

Telecommunications User Group Agenda

Tuesday, October 21

Data Center Tours	11:00 a.m./1:00 p.m./3:00 p.m. Offerings
Registration	11:00 a.m.–5:00 p.m.
Hands-on Learning Lab	11:00 a.m.–5:00 p.m.
Evening Reception	5:30 p.m.–7:00 p.m.

Eno Vino Wine Bar & Bistro
601 Junction Rd.
Madison, WI 53717

Wednesday, October 22

Continental Breakfast	7:45 a.m.–8:30 a.m.
Registration	7:45 a.m.–5:00 p.m.

Plenary Session **8:30 a.m.–9:15 a.m.**

Welcome and Opening Remarks—Randy Frantz, Esri
Vice President of Network Services—Ken Paker, TDS

9:15 a.m.–10:00 a.m.

Panel – Being a Successful GeoSpatial Ambassador – *Panelists - Kevin Barrett, TDS / Derek Rieckmann, Midcontinent Communications / Gary Barden, American Tower Corporation*

Platinum Sponsor Introductions – Schneider Electric and 3-GIS

Networking with Exhibitors (break) **10:00 a.m.–10:45 a.m.**

Technical Presentations **10:45 a.m.–noon**

GeoEnrich Your Network Plans—Stacia Canaday, Esri

A Simple Solution for FTTH Design and Construction—Jason Galloway, AEG, and Dustin Sutton, 3-GIS

Lunch with Exhibitors **Noon–1:30 p.m.**

User Presentations **1:30 p.m.–3:15 p.m.**

Coax Design Made Easy—Derek Rieckmann, Midcontinent Comm., and Ryan Potts, Schneider Electric

Decision Making Using BI and Analytics—Chris Washebek, US Cellular (2014 Esri SAG Award Winner)

FCC Form 477 Changes and Broadband Opportunities—Ashley Hitt, Connected Nation

Networking with Exhibitors (break) **3:15 p.m.–4:00 p.m.**

Technical Presentations **4:00 p.m.–5:30 p.m.**

FCC 600 MHz Auction—Bryan Darr, Mosaik Solutions

Extending Location into Sales Workflows and CRM Systems—Stacia Canaday, Esri

Fundamentals of Geocoding—Hunter West, Esri

Improving Service Availability and Records: An Application of Geocoding and Geometric Network Analysis—Quinton Maximoff and Michael Sweet, TDS

Dinner Buffet **6:30 p.m.–8:00 p.m.**

Sprecher's Pub
1262 John Q. Hammons Dr.
Madison, WI 53717

Telecommunications User Group Agenda

Thursday, October 23

Continental Breakfast	7:45 a.m.–8:30 a.m.
Hands-on Learning Lab	7:45 a.m.–11:30 a.m.
Data Center Tours	8:00 a.m./10:00 a.m. Offerings

Technical Presentation **8:30 a.m.–9:30 a.m.**

ArcGIS for Telecommunications Technical Workshop—Patrick Huls, Mike Miller, Bart Killpack, Hunter West—Esri

Networking with Exhibitors (break) **9:30 a.m.–10:15 a.m.**

Technology Presentations **10:15 a.m.–11:30 a.m.**

Best Practices for GPS Data Collection—Jay Riester, Seiler Instruments Company

Drones: An Emerging Option for Telecommunications—Paul Braun, Continental Mapping Consultants

Leveraging Business & Telecom Data—James Kenny, GeoResults

Closing Session **11:30 a.m.–noon**

Closing Comments—Randy Frantz, Esri