GROWING
Your Wireless Business

Rural Cellular Association’s
2009
Business &
Technical
Conference
October 21-23, 2009
Gaylord Texan Resort
Grapevine, Texas
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**AGENDA**

**Wednesday, October 21**

Noon – 4 p.m.
Board Meeting

1 – 5 p.m.
Registration

1 – 4 p.m.
Tabletop Display Set-up

1 – 5 p.m.
Pre-Conference Workshop
Every Customer Counts
Customer service that exceeds your customer’s expectations translates into increased bottom-line profits. If you believe that every customer counts... then you need to know how to exceed your customer’s expectations – interaction after interaction! This workshop will empower you with tools and techniques that can have an immediate positive impact on customer’s service experience with you.

*David Saxby, President, MeasureX*

5–5:30 p.m.
Business & Technical Committee Meeting

5:30 – 7 p.m
Reception (Tabletop Displays)

*Co-sponsored by Syniverse Technologies*
Thursday, October 22

7 a.m. – 5 p.m.
Registration

7 – 7:45 a.m.
Continental Breakfast
Sponsored by Info Directions

7:45 – 8 a.m.
Welcome

8 – 9 a.m.
General Session
The Ultimate Communicator: How to Say What You Mean and Get What You Want
Today’s economic climate: Few people, Few words. Few dollars. More than ever, communicating with your external customers and internal colleagues is crucial to success and survival. From the top tier of the corporate tower to the mail room, employees must waste no words to make their needs clear in quick and concise ways. Much-needed change doesn’t happen without proper communication. And poor communication skills can kill any worthy project. Newspaper columnist and comedy speaker Dave Lieber, an ultimate communicator, will share tips and strategies in a fun and comical way that audiences enjoy, learn and remember. Find out why he is one Texas’ best speakers.

Dave Lieber, Yankee Cowboy

9 – 9:15 a.m.
Break
Sponsored by Info Directions
9:15 – 10:15 a.m.
Breakout Sessions

1. Mobile Advertising, “Show Me the Money!”
   This session will focus on how carriers use mobile handsets to market new products and services to their customers. Learn what works and what the possibilities are for increasing ARPU.
   • Zach Britton, President, Front Porch Communications
   • Patrick McCabe, Director – Americas Advertising Solutions, Alcatel-Lucent

2. Broadband Stimulus Update
   Broadband Stimulus: waiting for a decision, preparing for round 2, planning for round 3 or simply watching from the sidelines – Which one are you and what do each of these mean for your company?
   • Rich Wonders, Vice President, Strategic Marketing, Alcatel-Lucent

3. Train, Train – Did We Miss the Train?
   With the challenging climate in our call centers today – just how do we assure that representatives are trained adequately, monitored and coached effectively – and still hope to maintain high morale? Bring your ideas, successes and failures to share with the group as we all strive toward excellence that assures our viability and survival while the BIG BAD WOLVES are knocking at our doors.
   • Speaker TBA

10:15 – 10:30 a.m.
Break
Sponsored by Info Directions
Thursday, October 22 - continued

10:30 – 11:30 a.m.
Breakout Sessions

1. Home Field Advantage – How to Compete With What You Have
   We’re here, we’re there...we’re everywhere! By keeping in tune to your community and activities – you can uncover “un-thought-of” avenues that can lead to sales and boost your company’s reputation at the same time!
   - Lynette Harbin, Marketing and Public Relations Manager, Northwest Missouri Cellular
   - Corrina Hudsonpillar, Sr. Public Relations/Marketing Specialist, Nex-Tech Wireless
   - Cheryl O’Brien, Director of Customer Relations, Illinois Valley Cellular
   - Brent Wehner, Sales Manager, Thumb Cellular
   Sponsored by Aperio CI

2. Fixed Mobile Convergence, UMA, Femtocells – What is the Opportunity and What are the Business and Technical Implications to Rural Wireless Carriers?
   This session will include a panel of experts who will discuss the various aspects of Fixed Mobile Convergence, UMA and Femtocells. The panel will address the business opportunity, competitive threats, key business drivers, services and applications enabled, data from existing market trials and deployment, and technical/architecture considerations.
   - Moderator, Clay Bodnarek, eSecuritel Holdings, LLC
   - Vincent Spinelli, Vice President, Technology Development, Starent Networks
   - Bryan Stanley, Director of Strategic Initiatives, PC Management
   - David J. Swift, Senior Marketing Manager – Wireless Networks, Alcatel-Lucent

3. Accounting & Tax Update
   This session will provide participants with information regarding recently issued standards impacting the preparation and presentation of financial statements. Recent standards impacting the audit of financial statements will also be covered. New tax provisions impacting wireless carriers, including the 2009 stimulus act provisions will be presented. A portion of the session will be devoted to questions and answers.
   - Bruce Hoehne, Partner, Kiesling Associates, LLP
   - Todd Thorson, Partner, Kiesling Associates LLP
11:30 a.m. – 1:30 p.m.
Luncheon (Tabletop Displays)

