October 23-24, 2018

Madden's on Gull Lake

Brainerd, Minnesota

#mnbroadband

AGENDA

Tuesday, October 23

9:00 am   **Registration Opens**
Continental Breakfast

10:00   **Concurrent Sessions**

> **Broadband 101**
> This session will improve community leaders' ability to make smart decisions and create partnerships to deliver wired and wireless broadband technologies. *Facilitated by Bill Coleman, Community Technology Advisors*
>
> - Jason Dale, Cooperative Network Services
> - Doug Dawson, CCG Consulting
> - Diane Kruse, NEO Connect
> - Mark Mrla, Finley Engineering

> **Approaches to Broadband-Based Economic Development**
> Broadband is essential to a thriving community – but it is not a panacea and it won't work in a vacuum. Like a treadmill in the basement, broadband is only helpful when you use it. In this session, panelists from a variety of organizations working to support tech-based economic development strategies will discuss their own efforts, and provide the audience with ideas on how they can engage with their own providers around broadband-fueled economic development. *Facilitated by Danna MacKenzie, MN Office of Broadband Development*
>
> - Gary Johnson, Paul Bunyan Communications
> - Tom Lambrecht, Great River Energy
> - Richard Stuart, TenBelow
> - Brian Zelenak, Mille Lacs Energy Cooperative

12:00 pm   **Lunch**
Introducing the New Blandin Broadband Communities
Mary Magnuson, Blandin Foundation

1:00-5:00 **Community Broadband Feasibility Charrette**

The charrette exercise provides community teams from Koochiching, Le Sueur and Waseca counties with hands-on experience working through a compressed feasibility study process. Each team will be led by a team of highly skilled and experienced technical consultants; and the results of each teams' work will be shared at the end of the conference.

1:00-4:30 **Climbing the Digital Use Ladder: Digital Inclusion, Adoption and Innovation**

Digital Inclusion is a ladder with steps that increase constantly. While some are inching to get on the ladder -- others are beating the path to the top. During this session, you'll hear from both ends of the spectrum and walk away with a few ideas you can implement tomorrow, and a few to work toward in the future. *Facilitated by Ann Treacy, Treacy Information Services*

Digital Inclusion Speed Dating

- Madeline Tate, PCs for People
- Malia Fox, Winona Friendship Center
- Crystal Phillips, Cook Public Library
- Chong Sher Vang, Project FINE

Digital Adoption Speed Dating

- Julie George, Entrepreneur Fund
- Anne Brataas, Boreal Corps
- Ann Treacy, Women's March MN
- Katie Ward & Gus Leinbach, SPNN-CTEP

Digital Powerhouse Speed Dating

- Brian Bissonette, Paul Bunyan Communications
- Chuck Olsen, Visual VR
- Jake Rieke, RS Fiber

Hotel Check-in / Free Time

5:30 **Social Hour**

6:30 **Dinner**

7:30 **The Net Benefits of Broadband Adoption: An Empirical Case Study of Rural Indiana**

Alison Grant, Ph.D. Student, Researcher, & Instructor, Dept of Agricultural Economics, Purdue University

The presentation will provide an overview of a study conducted by Alison Grant, Dr. Wallace Tyner and Dr. Larry DeBoer of Purdue University that outlines and projects the statewide net benefits that could be obtained from installation of rural broadband in all of the areas served by Rural Electric Member Cooperatives (REMC) in the state of Indiana. If such a network were built, about 80 percent of the landmass would be served, and it could provide $12 billion in net present value benefits. From a societal perspective, the rural broadband investment is clearly quite attractive. However, the anticipated revenue from customers would not be adequate to cover the total system costs, so some form of external assistance would be needed to incentivize the investments.

8:30 **Networking Time**

Wednesday, October 24

7:45 am   **Breakfast Buffet**

8:45   **Welcome and Opening Remarks**
Bernadine Joselyn, Blandin Foundation

9:00   **Prioritizing Digital Equity in an Age of Uncertainty**
Lisa Peterson-de la Cueva, St. Paul Neighborhood Network (SPNN)-Community Technology Empowerment Project CTEP; *Facilitated by Sam Drong*

Promoting digital access and inclusion may have never felt more urgent, but achieving digital equity in an increasingly fragile democracy can often feel daunting. Lessons gleaned from the field and from social movements show how we are uniquely positioned to push for change and tell the story of a society in which technology is a tool for equal participation.

9:45   **Break**

10:00-noon **Community Broadband Feasibility Charrette**

10:00   **Concurrent Sessions**

> **What it Takes: Community Champions Share their Playbook for Pursuing the Broadband They Want and Need**
> Communities still striving to get better broadband will tell their broadband stories - the trials, tribulations and successes. They will offer tips on how to keep the conversation alive and remain energized. *Facilitated by Mark Erickson*
>
> - Nancy Hoffman, Chisago County HRA EDA
> - Jan Keough, Cloquet Valley Internet Initiative
> - Whitney Ridlon, MN Dept of Iron Range Resources and Rehabilitation
>
> **By the Numbers: A Workshop on Calculating the ROI of Rural Broadband for Your Community**
> In this hands-on session, we will use established formulas to calculate the potential return on public investment in your community.
>
> - Bernadine Joselyn, Blandin Foundation
> - Ann Treacy, Treacy Information Services

10:45   **Break**

11:00   **Concurrent Sessions**

> **Tools to Track and Build Community Demand**
> Convincing a broadband provider to expand service in or to your area can be tough when the homes are few and far between. We will learn about tools that can help you quantify the interest that's there and that will help build the business case. *Moderated by Diane Wells, MN Office of Broadband Development*
>
> - Paul Solsrud, Cooperative Network Services
> - Damian Smith, City of Lake Shore
>
> **Broadband Advocacy: Creating the Message**
> In this hands-on session, we will go through the process of developing a message that you can use with local community leaders, policymakers and the general public to help them understand the importance of investing in broadband in the local community.
>
> - Bernadine Joselyn, Blandin Foundation
> - Ann Treacy, Treacy Information Services

12:00 pm   **Lunch**

1:00   **Get to Know the Minnesota Rural Broadband Coalition**
              Learn why you want to become a member of and actively participate in the Minnesota Rural
              Broadband Coalition. Coalition leaders will provide an update on the coalition's past efforts
              and future strategies for promoting rural broadband deployment.

              - Nancy Hoffman, Chisago County HRA EDA
              - Becky Lourey, Nemadji Research Corp.
              - Vince Robinson, Lincoln County Enterprise Dev Corp
              - Nathan Zacharias, Conservation Strategies

1:45   **Community Broadband Feasibility Charrette Presentations**
              Koochiching, Le Sueur, and Waseca county teams will present what they've learned about
              options for broadband deployment in their communities.

              Provider Respondent Panel
              Prospective partner telecom providers share their reactions to the work done by the charrette
              communities including tips for next steps, additional information required and key
              considerations for successful partnerships.
              Moderated by Bill Coleman, Community Technology Advisors

              - Joe Buttweiler, CTC
              - Bill Eckles, BEVCOMM
              - Steve Howard, Paul Bunyan Communications

3:15   **Closing Reflections**

3:30   **Adjourn**

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