<ul style="list-style-type: none"> • Offsystem build • Maintenance • Storm damage • Material procurement • Micro-duct construction method
Marketing and PR	Cindy Parks		Brandon Fisher , Arkansas Valley Electric Cooperative Corporation (Arkansas) Melissa Gay , Central Virginia Electric Cooperative (Virginia) Kayla Wade , OEC Fiber (Oklahoma)	<ul style="list-style-type: none"> • Brand recognition • Offsystem marketing • Member services

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Round Table Discussions (Continued)

Topics	Conexon Moderator	Vendor	Co-op Leaders	Concepts to Cover
Commercial Sales	Abby Carere Kip Tibbetts Beau Smith		Jennifer Brown , Cumberland Electric Membership Corporation (Tennessee) David Goodspeed , OEC Fiber (Oklahoma)	<ul style="list-style-type: none"> • Lead generation • Success strategies
Regulatory and Compliance	Terie Hannay		Todd B. Lantor , Lukas, LaFuria, Lantor & Sachs, LLP Greg Mullis , TriCoGo (Georgia) Mark Prather , Central Rural Electric (Oklahoma)	<ul style="list-style-type: none"> • Broadband data collection • Affordable connectivity and lifeline programs • Voice opportunities
Operations	David Girvan		Mark Cook , Cumberland Electric Membership Corporation (Tennessee) Shawn Edmondson , Natchez Trace Electric Power Association (Mississippi)	<ul style="list-style-type: none"> • Setup • Scaling • Sustaining • Staffing/hiring
NOC, Engineering, and Call Center	Andy Burger Shane Woodard		Brian Mueller , Co-Mo Electric Cooperative (Missouri) Nathan Robbins , NE SPARC (Mississippi)	<ul style="list-style-type: none"> • Network upgrades • XGS PON considerations
Funding and Grants	Jonathan Chambers Luisa Calumpong			

12:40 PM

Adjourn – Grab-and-Go Lunch

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