



3rd/4th Quarter 2019 Edition

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Central Office & Information Technologies Seminar.....

60 attendees gathered on the Oregon Coast in Newport at the Best Western Agate Beach Inn on September 19 – 20 to network with their peers from across the Pacific Northwest.

Kicking off the conference, **Curtis Ashton**, Training Director from **American Power Systems** shared his knowledge in a presentation on **“Intermediate Battery Maintenance for DC Plants and UPS.”** Attendees learned how to properly take and interpret voltage and internal ohmic readings, as well as the important readings of battery float current and ripple current. Curtis also covered visual inspections of flooded batteries.

Andrew Erickson of **DPS Telecom** joined us with a session entitled **“How Telcos Save Millions with Superior Remote Monitoring and Control.”** Andrew discussed how sudden infrastructure emergencies and service-affecting outages could be anticipated and prevented as part of routine operations. He focused on 4 major threats to service reliability and budgets and how to solve these incidents.

“How Your Network Gets Paid for – Regulatory Rules and Updates.” Was a session provided by **RJ DelMese**, Partner at **Moss Adams, LLP**. RJ took a high-level view of how a cost study works and how we strategically maximize support for our networks. He also reviewed the regulatory changes over the last 10 years and provided insight on the major changes; including the 2011 Reform Order, ACAM/ACAM II, new limitations and the hot topic of CBOL.

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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





RJ DelMese, Moss Adams, LLP



Brian Ford, Director of Industry Affairs at **NTCA, The Rural Broadband Association** provided the group with information on **“USF Performance Testing: Burdens, Tripwires and What it Means for the Future of Rural Carriers.”** Brian discussed how rural carriers can meet the obligations imposed by the FCC, and the hurdles they will face as well as industry representatives continuing efforts to ensure that performance testing does not unnecessarily burden small providers. In addition, Brian discussed why performance testing mandates, if done right, are a differentiation opportunity for rural carriers and why this is important as the USF evolves over time.

OTA’s EVP – Brant Wolf, back by popular demand, provided an update on legislation that passed and the OTA legislation that failed during the Legislative Session. In addition, several proceedings ongoing at the OPUC relating to COLR, Universal Service and other issues were discussed.



Andrew Erickson, DPS Telecom

Closing out the conference, **Brian Robison**, Chief Evangelist at **BlackBerry | CYLANCE** gave us **“It’s so Easy to be Bad,”** a firsthand look at how cybercrime is conducted today, how to combat the most damaging attack strategies, and how to even prevent threat that have never been seen before. Bryan took us all on a journey to explore the enemy, revealing tactics and tricks, so we don’t become the next cybercrime victim.

Brant Wolf, OTA’s EVP





Huge thanks to the following companies for sponsoring portions of our conference!



Amy Russ, Marketing Manager for **DirectLink**, **BCT** and **CBS** and Committee Chair of the OTA Consumer Services and Marketing Committee welcomed everyone and then kicked off the conference with “Speed Networking,” an ice breaker activity. Attendees were split in two groups, each group forming a single line, facing each other so that each participant from Group 1 was face to face with a participant from Group 2. These pairs were given 2 minutes to get to know each other. They were asked to relay their name, company, role/title and their favorite movie or TV show and why. After two minutes, everyone shifted down 2 people to their right, with the ones on the end circling back to the beginning of the other side of their respective line. There was a steady buzz of voices for the next several minutes and the conference was off to a great start! Not only did this create a lot of energy in the room, it also provided an opportunity for the extroverts to talk, and a safer format for introverts to get to know peers in a one-to-one conversation.

Pacific NW Local and Nationally Known Motivational Speaker, **Ron Heagy**, from **Never Give Up!** opened the sessions by sharing his life and what he has overcome with his choice of attitude. Ron also brought some of the books he has written and the incredible paintings he does...by mouth...simply inspiring.

