



1st & 2nd Quarter 2013 Edition

Board of Directors

- Officers -

President

Nick Schneider

St. Paul Cooperative Telephone Association

Vice President

Joyce Nelsen

Roome Telecommunications Inc.

Secretary

Tom Barth

Scio Mutual Telephone Association

- Directors -

Brenda Crosby

Cascade Utilities, Inc.

John T. Dillard

Monroe Telephone Company

Keith G. Galitz

Canby Telcom

John Hoffmann

Gervais Telephone

Don Lawrence

Stayton Cooperative Telephone Company

Gail Long

TDS Telecom

Mitchell Moore

Clear Creek Communications

Jim Rennard

GVNW Consulting, Inc.

Jerry Schlachter

Pioneer Telephone Cooperative

Renee Willer

Frontier Communications

Barbara C. Young

CenturyLink



2013 OTA-WITA Joint Annual Meeting Review...

This year's event was held at Sunriver Resort and the weather could not have been more perfect!

The opening day of the conference began with our annual golf tournament, white water rafting on the Deschutes River and for those looking for a more relaxing activity, a hands-on cooking demo with the resort Chef on the beautiful lawns under sun umbrellas and shade trees.

The group sipped cool drinks while preparing and partaking in a delicious plated lunch of Rosemary lemon grilled chicken on a bed of mixed greens with fresh Oregon berries, apricot, goat cheese, shaved fennel, heirloom tomatoes, toasted hazelnuts, cinnamon crostini and aged balsamic vinaigrette with artisan rolls and herb butter. For dessert... Bananas Foster!

continued, see JAM



Get informed 24/7/365

Go to www.ota-telecom.org

- up-to-date industry news
- event calendar
- seminar information
- member directory
- legislative updates

Show off your stuff...

Are you a new member? Would you like your fellow OTA members to notice your company and products? If so, this quarterly online newsletter is a great way to be seen and make new contacts!

Contact the OTA office today!

503.581.7430



JAM continued

The first evening festivities kicked off with a Welcome Reception with the 34 exhibiting companies that showcased their wares & services. The OTA & WITA Scholarship Foundations held their annual Silent Auction to benefit the Scholarship Foundations. Lots of great items were donated. Thank you everyone for the continual support!

The OTA raffle was a success as well and Frank Mulhearn (Repcom International) will attest to that as he was the winner of the big ticket item this year — a Samsung 53" Plasma TV! Frank's wife Cher accompanied him on this trip...seems to me as if she brought him good luck, so can we expect to see more of Cher at our upcoming events?



Frank & wife Cher with their "prize."

Our keynote speaker this year was **Carl Russo, CEO of Calix**, with his view of the state of the telecommunications industry and the direction the industry is headed.

Mike Romano, SVP of Policy for NTCA and **Derrick Owens, VP of Government Affairs for the Western Telecommunications Alliance** reviewed the important issues currently being considered by federal regulators and Congress.

Yumei Wang, Oregon Department of Geology and Mineral Industries discussed how major seismic events have impacted utilities and what the telecommunications industry in Oregon and Washington can do to prepare for such an occurrence here in the Pacific Northwest.

NECA provided a highlight of the changes within their organization and the issues NECA has focused their attention on.

OTA's Brant Wolf and **WITA's Betty Buckley** each gave their legislative and regulatory reports on their respective states.

Vendor break-out sessions were provided by:
Pat Doggett of NeoNova Network Services – "The New Normal: Managing Expectations for Small and Medium Businesses in the Cloud."

Lake Stockdreher of Mapcom Systems – "Running a Tighter Ship – Maximizing the Value of Resources You Own."

David Thompson of ZyXEL Communications, Inc. – "Home Networking and xDSL Bonding Technologies."

Kevin Anderson of NISC – "The Future of Broadband: Measured Service – Managing the Process from Education to Implementation."

During the second evening events, the OTA and WITA Scholarship Foundations announced the recipients of this year's scholarship awards. The Oregon Scholarship Foundation awarded \$10,000.00 in awards to a total of eight students and the Washington Scholarship Foundation awarded \$9,000.00 to a total of nine students.

JAM continued

The OTA presented their 2013 Service Award to **Mark Beaudry** of **Beaver Creek Cooperative Telephone** for his many years of dedication and service to the industry and to our association. Mark has been a member of the OTA Outside Plant Committee and currently serves on the Emergency Preparedness and Network Security Committee.



