



Board of Directors

- Officers -

President

Renee Willer
DataVision Cooperative

Vice President

Rusti Lattin
Eagle Telephone System, Inc.

Secretary

Geri Fraijo
Monitor Cooperative Telephone

- Directors -

Tom Barth
Scio Mutual Telephone Association

Brenda Crosby
Cascade Utilities, Inc. / Reliance Connects

Cathy Dahlquist
Frontier Communications

Paul Hauer
Beaver Creek Cooperative Telephone

Tre Hendricks
CenturyLink

Mitchell Moore
Clear Creek Communications

Joyce Nelsen
Roome Telecommunications Inc.

Jim Rennard
GVNW Consulting, Inc.

Nick Schneider
St. Paul Cooperative Telephone Association

Curt Thornton
Stayton Cooperative Telephone Company

Mike Whalen
Pioneer Telephone Cooperative

Legislative Update

The legislative session ended in early July and we made it through in pretty good shape. There were a few bills introduced relating to privacy issues, customer notifications, etc. that would have had some negative impacts if they had passed. Fortunately, we are always able to tell our side of the story and we were able to stop these bad ideas from becoming law.

The OTA was also successful in passing our own legislation to allow the Oregon PUC appropriate authority to utilize Oregon USF funds to support broadband, not just dial tone service. Our bill passed with no opposition and now we are awaiting Oregon PUC rulemaking action to implement the law.

Meanwhile, legislators up for re-election in 2018 wasted no time to begin asking for campaign contributions. Even though it is very early, OTA has made a few contributions to legislators who represent our member companies and those who we have been able to work with in the past. While this can lead to wasted dollars (we made a contribution once to a person who had to resign due to campaign "irregularities") it is more commonly viewed as a commitment on our part to those who have demonstrated a willingness to listen to us and support our legislative efforts.

When folks call looking for campaign dollars I normally respond by stating that OTA can't give or can't give much until our members have made their own contributions to our PAC. This is totally true and is also a long-winded way of asking that each of our member companies give serious

Continued, See Legislative



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

Legislative Continued...

consideration to making the recommended PAC contribution with their dues. The OTA doesn't ask for much from our members individually. Our strength in this regard is and always has been our collective efforts.

When we combine our PAC contributions it makes us stronger as an advocate in support of our own issues and in opposition to legislation that we would not like to see signed into law.

So, if you are able to make your PAC contribution as indicated with the dues statement please do so. And as always, absolutely call and ask whatever questions you might have about this process. We are lucky in Oregon that corporations can make PAC contributions, the majority of states do not allow it. We should take advantage of this and build a strong, healthy PAC.

Respectfully submitted by Brant Wolf, EVP

OTA COMMITTEE MEETINGS CALENDAR



OCTOBER 2017

- 30 *Annual Meeting Committee Meeting*
Monday at 9:30 a.m. - Clear Creek Communications,
Oregon City, OR
- 31 *Scholarship Foundation Board of Director's Meeting*
Tuesday at 10:00 a.m. - OTA Office; Conference Room A,
Salem, OR

NOVEMBER 2017

- 15 *OTA Outside Plant Committee Meeting*
Wednesday at 10:00 a.m. - OTA Office; Location TBD
- 17 *OTA Board Planning Session followed by Small Company & Board of Director's Meeting*
Friday at 9:30 a.m. - Monitor Cooperative Telephone,
Woodburn, OR

DECEMBER 2017

- 5 *Consumer Services & Marketing Committee Meeting*
Tuesday at 10:00 a.m. - Reliance Connects,
Estacada, OR
- 7 *CO-IT Committee Meeting*
Tuesday at 10:00 a.m. - OTA Office; Conference Room A,
Salem, OR

2017 CO-IT Seminar Recap

The 2017 Central Office & Information Technologies Seminar took place on September 7 – 8 at the Best Western Agate Beach Inn located in Newport, Oregon.



Jesse Ward, Director Industry and Policy Analysis with NTCA – The Rural Broadband Association kicked off our event with her presentation, “Cybersecurity: An Evolving Threat for Rural Telecom Providers.” Attendees learned more about the scope of our adversaries and the tools and techniques for how companies can develop a risk-management plan to mitigate likely threats and/or the consequences that may occur.

Paul Nolin, Regional Sales Manager with Calix, presented “Going Gig?” In this session Paul talked about building out a strategic network architecture evolving to 10GPON capabilities and enabling Cloud based services by removing bandwidth roadblocks.

