

4th Quarter 2017 Edition

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Consumer Services & Marketing Seminar Recap...

In October, the Consumer Services & Marketing group held a one-day conference at the Oregon Garden Resort in Silverton.

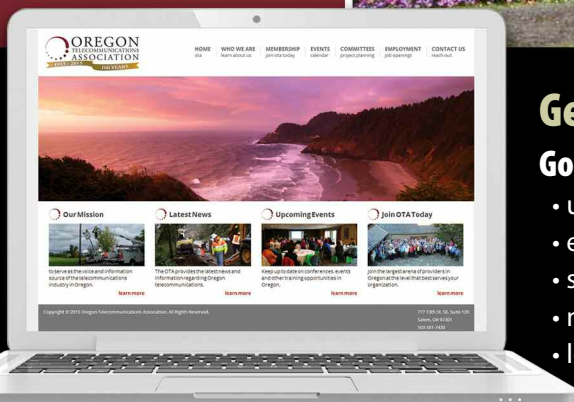
Kicking off the program, **Brett Hollis**, Motivational Speaker, Comedian and Storyteller entertained attendees with his thoughts on **"Customer and Company Enjoying a Good Experience Together."**

Dave Nieuwstraten of **Pivot Group, LLC** joined us for **"The Art of Connecting: Creative Ways to Reach Your Audience."** In this session Dave talked about connecting with customers as one of the most important things you do as an organization, looking at creative ways to get your message across in an effective way.

Shaun McClure, Lead Business Technical Specialist, **Stayton Cooperative Telephone Company** presented **"Cutting the Cable with Safety Scissors."** Shaun touched on the multitude of streaming video services, the devices available, and the internet speed necessary for a customer to have the best possible experience.

Michele Jones, Marketing & Business Manager for **Reliance Connects**, moderated a panel discussion on **"Workplace Safety."** Panel members included **Dave Lindsay**, Safety Manager with **Day Wireless Systems**; **Maureen Comstock**, Customer Service Supervisor with **Stayton Cooperative Telephone Company** and **Mike Hetzel**, Director of Risk Management Services with **Unitel Insurance**. The panel covered best practices for the office, workplace violence, recognizing abuse, tips and suggestions for maintaining a safe work environment.

Continued, See CSM



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CSM Continued...

Back by popular demand to round out the day's end, **Brett Hollis** again addressed attendees with **"You've Got to Stop and Smell the Roses."** In this closing session, Brett talked about how we all need to 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.



Safety Seminar Recap

First of all, allow me to apologize — I had taken a number of photos at this event and somehow, they have mysteriously disappeared from existence. I cannot find them anywhere in the clouds or on earth. If by some miracle I happen to find them, I will include them in the next issue.

November 29th was the date for the 2017 Safety Seminar and the Oregon Garden Resort was once again the setting for this event.

Dave Lindsay, Safety Manager at **Day Wireless Systems** opened up the conference with a presentation on **“RF Safety/Awareness.”** Dave talked about radio frequency, how it affects the human body and when it becomes harmful. He covered ways to identify dangerous areas and discussed some of the equipment available to help protect us.

Joe Mullens of **Safety Northwest, LLC** joined us with **“Be Ready to Survive.”** In this session, Joe discussed being prepared for emergencies, providing attendees with guidance on how they can effectively respond to emergency situations from natural disasters to critical violence situations.

The 2017 Ray Hawkins Memorial Safety Employee of the Year Award was presented to **Erik Hoefler**, Assistant Manager at **Stayton Cooperative Telephone Company**. Erik has always been a tireless advocate for workplace safety. He makes sure that all his employees have the appropriate safety equipment prior to starting work and provides routine and periodic safety training so that all workers can understand how to protect themselves from the hazards of the job. Erik is always involved in the development and implementation of new or expanded safety policies and procedures to assure that any new hazards are addressed before any injury occurs. He continues to consult with various experts in safety and risk management to stay up on the latest techniques to avoid loss and/or injury on the job. Erik is committed to lowering the accident rate as he leads by example. Please join the OTA in recognizing Erik’s dedication and efforts in the safety of others and congratulating him on receiving this award!