“**PUC Updates**” was a tag-team session provided by **Charla Wolf**, Senior Compliance Specialist in the Consumer Services Section at the **Oregon Public Utility Commission**, who spoke on Customer Trends and Complaints along with **Jon Cray**, Program Manager for the **PUC’s Residential Service Protection Fund** who spoke on the Oregon LifeLine Program.



John Cray
Program Manager,
PUC

Next up was “**Connected Devices and Managed WiFi Discussion**” presented by panelists, **Shaun McClure** – Lead Business Technical Specialist from **SCTC**, **Mark Miller** – Outside Plant Supervisor from **Scio Mutual Telephone**, and **Gene de Vore** – Data Operations Manager from **DirectLink** with **Michele Jones** – Marketing and Sales Manager from **Reliance Connects** as moderator. These seasoned telecom colleagues explored how connected devices affect WiFi services, how to best position the product for easy representative sales, and other WiFi product concerns.

“**Spaghetti on the Wall**” was a brainstorming concurrent breakout session for both the Marketing and the Consumer Service teams. Marketing focus included campaign approach ideas, promotional theses and other successful elements to entice new members or upsell opportunities. Consumer Services focus was on various approaches to dazzling the customer and establishing competitive advantage during member interaction.

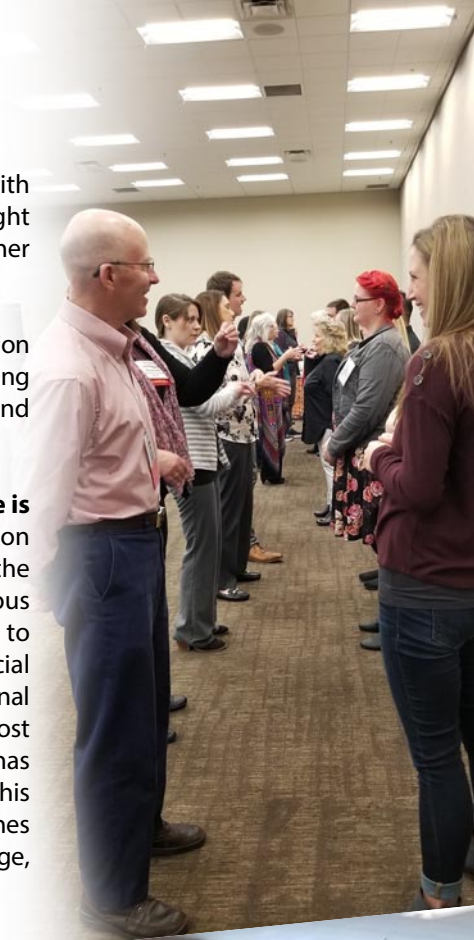
Jennifer Larsen-Morrow – Owner of **Creative Company** joined us for a return visit on “**Real World Marketing to Grab Attention!**” Jennifer brought her 40+ years of hands-on experience of marketing insight to her lively and idea-packed presentation. She offered insight on digital tactics and guerilla actions and new ways to get the word out about your services.



“Cyber Security: Building Human Firewalls” was next on the agenda with **Gene de Vore** – Data Operations Manager for **DirectLink**, bringing new light to methods of protecting company and self from viruses, trojans and other threats through electronic communication practices.

Mike Reding – Owner of **MBR Training and Consulting, Inc.** gave a presentation on **“Sales Techniques & Knowing Your Competition.”** Mike discussed listening sales vs talking sales, overcoming objections, feature/benefit analysis and customer relationships.

Ron Heagy, *Never Give Up!* closed out the conference with **“Success in Life is an Attitude.”** During spring break the day before his 18th birthday, Ron Heagy broke his neck in a surfing accident which left him paralyzed from the neck down. His life as he had known it, was changed forever. With numerous challenges suddenly before him, Ron had to make a choice --- to give up or to go on. With a positive attitude, Ron accomplished a master’s degree in social work from San Diego State University, became a nationally known motivational speaker, author, mouth-painter, founder of a special needs camp and most importantly a loving and dedicated father of two daughters. For 25 years he has inspired millions of individuals from his wheelchair, or as he likes to call it, his chariot. With his candid sense of humor and real-life experiences, Ron teaches how to turn adversity into opportunity by delivering a message of courage, strength and hope for the future.