Pat Lustig, Office of Emergency Management (OEM) discussed the approach that Oregon is taking to transition from today’s Legacy 9-1-1 architecture to Next Generation 9-1-1.

Jenny Demaris, Emergency Manager with Lincoln County Sheriff’s Office presented a rousing overview of the Cascadia Subduction Zone Earthquake and preparedness efforts needed to build personal and community resiliency to withstand the expected impacts. If you missed this presentation, you will surely want to join us for the OTA Safety Seminar on November 29th where Jenny will join us once again to share this important information.



Joe Dechant, Transaction Network Services presented “The Transition to an IP World.” Joe shared thoughts on how with the continual evolution of our industry, we are all rapidly entering a world where IP capabilities are replacing legacy TDM infrastructure in our networks. Joe discussed this evolution, touched on why it is important, the benefits of IP and the technical aspects of introducing IP functionality to your network.



Gene de Vore, Data Operations Manager with DirectLink moderated a panel discussion on “Fact or Myth – Can You Have Telco Quality in a Data World?” Panelists included Craig Heidgerken, Director of Technology and Operations at Western Independent Networks; Ryan Lynch, Solutions Architect, Insight; and Stephen Hayes, Senior Telecommunications Analyst with the Oregon Public Utility Commission. The group discussed where in a world of IP, cost cutting meetings, regulated vs non-regulated and discussions of time to market; is there room for the idea of Telco quality? This stemmed a lot of conversation and interaction with attendees.



Continued, See **CO-IT**

CO-IT Continued...

Andy Erickson, Solution Director – Security with CCI Systems, Inc. and Randy Rooney, Senior Sales Engineer with CCI Systems, Inc. teamed up to do back to back presentations on “Cybersecurity – Where to Start?” and “Introduction to IPv6.” In the first session, they discussed how by taking a multi-layer approach to security, smaller organizations can protect themselves from ransomware as they grow their businesses in the new digital economy and demonstrated various starting points in protecting assets. In the second session, they briefly introduced IPv6 for service providers. Attendees learned the detail into existing Tier 1 IPv6 implementations with current IPv6 best practices regarding subnetting, allocations, customer assignments and host addressing practices.

****Vendor Quick Topics**** were interspersed throughout the first day with segments provided by:
CORE Telecom Systems (Shaun Plummer) • **MACC** (Kathy Rea) • **Rep Com International** (Frank Mulhearn)
BTECH, Inc. w/American Power Systems (Debs Watson) • **Tel Rep Marketing** (Lee Sitton)

Many thanks to the following companies who sponsored a portion of this year's conference!



Attendees visited the following vendors to catch up on the latest in telecommunications products & services.
 A huge thank you to our Associate Members for their continual support of our programs!



- American Power Systems, LLC
- Calix
- Clearfield, Inc.
- CORE Telecom Systems
- Datalink
- EnerSys
- MACC
- Millennium
- NW Technology Sales, LLC
- Rep Com International
- Tel Rep Marketing
- Vantage Point Solutions
- Walker and Associates



Thank you to all who attended this year's conference! We appreciate the comments on the evaluation forms as this helps us in planning future events. We hope to see you all again at the CO-IT Seminar in 2018!



Coming very soon.....2017 Consumer Services & Marketing Seminar



Tuesday, October 24, 2017

Oregon Garden Resort – Silverton, Oregon

You have to hurry! There is still a small window of time to register to attend --- you don't want to miss this!

Register at www.ota-telecom.org

"Customer and Company Enjoying a Good Experience Together." – Brett Hollis, Motivational Speaker, Comedian, Storyteller

"This phone call may be recorded in order to ensure quality customer service."

"How may I help you?" "I'm sorry. Would you like to talk to our manager?"

As customers, we have all been on the receiving end of comments like these. As Corporations you, no doubt, have been on the other side of the conversation. And the reason the dialogue is happening in the first place is because of dissatisfaction on the part of the customer. In this session, we will be covering how we can better close the gap between the company and the customer in order for each to have a good experience together.

"The Art of Connecting: Creative Ways to Reach Your Audience." – Dave Nieuwstraten, CEO – Pivot Group

I'm sure you've heard the philosophical question: "If a tree falls in the forest and no one is there to hear it, does it make a sound?" But have you heard, "If a direct mail piece gets sent, and no one reads it, does it count as marketing?" Connecting with your customers and members is one of the most important things you do as an organization. In this session, we'll take a look at creative ways to get your message across in an effective way.