Jenny Demaris, Emergency Manager for **Lincoln County Sheriff’s Office** joined OTA once again for her **“Cascadia – Community Presentation.”** In this session, Jenny provided an overview of the Cascadia Subduction Zone Earthquake and preparedness efforts needed to build personal and community resiliency to withstand the expected impacts.

Steve and Lois Lents, **Pacific Driver Education** stimulated attendees with a session on **“HB 2597 – The Dangers and Consequences of Driving While Distracted.”** This presentation included PowerPoints, videos, small group activities and a cell-phone based quiz to get a clear sense of why the Oregon legislature passed HB 2597, and how it restricts use of electronic devices while driving.

Dave Lindsay, Safety Manager at **Day Wireless Systems** closed out the program with a session on **“Tower Climbing & Fall Protection.”** Dave offered a refresher on fall protection — when is fall protection required? What does PFAS stand for? How to choose the correct PFAS for your jobs, the need for hazard assessment, and the new fall protection ruling as of January 2017.

*Many thanks to
Unitel Insurance and Telcom Insurance Group
for their sponsorships in support of this conference!*



Trump Administration Appoints John E. Huffman to Serve as State Director for Rural Development in Oregon



Contact: Erin McDuff
(503) 414-3304

PORTLAND, Oregon, November 06, 2017 — The Trump Administration recently appointed John E. Huffman as the new State Director of the U.S. Department of Agriculture (USDA) Rural Development in Oregon. A former state legislator, Huffman will now help to implement USDA policies and Rural Development programs in the state to improve the economy and quality of life in rural America.

"It is an honor to be selected by the President to fill the extremely important role of State Director of USDA Rural Development in Oregon," said Huffman. "I look forward to working with the President, Secretary of Agriculture, and Assistant to the Secretary for Rural Development to increase rural prosperity and enhance customer service through innovation and partnerships in our state."

Huffman has spent the past 10 years as an Oregon State Representative. His extensive experience identifying the needs of the rural communities he represented and helping to implement solutions will inform his new position with Rural Development. One of his first achievements in the state legislature was to help bring cellular infrastructure to a rural county in central Oregon. Huffman served on the Joint Committee on Ways and Means and numerous Ways and Means subcommittees over the years. He has also led wide-ranging efforts, from expanding affordable rural housing, to connecting rural businesses with the resources that will enable them to thrive, to supporting the installation of new sources of renewable energy.

Prior to serving in the state legislature, Huffman owned and managed a successful radio station in north central Oregon for 22 years. He is supported in his work by his wife, Korina.

As State Director, Huffman will use his leadership experience to oversee Rural Development programs in a customer-focused manner to improve prosperity in rural Oregon.

Secretary of Agriculture Sonny Perdue has also announced a slate of USDA Rural Development and Farm Service Agency state directors across the country. [A complete list is available online.](#)

USDA Rural Development provides loans and grants to help expand economic opportunities and create jobs in rural areas. This assistance supports infrastructure improvements; business development; homeownership; community services, such as education, public safety, and healthcare; and high-speed internet access in rural areas. For more information, visit www.rd.usda.gov/or.

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USDA is an equal opportunity provider, employer, and lender.

Last Modified: 11/06/2017

OTA COMMITTEE MEETINGS CALENDAR



MARCH 2018

- 7 *OSP Committee Meeting*
Wednesday – 12:00 p.m. – ITA Showcase
Holiday Inn Portland Airport Hotel – Portland, OR
- 13 *Consumer Services & Marketing Committee Meeting*
Tuesday – 10:00 a.m. – SCTC – Stayton, OR
- 15 *WIN Board of Director's Meeting*
Thursday – 9:00 a.m. – OTA – Conference Rm #A – Salem, OR
- 20 *Small Company & Board of Director's Meeting*
Tuesday – 9:30 a.m. – OTA – Conference Rm #A – Salem, OR

APRIL 2018

- 5 *CO-IT Committee Meeting*
Thursday – 10:00 a.m. – DirectLink – Canby, OR
- 25 *OSP Pre-Seminar Committee Meeting*
Wednesday – 6:00 p.m. – Best Western Agate Beach Inn,
Hospitality Suite – Newport, OR