Brant Wolf, Mark Beaudry and Paul Hauer, present Mark with the 2013 OTA Service Award

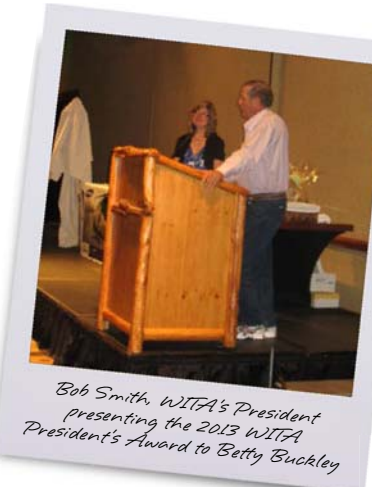
WITA presented their Pioneer Award to **Bob Smith** of Tenino Telephone Company. Bob served as President of WITA from 2011-2013.

Betty Buckley received WITA's President's Award. Betty has served as WITA's Executive Director for the past three years.

Dale Merten, Chief Operations Officer of The Toledo Telephone Company was presented WITA's 2012 President's Award! Since he was unable to attend last year's annual meeting at Skamania Lodge, he received his award this year in Sunriver! Congrats Dale!!



Steve Hanson presenting the 2013 WITA Presidents Award to Bob Smith



Bob Smith, WITA's President presenting the 2013 WITA President's Award to Betty Buckley



Dale Merten receiving the 2012 WITA Presidents Award

The OTA selected recently retired **Greg Shimek** (Power & Tel) to receive an Honorary Membership. For many years, Greg served on the Outside Plant and Associate Member Committees as well as a Director on the ITA Showcase Committee. His dedication and support of the Association and its mission has been exemplary. We will surely miss his warm smile, hugs & camaraderie. But because he is now an "honorary member," we hope to see him & Marilyn pop in at any number of our events as they enjoy retirement together.

WITA President Bob Smith also acknowledged Greg for his service and support to the Washington Independent Telecommunications Association and presented Greg with a new fishing pole to enjoy in the coming months of leisure!



A sincere thank you is extended to QBE / National Farmers Union Insurance for their continual support with their annual contribution to each state association's Job Training & Safety programs.

Rand Moritzky presented an oversized replica of their check to Betty Buckley of WITA while Shane Ideus presented another monetary replication to Brant Wolf of OTA. We greatly appreciate the partnership and on-going support in helping to make the Independent Telephone Companies safer and more efficient!

The last day of sessions opened with **Ted Koerner, Managing Director in the Communications Division of CoBANK** and **Chad Duval, Principal, Communications and Media Practice at Moss Adams, LLP** discussing rural telephony finance and how to maximize your financial potential in the years ahead covering issues that are of critical importance to our companies.

The closing session of our conference was provided by **George Henny, Co-CEO of Whidbey Telecom** who provided some real world insight with his overview of the services they are offering their customers as Whidbey Telecom expands their business opportunities.

continued, see JAM



Joyce Nelsen, OTA Vice President presenting the Honorary Member Award to Greg Shimek



A huge thank you to all of the following companies that chose to show their support with a sponsorship!

Telecom Provider Member Sponsors:

GOLD

CenturyLink • Clear Creek Communications

SILVER

TDS Telecom

BRONZE

Cal-Ore Communications

Associate Member Sponsors:

GOLD

AKT LLP • GVNW Consulting, Inc. • Johnson, Stone & Pagano
KGP Logistics • Metaswitch Networks • Moss Adams LLP
NECA • North Sky Communications • Telcom Insurance Group • Unitel Insurance • Vantage Point Solutions

SILVER

American Power Systems • GENBAND

National Directory Assistance

BRONZE

Mid-America Computer Corporation • NISC • Power & Tel 3M

And for the support of our golf tournament, many thanks to the following companies who sponsored a golf hole:

AKT LLP • The Berry Company • Calix • Canby Telcom
Eagle Telephone System • GVNW Consulting, Inc.
Johnson, Stone & Pagano • KGP Logistics • Molalla Communications • Norcom NW, Inc. • PEAK Internet LLC
Power & Tel • St. Paul Telephone • Unitel Insurance
Vantage Point Solutions

We truly appreciate the support from all the attendees at this conference and look forward to seeing you all at the 2014 OTA-WITA Joint Annual Meeting. Mark your calendars now and be sure to attend!

OTA-WITA 2014 Joint Annual Meeting

May 19 – 21

Skamania Lodge, Stevenson, WA



**SEE YOU AT
SKAMANIA LODGE
MAY 19-21, 2014**

Skamania Lodge, Stevenson, WA

ITA Showcase 2013...

