



1st/2nd Quarter 2014 Edition

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ITA Showcase 2014.....

The ITA Showcase Northwest held their 27th annual showcase this past March in Portland, Oregon at the Holiday Inn/Portland Airport Hotel. The theme for this year was "Lighting the Way...Future-proofing Your Existing Networks." For the golf enthusiasts, there was a four-man scramble at Colwood Golf Course on Tuesday. This year we had 88 vendors participating with exhibits!

continued, see ITA Showcase



Get informed 24/7/365

Go to www.ota-telecom.org

- up-to-date industry news
- event calendar
- seminar information
- member directory
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Show off your stuff...

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503.581.7430

ITA Showcase continued

A wide range of educational seminars were offered throughout the day and a half event. Seminars included the following:

"A Practical Guide to Locating."

– RJM Company

"What is it & How Can it Help Generate More Revenue from Your Existing Fiber Network?"

– TE Connectivity

"Industry Trends in Optical Networking."

– Structured Communication Systems

"Back-up Power Options for Critical Power Applications: DC Power, Generators, Fuel Cells."

– Battery Power Systems

"Ethernet Assurance."

– JDSU / Rep Com International

"Drilling Fluids: Tools for Successful Completions."

– General Pacific

"Consumer Consumption of Technology Creating a Semi-Cyborg Ecosystem."

– Neonova

"Conquering the Home – the Last 2,000 Square Feet."

– ZyXEL Communications

"Understanding the Secondary Market."

– PICS Telecom

"DC Drive Bucket Trucks – Technology with an ROI."

– Versalift

"Reinventing Voice and Beyond."

– GENBAND

"Safety Transformation."

– Henkels & McCoy

"Health/Elder Care: Smart Care – A Growing Trend and Revenue Opportunity."

– Clear2There

"Software-Defined Networking for Rural LECs."

– CYAN

Thank you to our Showcase Directors for planning and organizing another successful show!

Sev Giles, ITA President – Techtel Marketing

Doug Funkhouser, ITA Vice President – Walker and Associates

Deb Low, ITA Show Coordinator – Graphic Design, Unlimited

Jim Brett, Director – Graybar

Colette Hoekstra, Director – TE Connectivity

Mark Johnson, Director – North Sky Communications

John Seelke, Director – Nelson Truck Equipment

And a big "thank you" to all who attended this show! We truly appreciate your support of the ITA. Big hugs & thanks to Kathy Rea (MACC) for sharing her photography skills with us — some of her photos are included for both the ITA Showcase and Annual Meeting events!

Please plan to join us for the 2015 ITA Showcase on March 4 – 5 at the same location — Holiday Inn / Portland Airport Hotel in Portland, Oregon.



Canby Telcom to Launch 1 Gigabit Internet Service in 2014

Canby, Ore., February 2, 2014 – Canby Telcom plans to provide a 1 Gigabit symmetrical Internet connection to customers in Canby Oregon.

Very soon Canby Telcom customers within its Fiber Optic Zone (FOz) service area will have access to 1 Gigabit (Gbps) High-Speed Internet. This broadband option is currently available in just a handful of cities nationwide and is 100-times faster than the average Internet speed of 10 megabits per second (Mbps).

Why gigabit service? "Canby Telcom has always been a forward-thinking technology company. FOz provided the fastest Internet speeds in Oregon when we launched it in 2010. We're one of only four certified Fiber to the Home/Business Internet providers in the state, and just last year our EZVideo product won the national Service Provider of the Year award for being the first of its kind in the nation. Gigabit Internet offers more than enough capacity and speed for all of the existing bandwidth thirsty devices and streaming video services in the market today with room to grow for all of the new gadgets coming out including; Ultra-HD TV's, cloud based-online gaming and home automation systems," replied Canby Telcom President Paul Hauer.

While the speed alone is most impressive, another key element to this service is capacity. The average US household has 6 Internet connected devices, and many homes with teenagers or technical jobs have 15 or more. Recent studies revealed there are now, on average, 6 Internet connected devices per home. Think about it. There's the home computer(s), tablet, Wi-Fi enabled smartphone(s), Internet-enabled TV's, Blu-ray® players, gaming console box(es), hand held music players, mobile gaming devices, and monitoring systems. Every one of these uses an Internet connection.

Gigabit Internet service is extremely attractive to local business and economic development. Faster Internet supersedes proximity in many cases allowing business to be conducted from any location – and Canby can now be that location. That is a potential game-changer for attracting new industry and telecommuters to the city. Service availability for Gigabit Internet is scheduled for the 2nd quarter of 2014 and will be limited to select areas within the Canby Telcom, FOz footprint.