MAY 2018

- 1 *Scholarship Foundation Board of Director's Meeting*
Tuesday – 10:00 a.m. – OTA – Conference Rm #A – Salem, OR
- 3 *Accounting Committee Meeting*
Thursday – 10:00 a.m. – OTA – Conference Rm #A – Salem, OR
- 28 *Scholarship Foundation Board of Director's
– Pre-Auction Committee Meeting*
Monday – 4:00 p.m. – Sunriver Resort – Sunriver, OR



**March 7 - 8 at the Holiday Inn Portland Airport Hotel
with Top Golf Event on Tuesday, March 6**

So. Just what is ITA, anyway?

ITA Showcase Northwest is an annual trade show put on by vendors to the telecommunications industry in Washington and Oregon. It is sponsored by the associate members of the Washington Independent Telephone Association (WITA) and the Oregon Telecommunications Association (OTA), for the benefit of the members of those associations as well as others in the telecommunications industry.

ITA Showcase 2018 will be held at the Holiday Inn/Portland Airport Hotel, in Portland, Oregon, on March 7 and 8. (Our new TopGolf event will be on March 6). ITA has over 90 exhibits from vendors to the industry, as well as educational, hands-on seminars running continuously throughout the two-day show. We offer you a convention hall filled with your business partners and new companies with new products to enhance your own company.

For further information contact:

Deb Low

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www.itashowcase.org



Photo courtesy of Stayton Cooperative Telephone Company

2018 Outside Plant Seminar

April 26 – 27, 2018

Best Western Agate Beach Inn – Newport, Oregon

The OTA Outside Plant Committee has planned a program of current topics and issues relevant to the telecommunications outside plant arena. Please plan to join colleagues from across the Pacific Northwest for this excellent learning and networking opportunity.

The program agenda will include sessions on NESC Violations (with Mark Rettmann, OPUC) – FCC Report and Order Regarding 24 Hour Battery Backup (with Paul Hannasch, PowerTec Solutions Intl) – Road Side Safety (with North Sky Communications) – Vectoring, Copper Pair Testing & More (with Chris Robertson, Three Wolves Consulting) – Modern Techniques for Troubleshooting Fiber Characterization (with Buck Spears, S&S Solutions) – Legislative & Regulatory Updates (with Brant Wolf, OTA) – Large Scale WiFi Deployments (with Dave Moore, Cambium Networks) and a session on Going Through Change Without Losing Your Mind (with Brett Hollis, Motivational Speaker, Comedian & Storyteller).

Mark your calendar, reserve your hotel accommodations by March 25th, and register to attend!

The full seminar brochure and registration materials will be distributed via e-mail and available on the OTA website very soon!

OTA EVENT CALENDAR

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

Central Office & Information Technologies Seminar

September 20 – 21

Driftwood Shores Resort & Conference Center – Florence, OR

Safety Seminar

November

Specific Date & Location TBA

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.

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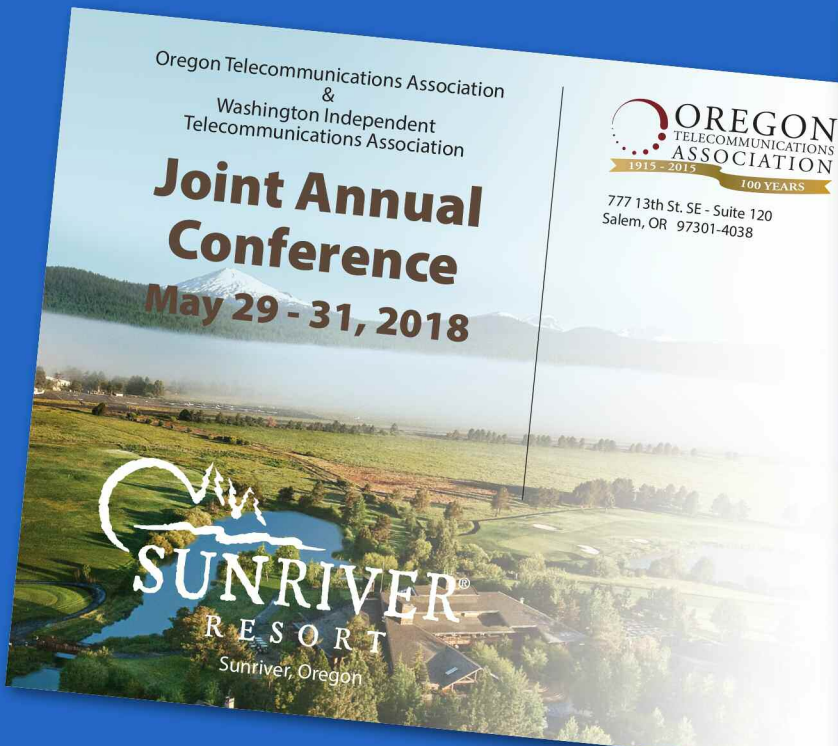
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See you at the Resort!