Another successful event for the ITA Showcase Northwest as their "Working Together to Weather the Storms" theme played out at the Holiday Inn – Portland Airport Hotel in Portland, Oregon. This two day event was packed full of educational seminars and 85 exhibit booths with all the latest on today's technology and heavy equipment.



The ITA Showcase is looking to fill a director's position on their board due to the recent retirement of Greg Shimek (Power & Tel Supply) who served on the board for several years. The committee holds three or four meetings per year.

Typically they meet in September to begin planning for the upcoming year's event, then possibly in November or early December, in January and then a meeting shortly after the showcase in either April or May to debrief. It would be important that someone considering volunteering for the director's position be located somewhere along the I-5 corridor, either in Washington or Oregon, so that they can realistically make these meetings.

The committee is hoping to find someone from the engineering field so as to add a new perspective and round out all aspects of the industry within the group. If you are willing to commit to becoming an integral part of this committee, please contact any one of the members of the ITA Showcase Board of Directors listed here.

Sev Giles, President503-705-3039
 Techtel Marketing sevyj@comcast.net

Doug Funkhouser, Vice Pres.....425-210-5260
 Zhone Technologies dfunkhouser@zhone.com

Deb Low, Secretary/Treasurer360-352-8334
 Graphic Design Unlimited itashow@aol.com

Jim Brett, Director206-669-4133
 Graybar Electric

Colette Hoekstra, Director503-936-6995
 TE Connectivity

Mark Johnson, Director360-254-6920
 North Sky Communications

John Seelke, Director503-572-7103
 Nelson Truck Equipment

The ITA Showcase Board and membership is made up of vendors to the telecommunications industry. These vendors are associate members of either the Oregon Telecommunications Association or the Washington Independent Telecommunications Association (or both). Each year ITA sponsors a trade show including exhibits and seminars, to benefit the companies in these two associations and all others in the telecommunications industry in the Pacific Northwest.

Jeffry H. Smith Elected President and Chief Executive Officer

On May 8, 2013 GVNW Consulting announced that the Board of Directors elected Jeffry H. Smith as GVNW's President and Chief Executive Officer, succeeding Bob Schoonmaker.

Mr. Smith will become the 4th CEO in GVNW's history and will assume his new role immediately. Dana Baker (Chief Operating Officer) said, "the election of Jeff underscores GVNW's strategic commitment to providing its clients with expanded leadership and support at a critical time." "I am delighted that GVNW's Board of Directors has put their faith in me to continue the growth of the company and helping our clients position themselves for success. Taking on this challenge at a time when the industry is experiencing such intense competition, innovation and change only adds to my enthusiasm for the time ahead. I would also like to lead the chorus of thanks to Bob for 10 years of steady leadership for our company during a decade of huge change for rural telecom providers," added Mr. Smith.

Mr. Smith most recently served as Vice President and Manager for GVNW's Western Region. Jeff has 35 years of experience in the telecommunications industry and joined GVNW's Western Region office in 1996 with prior consulting and industry experience. Jeff has served on the USTA Board of Directors and Small Company Committee, and is currently a member of NTCA's Industry Committee. Jeff was a charter member of both the Portland Group and Expanded Portland Groups, predecessor groups to the Rural Alliance, and he was a participating observer on the Rural Alliance Steering Committee. During the Rural Task Force (RTF) effort in 2000-2001, Jeff served in a staff capacity to the RTF. In the first half of 2007, Jeff was heavily involved in the development of the Wireless Carrier Actual Cost (WiCAC) proposal to replace identical support for CETCs. Jeff's academic background includes a Bachelor of Business Administration degree from Pacific Lutheran University in 1978 where he graduated summa cum laude.

Mr. Schoonmaker was elected Senior Vice President and Chairman of the Board of Directors. Bob joined the corporation as Manager of the Midwest Region in 1984. After earning his Masters of Accountancy Degree from Brigham Young University in 1973, Bob joined GTE, serving in several revenue and accounting positions. He was appointed Director of Revenue and Earnings of General Telephone Company of Illinois in 1977 and in 1981 he accepted the position of Accounting Director with General Telephone Company of Michigan, and later that year was elected Controller of General Telephone Company of Indiana and Michigan. Bob was appointed Vice President-Revenue Requirements for General Telephone Company of the Midwest in 1982.

GVNW Consulting is one of the leading telecommunications-consulting firms in the nation specializing in applications to enhance the delivery of telecommunications products and services to rural areas. Established in 1970, GVNW currently serves over 200 client companies around the world, both incumbent and competitive, with the majority consisting of smaller companies located in high cost rural or insular areas. Please visit www.GVNW.com for more information.