“Connected Devices and Managed WiFi Discussion” panelists with moderator, Michelle Jones.

Ron Heagy, *Never Give Up!*
“Success in Life is an Attitude”



OTA Safety Seminar

November 14th
Best Western Premier Boulder Falls Conference Center – Lebanon, OR



Mark Benson, American Power Systems

Mark Benson, Account Manager – Sales at **American Power Systems** kicked the conference off with a session on **“Safety Around Batteries and DC Power Systems.”** Mark gave a great presentation on safety hazards that not only exist with battery systems but the hazards and consequences associated when batteries and DC power systems are not properly installed or maintained correctly.



“Cyber Security – The Risk of a Breach in Not Going Away Anytime Soon.” – **Mike Hetzel**, Director of Risk Management Services, **Unitel**. Mike discussed the basics of cyber security and what it takes to develop and implement a strategy that will reduce your risk.

Doug Hart, Senior Risk Control Consultant – **Travelers Insurance Company** gave a presentation on **“Ergonomics.”** Doug talked about the interaction between the employee and the task/job elements, the common symptoms and types of ergonomic disorders, and reviewed the four ergonomic risk factors and how to avoid them.

Bob Swank, Werner Company

“Ladder Inspection and Fall Protection 101.” – **Bob Swank** of **Werner Company**. With ladder inspections failures topping the list of OSHA violations again in 2018, Werner ladders provided an overview of proper ladder inspections and common oversights. Also covered in this session was fall protection, highlighting both safety and comfort.



Mike Hetzel, Unitel

“Fire Safety.” – **Travis Paige**, Service Technician with **Instant Fire Protection Company**. This presentation covered how to properly use a fire extinguisher and the importance of regular inspections. Also cover was halon usage, safety and automated fire systems.

Mike Hetzel, Director of Risk Management Services, **Unitel** closed out the day with **“Telco Fleet Operations – Are You Controlling One of Your Biggest Loss Exposures?”** Mike talked about how vehicle use in the Telco industry is one of the most common causes of loss and may include injuries and physical damage. In this session he provided the steps necessary to put together a safer and more effective fleet operation and how to reduce the potential for loss by establishing a written vehicle safety program that includes driver vetting, driver training as well as vehicle inspection and maintenance.



Register today to join colleagues from across the Pacific Northwest for this excellent networking and educational opportunity!

An Update on WiFi 6 – Mark Sicner, Cambium Networks

Life is About Choices – Alvin Emmett, Emmett Communications Consulting, LLC

Getting the Most out of Your Existing Copper Network – Eric Williams, S & S Solutions, LLC

OTDR Update and Fiber Characterization – Larry Johnson, Fiber Story, LLC

G.Fast Technology – Jeff Woodman, Viavi Solutions, Inc.

Is GPON Good Enough? – Tom Pope, Calix

Legislative and Regulatory Issues Update – Brant Wolf, OTA

Fiber Optic / Laser Safety – Larry Johnson, Fiber Story, LLC

Wildfire Threat and other Issues – Panelists from Oregon Department of Forestry, PGE & Oregon Public Utility Commission

It's so Easy to be Bad – Brian Robison, Blackberry | CYLANCE

**For hotel reservations, call 1-541-265-9411
Hotel reservation deadline: March 15, 2020**

2020 Outside Plant Seminar

April 16 – 17

Best Western Agate Beach Inn –
Newport, Oregon



*Photos courtesy of Rusti Lattin
Eagle Telephone System, Inc.*

**For full details & to register online:
www.ota-telecom.org**

**Seminar Registration Deadline:
April 7, 2020**

OTA EVENT CALENDAR

2020

ITA Showcase

March 4 - 5

(Exhibitor setup & Golf Tournament on the 3rd)
Holiday Inn Portland Airport Hotel – Portland, OR