"Cutting the Cable with Safety Scissors." – Shaun McClure, Lead Business Technical Specialist – Stayton Cooperative Telephone Company
Streaming video services continue to expand in both popularity and complication. For every Netflix and Hulu user, there is someone else looking for their way to stream NFL football, something local or international content. This presentation will touch on the multitude of Services, the devices available, and the Internet speed necessary for a customer to have the best possible experience.

"Workplace Safety Panel." – Panel discussion moderated by Michele Jones, Marketing & Business Manager – Reliance Connects. Panel members include: Dave Lindsay, Safety Manager – Day Wireless Systems, Maureen Comstock, Stayton Cooperative Telephone Company, and Mike Hetzel, Director-Risk Management Services – Unitel Insurance.

Join us for a panel discussion on workplace safety. We'll cover best practices for your office, workplace violence, recognizing abuse, tips and suggestions for maintaining a safe work environment.

"You've Got to Stop and Smell the Roses." – Brett Hollis, Motivational Speaker, Comedian, Storyteller

In this session, we will stop; take a deep breath and look at ways we can enjoy this fast-paced advancement of technology without missing the roses along the way.

Coming next month.....2017 Safety Seminar



Wednesday – November 29, 2017

Oregon Garden Resort – Silverton, Oregon

Please join us for a fully packed day of discussions and training relevant to today's safety issues!

Register at www.ota-telecom.org

"RF Safety/Awareness." – Dave Lindsay, Safety Manager, Day Wireless Systems.

Is Radio Frequency harmful? What you need to know about RF. How it affects the human body and when it becomes harmful. Ways to identify dangerous areas, and some of the equipment out there to help protect yourself.

"Be Ready to Survive." – Joe Mullens, Safety Northwest, LLC.

Being prepared for emergencies such as the "big one" earthquake or encountering an active shooter situation is important because it will make a difference between people living or dying – including yourself. All employees can help prevent and prepare for emergency situations. For example, everyone agrees that after a widespread major disaster rescue crews, insurance folks, and contractors show up and fix everything really fast! No – your post-disaster world won't be like that. Depending how bad the disaster is, it will almost certainly take many days if not weeks without power or communications before outside help arrives. Or consider encountering an active shooter actively killing or attempting to kill people in a confined space or highly populated area. In most cases, active shooters use firearms and choose their victims at random with the objective of killing as many people as possible. In the instance of an active shooter, every second counts. This training provides guidance to managers and employees so that they can prepare to effectively respond to emergency situations – from natural disasters to critical violence.

"Cascadia – Community Presentation." – Jenny Demaris, Emergency Manager, Lincoln County Sheriff's Office.

An overview of the Cascadia Subduction Zone Earthquake and preparedness efforts needed to build personal and community resiliency to withstand the expected impacts.

"HB 2597 – The Dangers and Consequences of Driving While Distracted." – Steve & Lois Lents, Owners / Instructors, Pacific Driver Education.

Most Americans have come to believe that they are great at "multi-tasking." Yet research has proven that the ability to multi-task is actually a myth. In this presentation that includes PowerPoints, videos, small group activities and a cell-phone based quiz, you will get a clear sense of why the Oregon legislature passed HB 2597, and how it restricts use of electronic devices while driving.

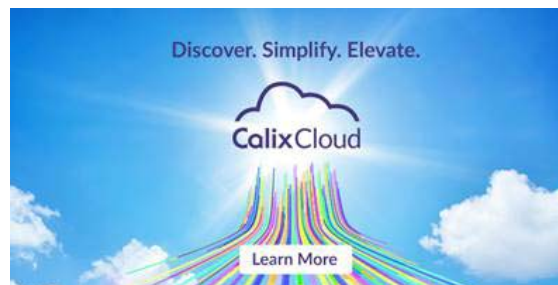
"Tower Climbing/Fall Protection." – Dave Lindsay, Safety Manager, Day Wireless Systems.

A refresher on Fall protection. When is fall protection required? What does PFAS stand for? How to choose the correct PFAS for your jobs. New Fall protection ruling as of January 17, 2017. And the need for Hazard Assessment.