About Canby Telcom:


Canby Telcom provides information, communication and entertainment services to more than 7,000 customers over an 84-square-mile foot print in the northern Willamette Valley of Oregon. The company is the 2013 recipient of the prestigious TelcoVision Service Provider of the Year Award for product innovation and customer service. The 109-year-old cooperative and its 103-year old subsidiary, Mt. Angel Telephone Company in Mt. Angel, Oregon, employ over 70 people. Visit www.canbytel.com for more information.

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National Electric Code Update

Classes were offered this past March & April

Dave Marinos of Applied Electrical Training Company was our instructor. The class was offered on two separate dates to try to accommodate everyone needing the training. The first class was held on March 18th at Pioneer Telephone Cooperative in Philomath.

We had 26 attendees register for this class. The second class was held on April 8th at Monitor Cooperative Telephone in Monitor and the registered attendees were 35.

The 8 hour course met the requirements of the Oregon Building Codes Division for code update continuing education credits for renewal of Limited Energy Licenses for the upcoming October 1, 2014 renewal date. The class provided attendees with an in-depth examination of changes to the 2014 National Electric Code and focused on grounding, information technology, specific systems, communications and related topics.

Thank you to both Pioneer Telephone and Monitor Telephone for providing their locations for these training classes!

2014 Outside Plant Seminar Review.....

The 2014 Outside Plant Seminar was held once again at the Best Western Agate Beach Inn on April 24 – 25.

Kicking off the seminar, **David Placko**, Director of Engineering at **PEAK Internet** discussed the upside and the troubles associated with wireless. In a second session, David addressed WiFi in the home, shop and office talking about best practices, interferences and approaches to fixing problems.

Frank Mulhearn, Manufacturers Rep from **Rep Com International** presented the fundamentals and proven techniques for locating communicating cables.

Mike Riffe, an Accident Investigator with **Oregon OSHA** joined us to talk about his experiences investigating numerous accidents and sharing his findings on what went wrong in hopes of helping to prevent future accidents. Mike does a powerful presentation complete with equipment props to fully show how accidents can happen.

Brandon Zupancic, VP of Network Operations at **Canby Telcom** and **Mt. Angel Telephone** spoke to the group on the rapid adoption of streaming video and it's growth in consumer broadband usage and network utilization and how this has added to the complexity of in-home networks and the corresponding increase in calls for technical support.

Joe Kuenzi, Divisional Manager with **North Sky Communications** discussed how to determine when to directional bore as opposed to trench. Covering operator safety as well as new technology in the field of directional boring.



George Kuwamura of **NECA** gave a presentation, "Why Should a Tech Care About Regulation?" in where he talked about how a technicians actions affects company cash flow.

Joseph Murray, **Oregon Military Department, Office of Emergency Management** did a session on "Disaster Assistance" where he focused on the declaration process and the Federal Emergency Management Administration (FEMA) and U.S. Small Business Administration (SBA) financial assistance programs that may be available to local governments, special districts and certain private non-profits. He also included detail on how OTA member companies may or may not fit within FEMA's Public Assistance program and policy.

Brant Wolf, EVP of **OTA** and **Jeff Smith**, President/CEO of **GVNW Consulting, Inc.** teamed up to update our attendees on the Oregon Legislative & FCC issues including the FCC USF Transitional Order and potential re-write of the Communications Act.



(left to right: Jerry Schlachter, EVP/General Mgr at Pioneer Telephone Cooperative, Don McMillin and Mike Whalen, Assistant Treasurer/Financial Manager at Pioneer Telephone Cooperative).

The 2014 Outside Plant Employee of the Year Award was presented to Don McMillin of Pioneer Telephone Cooperative.

Don started his career at Pioneer Telephone in 1974 as an Install and Repair Technician. He worked in this position for several years gaining the experience and knowledge needed to transfer into the Central Office. In 1993 a splicing position opened up in the company and he moved back outside and has been there ever since.

During Don's 40 year career at Pioneer Telephone he has seen the industry go through many changes, establishing himself as an excellent trouble shooter and splicer with fiber as well as copper plant. He is always willing to pass the knowledge he has acquired on to his co-workers which has benefited everyone. His dedication to the cooperative and the industry makes him a great choice for the 2014 Outside Plant Employee of the Year. **Congratulations Don!!**

And thank you to the vendors who participated with exhibits at this event:

- ADTRAN • Graybar • Primex Manufacturing
- Clearfield • North Sky Communications
- Rep Com International • Codale Electric Supply
- Power & Tel Supply • S & S Solutions
- CORE Telecom Systems/Norcom NW • Walker and Associates



Many thanks to both Millennium and Power & Tel for sponsorships at this year's OSP Seminar!