Outside Plant Seminar

April 16 - 17

Best Western Agate Beach Inn – Newport, OR

NECU Training Class (Low Voltage License Update)

This is a one-day training class (8 hours) for those needing to renew their low voltage license. This course is being offered on two separate dates and locations:

May 5

Pioneer Connect – Philomath, OR
or

May 14

Stayton Cooperative Telephone – Stayton, OR

OTA Annual Meeting

June 1 - 3

Skamania Lodge – Stevenson, WA

Central Office & Information Technologies Seminar

September 17 - 18

Best Western Agate Beach Inn - Newport, OR

Consumer Services & Marketing Seminar

October 22

Best Western Premier Boulder Falls Inn - Lebanon, OR

Safety Seminar

November 18

Best Western Premier Boulder Falls Inn - Lebanon, 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.

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Associate Member Committee...Rejuvenated!!

The OTA Associate Member Committee has recently been rebuilt and re-energized. You will be hearing more about this in the months to come.

The purpose of this committee is:

- to represent the interest of the Associate Members by providing opportunities for networking, access and exposure to the Telecommunications Provider Members and the OTA Board of Directors.
- to coordinate and support Associate Member involvement in Association functions.

The duties of this committee are:

- to strengthen relationships and membership as a whole.
- to support all OTA Committees by having one Associate Member Committee Member participate in each of the various OTA Committee Meetings as deemed appropriate.
- to assist in driving funds for the OTA Scholarship Foundation.

Be watching for future communications directly from this committee. We encourage you to reach out to any of the Associate Committee Members should you have any questions, comments or concerns.

Shaun PlummerCore Telecom Systems
 Kathy ReaMid America Computer Corp
 Lee SittonRep Com International
 Rodney WoodPEAK Internet, LLC
 Louis Basl.....Stayton Cooperative Telephone Company
 Scott Crosby.....Reliance Connects
 Susan Allen & Brant Wolf.....OTA



FEBRUARY 2020

- 28 **Annual Meeting Committee Meeting**
Friday – 9:30 a.m.
DataVision Cooperative – Gervais, OR

MARCH 2020

- 4 **Outside Plant Committee Meeting**
Wednesday – 12:00 p.m. (during lunch)
ITA Showcase – Holiday Inn Portland Airport Hotel – Portland, OR
- 5 **Associate Member Committee Meeting**
Thursday – 7:00 a.m. (breakfast meeting)
Elmer’s Restaurant – NE Sandy Blvd at 100th Avenue – Portland, OR
- 10 **Safety Committee Meeting**
Tuesday – 10:00 a.m.
OTA; Conference Room A – Salem, OR
- 17 **Consumer Services & Marketing Committee Meeting**
Tuesday – 10:00 a.m.
Molalla Communications – Molalla, OR
- 19 **OTA Small Company & Board of Directors Meeting**
Thursday – 10:30 a.m.
Monroe, OR

APRIL 2020

- 14 **OTA Scholarship Foundation Board of Directors Meeting**
Tuesday - 9:00 a.m. Conference Call
- 15 **Outside Plant Committee Pre-Seminar Committee Meeting**
Wednesday – 6:00 p.m.
Hospitality Suite at the Best Western Agate Beach Inn – Newport, OR
- 22 **CO-IT Committee Meeting**
Thursday - 10:00 a.m.
DirectLink - Canby, OR