2017 Calix ConneXions
October 28-31, Wynn Las Vegas
calixconnexions.com

Calix ConneXions Innovation and User Conference was created to help service providers see a clear path to the infinite possibilities on the horizon. Join us at 2017 Calix ConneXions this October and learn, share, get inspired, and connect with world class speakers, experts, over 2000 of your peers and industry partners. We've taken your feedback, and transformed the industry's favorite conference into an event that will not only be bigger and better, but can be uniquely tailored to you. Register now.



Moss Adams 2017 Telecom Seminars and Workshops

October and November 2017

Luxor Hotel

Las Vegas, NV

CPE credit available

The Moss Adams Telecom Seminar program delivers up-to-date information in a setting where open dialogue is encouraged between attendees and speakers. You'll learn from—and interact with—a carefully selected team of certified public accountants and telecommunications specialists who honed their credentials working with organizations like yours.

Whether you're new to telecom accounting or a season industry professional looking to improve your business, we have a course to meet your training needs. Find more details [here](#).

If you have questions, contact [Diane Howe](#), seminars administrator, at (509) 777-0123.



2018 Membership Directory.....

The update process has begun for the upcoming edition of the OTA Membership Directory. An e-mail was sent out last week to all member companies with a fillable Update & Advertising Request form to be completed.

You can use this link to access the directory page on the OTA website. <https://www.ota-telecom.org/membership/membership-directory/>

There you can click on the pdf of the current directory to view your listing as it now appears. It takes a couple of minutes for it to upload, so have patience. There is a link on the directory page for the fillable update request form as well.

Please contact Susan at the OTA office with any questions you have about the update process at 503-581-7430 or sallen@ota-telecom.org.

***** Please note that the deadline to submit content for the directory is Friday, December 1, 2017. *****

2018 Associate Member and Premier Associate Member dues invoices will be sent out mid-October. The dues amount for both levels of membership remain the same as in 2017.

The OTA is happy to announce a new additional benefit to the Premier Associate Member package. If you sign up for the Premier Associate Membership you will receive:

An invitation when the Board Receptions are held at the Annual Meeting ▪ Signage at the Annual Meeting indicating your Premier Associate member status ▪ Priority booth location at OTA events ▪ Discounted advertising rates for all OTA publications ▪ ****New beginning 2018 – 50% discount on one registration at all OTA events.****

In 2017 the OTA is proud to acknowledge eight Premier Associate Members:

	Aldrich CPAs + Advisors LLP	
	Alpha Technologies, Ltd.	MILLENNIUM <small>Our vision supplies yours</small>
	General Pacific, Inc.	
	GVNW Consulting, Inc.	MOSSADAMS
	Millennium	
	Moss Adams LLP	NORTHSKY COMMUNICATIONS
	North Sky Communications	
	PEAK Internet LLC	PEAK INTERNET

OTA EVENT CALENDAR

2017

Consumer Services & Marketing Seminar

October 24

Oregon Garden Resort– Silverton, OR

Safety Seminar

November 29

Oregon Garden Resort – Silverton, OR

2018

ITA Showcase

March 7 – 8

Holiday Inn – Portland Airport Hotel – Portland, OR

Outside Plant Seminar

April 26 – 27

Best Western Agate Beach Inn – Newport, OR

OTA-WITA Joint Annual Meeting

May 29 – 31

Sunriver Resort – Sunriver, OR

2019

OTA-WITA Joint Annual Meeting

June 5 – 7

Salishan Spa & Golf Resort – Gleneden Beach, OR

2020

OTA-WITA Joint Annual Meeting

June 1 – 3

Skamania Lodge – Stevenson, WA

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

Stayton Law

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

FLUID DESIGNS. FLUID PRINTS. FLUID DELIVERS.
SERVING THE OTA AND FELLOW MEMBERS SINCE 2003!

971.241.2400
fluid@onlinemac.com



NICK SCHAFFNER †

Manager — Fluid Communications, LLC
(971) 241-2400 • fluid@onlinemac.com
www.fluidcommunications.biz

As a private design and print subcontractor, Fluid Communications works with businesses to develop printed marketing material. Not only does Fluid design but also handles the printing, production and mailing. Just imagine; your own designer, printer and mail house, all in one. What's more? How about the fast turn-around time and great rates? Find out for yourself and contact Nick for a project quote today!

DID YOU KNOW? Nick, graduated Linfield College in 1995, with a degree in Studio Art and is an avid fisherman, golfer and loves his Red Sox. He is married with two daughters, knows all the words to Frozen songs, all the Disney princesses and can do pony tails.

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

Office Manager/
Members Services Coordinator
email: sallen@ota-telecom.org