Please plan to join us for the 2015 Outside Plant Seminar which will be held on April 9 – 10 at Chinook Winds Resort in Lincoln City, Oregon.



2014 OTA – WITA Joint Annual Meeting...

Skamania Lodge in Stevenson, Washington was the destination for this year's Oregon and Washington Telecommunications Associations joint annual conference.

The two and one half day event kicked off with the golf tournament and a day full of activities. A new activity offered this year was the ZIP LINE ADVENTURE which is a fairly new feature added at Skamania Lodge in the Summer of 2013. A number of our attendees flew suspended by a cable over the moss covered firs of the rain forest canopy taking in the beauty of the majestic Columbia River Gorge!

The annual Silent Auction took place the first evening. Funds from the auction and proceeds from the sales of strings and mulligan's at the golf tournament go to support both association scholarship foundations.

Sharon Lacey, a motivational humorist opened the first morning of the conference speaking on making connections and turning challenges into opportunities. **Mike Romano**, SVP of Policy for **NTCA** and **Derrick Owens**, VP of Government Affairs for the **Western Telecommunications Alliance** offered a review of the important issues being considered by federal regulators and Congress. **Vicki Lee** and **Steve Noel** of **FirstNet** and **Michael M. Marusich**, Sr. Program Manager, **OICO, State of Washington** explained how FirstNet will work in Washington and Oregon. Darin Richards of AKT provided an overview of the state of the economy and a look to the future. **Brant Wolf**, EVP of **OTA** gave his Oregon Legislative & Regulatory Report.

continued, see [Joint Annual Meeting](#)



Joint Annual Meeting continued

Once again this year we offered four breakout sessions with our vendors. This year's sessions were provided by:

Pivot Group – Sue Justesen – “Why do I Choose Hampton Inn? Because I Love Those Warm Cookies!”

Structured Communication Systems presented with **Radware – Mike O’Malley** – “In the Line of Fire: the Morphology of Cyber-Attacks.”

Innovative Systems – Scott Meyer – “Leverage Your Strengths Through Hosted Services.”

Metaswitch Networks – Bill Allen – “Disruption and Trust: Ingredients of Success for the Communications Revolution” and “Network Transformation and the Evolution to Virtualization.”

A big thank you goes to all of this year’s 31 vendors who exhibited their equipment and services.

We really appreciate the continual support from each and every one of these companies:

- Ad Specialties of Oregon NW • ADTRAN • American Power Systems
- ANPI • Berry • Calix • CCI Systems • Clearfield, Inc.
- ClearView Security & Home Automation • Communications Data Group
- CORE Telecom Systems / Norcom NW • Dura-Line Corp
- Huawei Technologies USA • Innovative Systems • Mapcom Systems
- Mega Hertz • Metaswitch Networks • MACC • NISC
- North Sky Communications • NRTC • NTCA • Omlid & Swinney
- PEAK Internet LLC • Power & Tel Supply • Rep Com International
- Structured Communication Systems • Telcom Insurance Group
- Vantage Point Solutions • Viamedia • ZyXEL Communications

continued, see Joint Annual Meeting



Joint Annual Meeting continued

The second evening brought the Awards Banquet where both Associations announced the recipients of their respective Scholarship Award Programs. OTA was proud to allocate a total of \$10,000 to the following individuals:

Jamie Butler

sponsored by Eagle Telephone System, Inc.
(daughter of Angie Butler)

Isabell Nguyen

sponsored by Frontier Communications
(daughter of Tam Nguyen)

Erin Schapiro

sponsored by Frontier Communications
(daughter of David Schapiro)

Kyra DeHart

sponsored by Gervais Telephone
(daughter of Kathryn DeHart)

Kyle Fehlen

sponsored by Structured Communication Systems
(son of Tom Fehlen)

Ellen Barry

sponsored by Pioneer Telephone Cooperative
(daughter of Caryl Lynn Barry)

Alyssa Coulter

sponsored by North Sky Communications
(daughter of Michael Coulter)

WITA proudly announced that they awarded a total of \$9,000 in Scholarship Funds this year to the following recipients:

Raechelle Gumeson

sponsored by Inland Telephone Company
(daughter of Teresa McFadden)

Kiana Henny

sponsored by Whidbey Telecom
(daughter of George Henny)

Cheyenne Henrichsen

sponsored by Inland Telephone
(daughter of Sara Morgan)

Mariah Holmes

sponsored by FairPoint Communications
(daughter of Jim Holmes)

Alyssa Ricketts

sponsored by FairPoint Communications
(daughter of Gary Ricketts)

Hayley Sorensen

sponsored by ToledoTel
(daughter of Julie Sorensen)



The OTA presented its 2014 Service Award to John T. Dillard for his many years of service to the telecommunications industry and continual support of the OTA.