The Annual Meeting conference brochure and registration materials will be distributed via e-mail and the on-line registration will open mid-March.

Program Agenda

Tuesday, May 29
 Optional Activities:
 6:00 p.m. Golf Tournament / Paulina Plunge Bike Tour / Chef's Cooking Demo
 7:00 p.m. Welcome Reception w/exhibitors
 Silent Auction benefiting OTA & WITA Scholarship Foundations
 Scholarship Banquet Buffet

Wednesday - May 30
 7:00 a.m. Buffet Breakfast
 8:00 a.m. **General Session I**
"Digital Transformation: How the latest technologies will enable us to reimagine our world."
- Steve Brown, "The Bald Futurist," Possibility and Purpose, LLC
 Technology continues to advance at a dizzying pace. We should expect more technological advancement in the next two years than in the last ten. Using plain language, strong visuals, and cool videos, Steve will paint a compelling picture of a connected future that will keep you talking for days afterwards.
General Session II
 It has been busy in our nation's capital since our last Annual Meeting. Representatives from NECA, NITCA - The Rural Broadband Association and WITA - Advocates for Rural Broadband will once again attempt to make sense of the political and regulatory environment.
General Session III
 With Consumer Only Broadband a reality, James Rennard, Division Manager with GVNW Consulting, Inc. will lead a presentation and discussion on the process, benefits and potential pitfalls for service offering.
General Session IV
 This session will focus on applications for fixed wireless solutions in rural areas.
 12:15 p.m. Buffet Lunch
 WITA Annual Membership Meeting & Board Meeting w/Betty Buckley.
 Oregon Legislative & Regulatory Report w/Brant Wolf.
Vendor Topics
"Federal Tax Reform - The Tax Cuts and Jobs Act" - Aldrich CPA's + Advisors LLP (Ryan Johnson)
"The Business Case for Self-Service." - KADENCE (Todd Twete)
"Internet of Things" - Platt Electric (Neil Green)
"The Successful ILEC of the Future." - Moss Adams (Chad Duval & RJ Del Mese)
 6:30 p.m. Welcome Reception w/exhibitors
 7:30 p.m. Awards Banquet Buffet

Thursday - May 31
 7:00 a.m. Buffet Breakfast
 8:00 a.m. **General Session V**
 Reservation Telephone Cooperative (RTC) in Parshall, North Dakota, experienced tremendous growing pains due to the shale oil boom in that state. Brooks Goodall, Chief Operating Officer of RTC, will discuss the challenges RTC faced during this trying time period.
 9:30 a.m. **Closing General Session**
 Cyber crime and cyber security are always a concern to telecommunications providers and this year the Federal Bureau of Investigation will join us to shed new light on these important issues.

Room Type	Single / Double
Lodge Village Guestroom	\$179.00
Lodge Village Suite	\$249.00
River Lodge Guestroom	\$239.00
2 Bedroom Loft Condominium	\$229.00

Room rates quoted above are non-commissionable, net rates, subject to tax, which are currently 9.8% and a Resort Fee, which is currently 15% per room night. The Resort Fee is also subject to a 1.8% state tax. Rates, fees and taxes are subject to change.

Reservations: Please call 800-547-3922 and ask for the OTA-WITA Annual Meeting group rates.
Reservation deadline: April 28, 2018



Need to contact the Oregon Telecommunications Association?

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