Farewell to a Good Friend and Colleague

Patrick J. Lynch passed away peacefully at home on March 27th, 2013 of pancreatic cancer. Pat served as the Director of Member Services for the OTA over the past 12 years.



During his tenure with the OTA, he was also actively involved in the Salem Rotary, Oregon Society of Association Management (OSAM) and the American Society of Association Executives (ASAE) — and an extremely loyal supporter of the OSU Beavers!

Anyone who ever met Pat, even briefly, would not forget him. He could work a room full of people like no one else. Pat knew no strangers. His beaming smile, infectious laughter and warm demeanor always made every person he came in contact with feel welcome. Patrick touched many lives. He had a very strong sense of family and friends and he will be missed by many — perhaps gone, but never forgotten.



AUGUST 2013

- 7th CS/MKT Seminar Planning Sub-Committee Meeting
Wednesday – 9:00 a.m. via conference call
- 14th OSP Seminar Planning Sub-Committee Meeting
Wednesday – 10:00 a.m. at Norcom NW, Woodburn
- 20th Safety Committee Meeting
Tuesday – 9:00 a.m. via conference call

SEPTEMBER 2013

- 13th CS/MKT Committee Meeting
Friday – 10:00 a.m. at Beaver Creek Telephone, Oregon City
- 18th CO/IT Committee Pre-Seminar Meeting
Wednesday – 4:30 a.m. Best Western Agate Beach Inn, Newport
- 25th OSP Committee Meeting
Wednesday – 10:00 a.m. at Pioneer Telephone, Philomath
- 30th Board & Small Company Committee Meeting
Monday – 10:00 a.m. in Pendleton (venue TBD)

OCTOBER 2013

- 7th Accounting Committee Pre-Seminar Meeting
Monday – 6:00 p.m. Sheraton Portland Airport Hotel

Outside Plant Seminar 2013

Once again we found ourselves on the Oregon Coast enjoying some nice weather...at least for the first couple of days.

Dr. Larry Helms of Trainergy, Inc. was the first speaker to address the group of attendees and was well received by all. His humorous session demonstrated how people can see their own behavior more accurately and learn how to change those behaviors. We were fortunate to have Dr. Helms join us for this event as he plans to retire at the end of this year. We will miss him!

Jeff Woodman, Systems Engineer at JDSU followed with a session on VDSL – Copper Testing and Bonding, discussing copper testing and the use of bonding and different connectors to push signals further downline.

Next up, **Jay Henke, Operations Manager at Clear Creek Communications** gave a presentation on how our rural telecom companies feel the squeeze of market-share pressures leading them to explore new avenues of service and product offerings to their customers. As an example, Jay provided an overview of Clear Creek's new service of providing Security Services over broadband.



Mark Miller, Scio Mutual Telephone Association receiving award from Committee Chair Ken Field of Pioneer Telephone Cooperative

The 2013 Outside Plant Employee of the Year Award was presented to **Mark Miller of Scio Mutual Telephone Association.** Mark was selected for this recognition because of his many years of dedication, technical expertise and high standard of performance and work ethic. Mark is very involved in the community and is well known for his compassion and energy. His service is completely dedicated and comes from the heart. Please

join the OTA in congratulating Mark for being chosen as the 2013 Outside Plant Employee of the Year.

Ryan Severe from **Puget Sound Energy** joined us to talk about how wind turbines are built and the generators work, discussing the fiber network that exists to serve the wind turbine projects that serve over one million power customers and excess of 750,000 natural gas customers.



Abby Lambert, Senior Marketing Consultant with **Pivot Group** talked to us about "Marketing and the Outside Plant," focusing on how all employees need to be a part of the "sales and marketing team" for their companies as market forces continue to diminish traditional telecom revenues. Abby provided tools and suggestions for OSP staff to help promote new products and services at the customer's premises.

In a hands-on presentation, **Angela & Chris Church** of **Precision Fiber** offered an important update on fiber optic installation, maintenance and safety issues evolving with today's advanced fiber technology.

Buck Spears of **S & S Solutions** opened our last morning talking about the manufacturing process of turning raw materials into fiber optic cable.

Brant Wolf, EVP of **OTA** closed the sessions with his legislative and regulatory overview discussing recent activities of the Oregon Public Utility Commission and related issues on the Federal level.

The OTA would like to shout out an extra big thank you to the Associate Member Company's that helped to sponsor this year's seminar!