OTA gave an Honorary Member Award to Keith Galitz (at left with Joyce Nelson), recently retired from Canby Telcom. We were happy that Keith was able to join us to accept this award in person.

WITA presented 2014 Pioneer Awards to Bob Smith of Kalama Telephone, Greg Maras of Inland Telephone and Ken Beckman of FairPoint Communications. WITA presented their 2014 President's Award to Rick Finnigan, Legal Counsel.

Starting off the second day of the conference, **Bob Gnapp** from **NECA** opened our sessions with a conversation on broadband tariffs, call completion issues and other important regulatory concerns. Closing out the conference, panelists **Brandon Zupancic** of **Canby Telcom**, **Mitchell Moore** of **Clear Creek Communications** and **George Henny**, **Whidbey Telecom** discussed today's ever-changing landscape of opportunities and how to foster business relationships with customers.

We want to thank all of the companies that supported this year's conference with sponsorships!

Telecom Provider Member Gold Level Sponsor

Clear Creek Communications

Telecom Provider Member Silver Level Sponsor

Cal-Ore Communications
TDS Telecom

Telecom Provider Member Bronze Level Sponsor

Oregon-Idaho Utilities, Inc.
Cascade Utilities / Reliance Connects
ToledoTel

Associate Member Platinum Level Sponsor

ClearView Security & Home Automation
GVNW Consulting, Inc.
Moss Adams, LLP
North Sky Communications
Unitel Insurance

Associate Member Gold Level Sponsor

AKT, LLP
Johnson, Stone & Pagano
NECA
Telcom Insurance Group
Vantage Point Solutions

Associate Member Bronze Level Sponsor

Mapcom Systems
MACC
NISC
Power & Tel Supply

continued, see **Joint Annual Meeting**

Joint Annual Meeting continued

**And thanks to the following
companies that sponsored a golf hole
at the tournament!**

AKT, LLP ▪ Calix ▪ CORE Telecom/Norcom NW
Eagle Telephone System, Inc. ▪ Molalla Communications
PEAK Internet ▪ Power & Tel Supply
St. Paul Cooperative Telephone Association
Vantage Point Solutions



Lest we forget the fearless zip-liners!

Pictured left to right are: Dana Moore, our guide Sean, Susan Allen, Kathy Gordon, Jennifer Niegel, our guide Jonathan and Joyce Nelsen.



**We hope that you can join us next year for the 2015 OTA – WITA Joint Annual Meeting
!! OTA will be celebrating its 100th Anniversary !!
~ It is sure to be a grand time ~
June 3 – 5, 2014
Salishan Spa & Golf Resort – Gleneden Beach, Oregon**

OTA COMMITTEE MEETINGS CALENDAR

AUGUST 2014

- 5th** *Accounting Seminar Planning Subcommittee Meeting*
Tuesday – 9:00 a.m. via Conference Call
- 6th** *Outside Plant Committee Planning Meeting*
Wednesday – 10:00 a.m. at OTA; Conference Rm A – Salem
- 13th** *Consumer Services & Marketing Seminar Planning Subcommittee Meeting*
Wednesday – 10:00 a.m. via Conference Call
- 22nd** *Scholarship Foundation Board of Directors Meeting*
Friday – 1:30 p.m. at OTA; Conference Rm B – Salem

SEPTEMBER 2014

- 4th** *Annual Meeting Committee Meeting*
Thursday – 9:30 a.m. at Clear Creek Communications – Oregon City
- 10th** *CO-IT Pre-Seminar Committee Meeting*
Wednesday – 6:00 p.m. at Best Western Agate Beach Inn – Newport
- 11th** *Accounting Committee Meeting*
Thursday – 9:30 a.m. at Mt. Angel Telephone – Mt. Angel
- 24th** *Consumer Services & Marketing Committee Meeting*
Wednesday – 10:00 a.m. at Stayton Telephone – Stayton

OCTOBER 2014

- 1st** *Accounting Pre-Seminar Committee Meeting*
Wednesday – 6:00 p.m. at Best Western Agate Beach Inn – Newport
- 12th** *Consumer Services & Marketing Pre-Seminar Committee Meeting*
Sunday – 6:00 p.m. at Best Western Hood River Inn– Hood River

UNITEL Insurance Welcomes Mike Hetzel to the Team

UNITEL Insurance is pleased to announce the addition to our team of trusted advisors, Michael B. Hetzel, CHCM, CSM, GUSA as "Director of Risk Management Services."