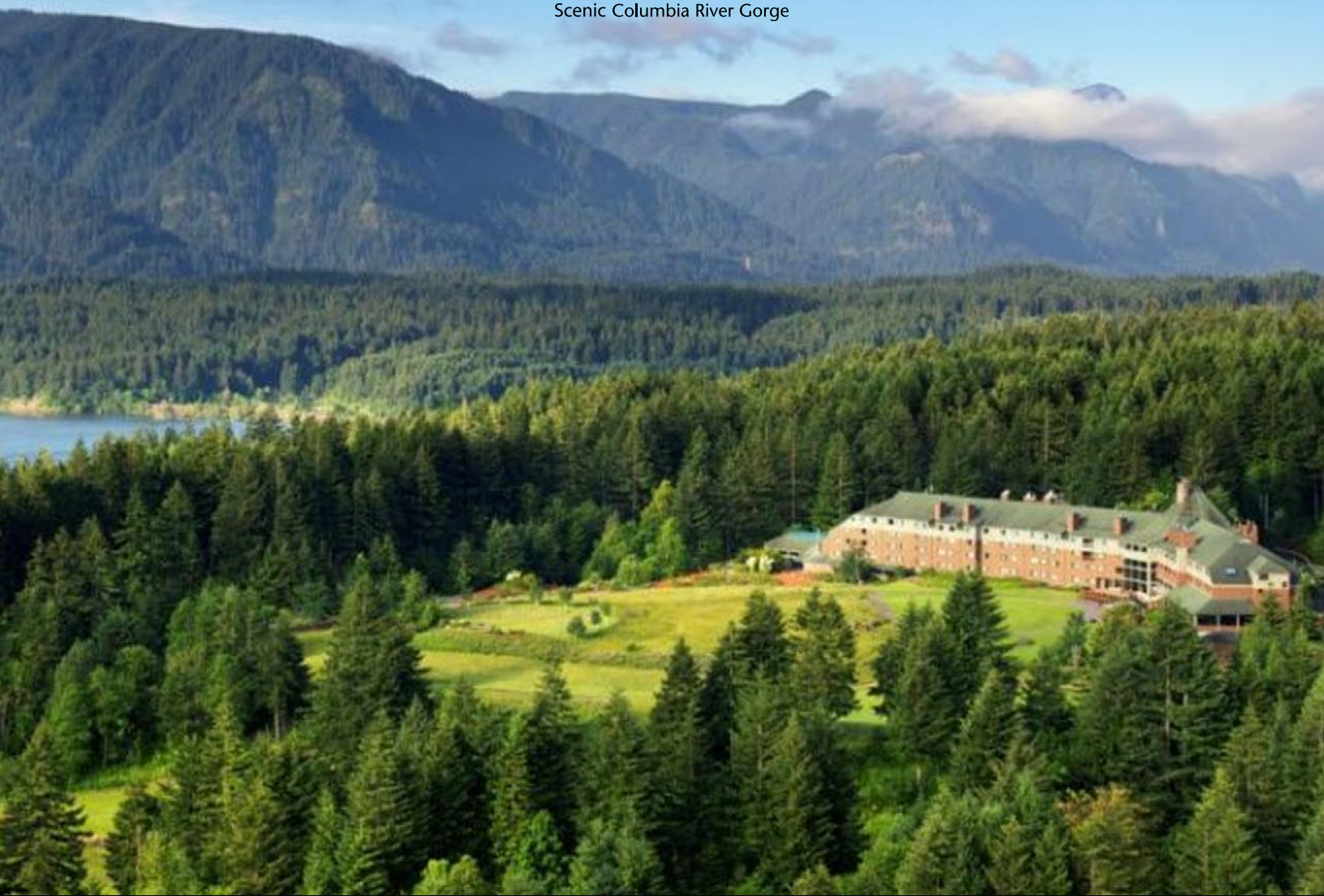
MARK YOUR CALENDARS!

**OTA Annual Meeting
June 1 - 3, 2020**



Skamania Lodge

Scenic Columbia River Gorge



Need to contact the Oregon Telecommunications Association?

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