OTA EVENT CALENDAR

Central Office & Information Technologies Seminar September 19-20, 2013

Best Western Agate Beach Inn – Newport, OR

Accounting Seminar October 8 – 9, 2013

Sheraton Portland Airport Hotel / Portland, OR

Consumer Services & Marketing Seminar October 28 – 30, 2013

Best Western Agate Beach Inn – Newport, OR

Safety Seminar November 13, 2013

OTA Office, Conference Rm B – Salem, OR

ITA Showcase March 5 – 6, 2014

Holiday Inn – Portland Airport Hotel – Portland, OR

Outside Plant Seminar

(date to be determined; sometime mid April 2014)

Best Western Agate Beach Inn – Newport, OR

2014 OTA-WITA Joint Annual Meeting May 19 – 21, 2014

Skamania Lodge – Stevenson, WA

2015 OTA-WITA Joint Annual Meeting June 3 - 5, 2015

Salishan Spa & Golf Resort - Gleneden Beach, OR

Got Photos?

The OTA would like to have some photos from our member companies to use on the OTA website and in promoting our seminars.

These could be pictures of your crews hard at work on an outside plant project, a snapshot of a busy customer service or accounting staff or a central office crew. We thought it would be nice to be able to use pictures of our own folks, rather than some random “canned” photos of strangers! And keep in mind also that as each year rolls around, we look to find something new for the cover of the OTA Membership Directory. For 2013, we chose from a number of great photos submitted by Rusti Lattin of Eagle Telephone System — (thanks Rusti)!! For cover photos we like to focus on, of course, the beauty of the Oregon landscape, but also represent the many facets of the telecommunications industry. Please consider sharing any pictures you think would be a good fit.

If you have a digital camera and are willing to share, we would be very appreciative. And if you can, please provide a short description with each photo and email them to Susan at the OTA Office at sallen@ota-telecom.org. Thank you!!

Notification of OTA President of Any Antitrust Concerns

OTA members, representatives and attendees should promptly bring any antitrust concerns to the attention of OTA President. Because antitrust law and policy is legally complex (especially in view of the heavily regulated nature of the telecommunications industry), all OTA members, representatives and attendees are expected and instructed to seek promptly the advice of counsel for OTA in the event that there is any question as to whether any contemplated action, activity, proposal, or other course of action may be in conflict with applicable law.

OTA members, representatives and attendees should terminate any discussion, seek legal counsel's advice, or, if necessary, leave any meeting or discussion where improper subjects are being discussed and explain the reasons for departure to those still in attendance.

For a copy of OTA's Antitrust Policy in its entirety, please contact the OTA office.

OTA Legal Counsel

Duncan, Tiger & Niegel, P.C.

582 E. Washington Street
Stayton, OR 97383
503.769.7741
Fax: 503.769.2461

Jennifer Niegel

jennifer@staytonlaw.com

Law Offices

of Richard A. Finnigan

2112 Black Lake Blvd SW
Olympia, WA 98512
360.956.7001
Fax: 360.587.3852

Richard A. Finnigan

rickfinn@localaccess.com

New Members

The OTA would like to welcome the following companies who have recently joined the association. For contact info and links to their websites, please visit the OTA website.

New Telephone Company Provider Member:

New Associate Member Company:

AFL
APEX Directional Drilling LLC
ezWireless LLC
FEI-Zyfer, Inc.
GNB Industrial Power
HJ Arnett Industries
Hubbell Power Systems, Inc.
Omlid & Swinney
Primex Manufacturing
Smart RG
Toly Digital Newtorks, Inc.
Track Utilities LLC

Fluid designs. Fluid prints. Fluid mails.
Fluid does it all so you don't have to.



971.241.2400 • fluid@onlinemac.com
www.fluidcommunications.biz

*Designing and printing marketing collateral
and this newsletter for OTA members since 1999.*

Connecting you to your customers.



As the nation's largest telecom insurer, we've earned the trust and respect of more rural companies than any other provider.

Learn how we can help keep you connected to your customers.

877.987.8281 or 303.984.2000
farmersunioninsurance.com



QBE and the links logo are registered service marks of QBE Insurance Group Limited. Coverages underwritten by National Farmers Union Property and Casualty Company. California Company ID #3078-3. © 2012 QBE Holdings, Inc.



Jim Casqueiro
503-678-2981
cell 503-348-0560
jim@publicworkssupply.com
10751 Oak Street Suite #2
Donald, OR 97020

Your One Stop Safety Shop

www.publicworkssupply.com

Need to contact the Oregon Telecommunications Association?

Mailing Address:

777 13th St. SE, Suite 120
Salem, Oregon 97301-4038
Telephone: 503.581.7430
Fax: 503.581.7457

Brant D. Wolf, CAE

Executive Vice President
email: bwolf@ota-telecom.org

Susan E. Allen

Administrative Assistant
email: sallen@ota-telecom.org