Mike is a lifetime member and past President of the American Society of Safety Engineers (ASSE), a Certified Utility Safety Administrator (GUSA) and a Certified Safety Manager (CSM). He will join our operations on January 6th, 2014 and begin providing specialized services for all of our communications industry clients and partners.



Mike brings a wealth of experience and knowledge in the communications industry that will be instrumental in helping our clients and partners reduce the potential for loss in their operations and thereby keep insurance and other costs under control. He has been involved in the independent telecommunications industry exclusively for the past 20 years at Farmers Union Insurance so many of you know him well and the expertise he brings to the table. Mike will be available to our clients and business partners for advising, consulting, training and mitigating exposures within their operations.



UNITEL

UNITEL Insurance Group provides risk solutions for over 350 communications companies throughout the U.S. including: Telephone companies, Internet Service Providers, Wireless and Cellular Providers, Satellite and Cable Television Providers, Radio Stations, Tower Owners, as well as other technology and communication companies. Mike joins our team of specialists for the communications industry, with a perpetual commitment to improve the client's risk management program through innovation, new products and creativity. Please join us in welcoming Mike.

Included below is Mike's contact information:

Michael B. Hetzel CHCM, CSM, CUSA

Director - Risk Management Services

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800.755.0048 • FAX: 402.434.7272

UNITEL Insurance News, January 8, 2014

Core Telecom System Acquires/ Merges Norcom NW

Core Telecom Systems has acquired and merged with Norcom NW Inc. This combination joins two companies who bring shared expertise along with distinct specialties across the U.S.

Norcom NW, started in September of 2009 with a lineage dating back to 1986, has specialized in supporting traditional ILEC's along with other emerging service provider markets. Notably, Norcom NW brings several new supplier relationships complimentary to the CORE Telecom solution set which we'll be introducing to all of our clients in

the coming months. Norcom's Matthew Hollinger and Shaun Plummer bring many years of experience to the Core Telecom family. Matt holds technical certifications for Nortel, Cisco, Metaswitch, Tellabs and Cambium greatly benefiting our services customers. Shaun's management and telecom sales history substantially augments our NW U.S. coverage from our Portland, OR warehouse facility.

Matt and Shaun are very excited to join the strengths of Norcom NW with a solid and established company like Core Telecom Systems. In addition, they would like to express their sincere thanks and appreciation to all the customers for their loyalty and for making Norcom NW a successful venture. Core Telecom and Norcom NW look forward to building even better relationships and helping our customers achieve even greater success.

OTA EVENT CALENDAR

SEPTEMBER 2014

2014 Central Office & Information Technologies Seminar

September 11 – 12

Thursday & Friday – 8:00 a.m. to 5:00 p.m.
Best Western Agate Beach Inn – Newport, OR

OCTOBER 2014

2014 Accounting Seminar

October 2 – 3

Thursday & Friday – 8:00 a.m. to 5:00 p.m.
Best Western Agate Beach Inn – Newport, OR

2014 Consumer Services & Marketing Seminar

October 13 - 14

Monday & Tuesday – 8:00 a.m. to 5:00 p.m.
Best Western Hood River Inn - Hood River, OR

NOVEMBER 2014

2014 Safety Seminar

November 19

Wednesday – 8:00 a.m. to 5:00 p.m.
Comfort Suites Hotel - Salem, OR

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.



2015 OTA-WITA Joint Annual Meeting

June 3 - 5

Salishan Spa & Golf Resort - Gleneden Beach, OR



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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 Premier Associate Member:
CSI Digital

New Associate Members:
Arlenco Distribution, Inc.
BEC Technologies, Inc.
ClearView Security and Home Automation
CSSA
Dura-Line Corp
Gaslin Accounting, LLC
Huawei Technologies USA
Millennium
RJM Equipment Sales, LLC
Shelter One, Inc.
Sorensen, Craig F. Construction
Tel Rep Midwest, Inc.

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