

4th Quarter 2020 Edition

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DataVision Cooperative



Some of the 'not so camera-shy' attendees participating in the first OTA virtual event!

## 2020 Consumer Services & Marketing Virtual Conference

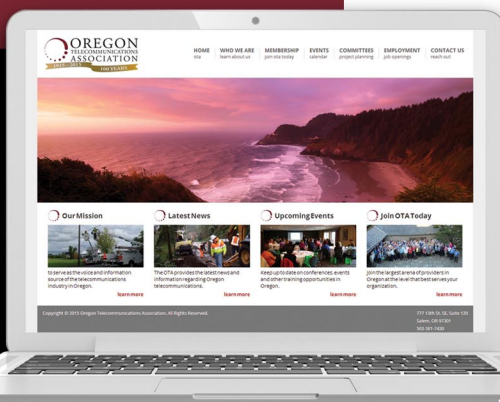
*The OTA Consumer Services & Marketing Group were the first to offer a virtual conference.*

With all the in-person event cancellations during 2020 as a result of the pandemic, they decided to offer their annual event as a four-hour virtual conference. The committee felt very strongly about designing a program that would connect our members, colleagues and industry experts from around the Pacific Northwest. With the help of our technical wing man, Gene de Vore, and our host moderator Tangee Summerhill-Bishop, the event was successful! 30 attendees joined in to interact with the 5 presenters.

**"Messaging Through the Ages"** was presented by Gene de Vore, Director of Data Operations, **Consolidated Business Services**. Gene gave us an entertaining look at communications from the stone age to current day with a quick snapshot of the future of our industry. Never a dull moment when Gene is navigating!

Jeremy Graves, President of Pivot Group joined us to present **"The Future of Customer Experience."** Jeremy talked about the importance of planning and being prepared to meet the expectations of the customers of tomorrow and how price, product and packaging will not necessarily be the competitive edge in the future. He discussed how companies will be competing on the experience delivered to a customer that spans every touch point in our organizations. Jeremy discussed three key areas of focus to improve CX now and lay the groundwork for exceeding customer's expectations in the future.

Continued, Page 3



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**Go to [www.ota-telecom.org](http://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**

**"Connecting Through the Chaos"** was a round table discussion lead by **Merry Shepard**, Product Marketing Manager at **Pivot Group** and **Michele Jones**, Marketing and Sales Manager at **Reliance Connects**. This discussion focused on lesson's learned and changes to be made while sharing ideas to help end 2020 on a high note.

**"Moving from Surviving to Thriving"** was presented by **Tangee Summerhill-Bishop**, Owner of **Happy Baskets and Simple Pleasures**. Tangee's goal during this session was to help attendees shift from "Surviving" to "Thriving" and how to move forward. Using audience participation, stories and techniques, she portrayed a positive outlook now and into the future.

*Sincere thanks to our presenters who helped pull all of this together and make our first ever virtual conference a success!*



**OTA COMMITTEE**  
**MEETINGS CALENDAR**

## APRIL 2021

- 13 Scholarship Foundation Board of Directors Meeting  
Scholarship Application Preview Discussion  
Tuesday – 10:00 a.m. via Zoom
- 14 OSP Committee Meeting  
Wednesday – 10:00 a.m. via Zoom
- 20 Scholarship Foundation Board of Directors Meeting  
Scholarship Selections  
Tuesday – 10:00 a.m. via Zoom
- 28 CO-IT Committee Meeting  
Wednesday – 10:00 a.m. via Zoom

## MAY 2021

- 11 Safety Committee Meeting  
Tuesday – 10:00 a.m. via Zoom
- 18 Small Company Committee and OTA Board of Director's Meeting  
Tuesday – 9:30 a.m. via Zoom

## JUNE 2021

- 17 Consumer Services & Marketing Committee Meeting  
Thursday – 10: a.m. via Zoom

*\*\*With the uncertainty of being able to plan face-to-face meetings amidst the COVID-19 pandemic, please check our website for regular updates or call the OTA office at 503-581-7430.*

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[Link to the course.](#) You will have to create a user or login if returning. [Link to the course details.](#)

**What Students are Saying about this class:**

"Great class. Very information packed. In-depth for a 101 class. A++"

"Currently employed for 3 months when I took this course. I think the 20 yr guys could use this too."

"I liked the labs associated with this course because it did a great job reviewing items learned" and "The first lab is a little rough, did not expect it. Started paying much more attention."

"The instructor goes over examples and explaining everything in detail – You did a great job going over everything in the Telecom 101 course! Thank you!"

"Explains everything really well – great job with the entire class"

"Very informative, gives greater understanding - just as course is properly named '101'"

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# 2021 OTA EVENT CALENDAR

## Central Office & Information Technologies Conference

**September 16 – 17**

Thursday & Friday

*Best Western Agate Beach Inn – Newport, Oregon*

The CO-IT committee is working diligently to put together their 2021 CO-IT Conference as an in-person event.

## OTA Annual Meeting

**September 27 – 28**

Monday & Tuesday

*Skamania Lodge – Stevenson, Washington*

We are hoping the pandemic will have calmed considerably and we are all able to meet in Skamania!

## Consumer Services & Marketing Conference

**October 15**

Friday

*Best Western Boulder Falls Inn & Conference Center – Lebanon, Oregon*

This conference is tentatively being planned as an in-person event. Please stay tuned for further details.

## Safety Conference

**November 17**

Wednesday

*Best Western Boulder Falls Inn & Conference Center – Lebanon, Oregon*

This conference is tentatively being planned as an in-person event. Please stay tuned for further details.

*Because of the on-going health crisis and the uncertainty of what the COVID-19 Pandemic will look like in the coming months, please check the OTA website regularly for any updates. We continue to plan for both virtual and in-person training sessions.*

## In Memorium...

Ken Sandner passed away in December of 2020. He served as General Manager of Stayton Cooperative Telephone Company beginning in 1975 retiring after 16 years of service in 1991. He once owned Helix Telephone Company prior to selling it to the Smith family.

Ken Sandner was a quiet, soft spoken man who thought about what he was going to say before he said it.

Ken served as President of the Oregon Telecommunications Association from 1983 – 1985. He was awarded the OTA Outstanding Service Award in 1986 and became an OTA Honorary Member in 1997.



## 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

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The Premier Associate Member demonstrates a high level of support to the OTA and the telecommunications industry. In return, the Premier Associate Member receives benefits that include signage at the Annual Meeting, priority booth placement consideration at all OTA events, one discounted registration at all OTA events, and discounted advertising in all OTA publications.

## Need to contact the Oregon Telecommunications Association?

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