1:30 – 2:30 p.m.
Breakout Sessions

1. Successful Marketing Campaigns – “Do More with Less”
   In today’s economic climate, marketing budgets are shrinking and return on investment requirements are on the rise. In this session Alcatel-Lucent will share some of their insight into creating successful marketing campaigns that will help you to stay within budget while generating new business. This session will look specifically at the launch of new products and services, effective measurement of campaign results and will provide examples of creative campaigns that will give you new, actionable ideas to leverage within your own marketing teams.
   •  *Shana Nardecchia, Marketing Manager, Alcatel-Lucent*

2. Network Cost Cutting
   The proliferation of mobile data devices and the simultaneous boom in the use of wireless broadband data services is creating a gap between mobile operator revenues and mobile operator costs. This session will examine the economics associated with the largest single network operating expense -- leased backhaul -- by comparing microwave, fiber and leased line approaches. TDM vs. Ethernet for backhaul will be discussed, as will the costs and trade-offs of licensed and license-exempt microwave radio equipment.
   •  *Brett Bromo, Regional Manager, Exalt Communications*
   •  *Dave Lewis, CEO, Associated Network Partners, Inc. (ANPI)*

3. Creating a Personal Retail Adventure
   Learn to differentiate and grow your business by not only making an impression upon your customer, but leading them through their personal retail experience.
   •  *Margaret McKoin, President and Chief Marketing Officer, The Time Group*
Thursday, October 22 - continued

2:30 – 2:45 p.m.
Break
Sponsored by Info Directions

2:45 – 3:45 p.m.
Breakout Sessions

1. Keeping Your Customers in Today’s Competitive Environment
   Customer retention is more than a business process. In this session we will cover why your customers leave and discuss techniques to keep them from churning. You will learn how a company needs to create a corporate culture of customer retention and loyalty to be successful for continued growth and success. Hear and share carrier best practices.
   • Judy Maki, Director of Sales, Cellcom

2. 2G/3G/4G: Is There A Generation Gap?
   - Definition of 2G/3G/4G technology/solutions
   - Update on Tier 1 and large tier 2 deployment (across CDMA, UMTS, LTE and WiMAX)
   - Update on Tier 2/3 carrier deployments
   - Implications on migrating or delaying migration to 3G or 4G
   - Predictions for 2010 and 2011
   • Amit Patel, CTO - US Strategic Wireless Account, Alcatel-Lucent

3. Surviving in Today’s Financial Market
   This panel discussion will provide participants with information on managing cash needs in a troubled economy, recent trends in banking activities, an update on current wireless metrics and recent merger and acquisition activities.
   • John Donner, Vice President, CoBank
   • Scott Soden, Managing Partner, Alpina Capital
   • Linda Walseth, Vice President, Falkenberg Capital

3:45 – 4 p.m.
Break
Sponsored by Info Directions
1. **Micro Marketing**
   Micro Marketing is the practice of fashioning your marketing and promotions at unique segments of your market. As product penetration peaks, companies are leveraging micro marketing techniques to enhance their brand, increase sales, and improve customer satisfaction. With skill development in mind, this session will walk through the process of micro marketing with sample campaigns and tools you can use to start or improve your own micro marketing efforts.
   •  *Dave Nieuwstraten, Managing Principal, Pivot Group, LLC*

2. **Connect Simply - Simply Connect - Turnkey M2M for Rural Operators**
   Despite M2M only representing a small percentage of operators’ overall revenue today, it is extremely stable revenue. M2M has a significantly lower annual churn rate of less than 5% compared with typical handset churn rates of 20-30% and has the advantage of extended contract periods of 3-5 years with little or no subsidy. In this talk, Jeff will walk through example applications demonstrating the technology and business aspects of this growing opportunity.
   •  *Dr. Jeff Smith, CTO, Numerex*

3. **Why Should I Buy From You?**
   Now, more than ever, customers require the best value for their investment. Your staff needs to be experts on selling the value of your services over your competitions! The knowledge and confidence they have in your products is critical. David Saxby will discuss: using the theory of “Seven Plus or Minus Two” to enhance your product training, using experiential learning to increase the retention of product training, ideas for you to know if the training is working, and working with different learning skills. The session will focus on how to create an internal system to support the development of customer service and sales skills, product knowledge training, and managements’ coaching process.
   •  *David Saxby, President, MeasureX*

5:15 – 7:15 p.m.
**Reception (Tabletop Displays)**
Friday, October 23

7:30 – 11 a.m.
Registration

7:30 – 8:30 a.m.
Continental Breakfast

8:30 – 9:30 a.m.
General Session
Current Update on Handset Exclusivity, Roaming, Stimulus Funding and other G&R Activity
Representatives of RCA’s G&R Committee will provide updates on the topics that most impact your business
Michael D. Rosenthal, Chair, RCA Government & Regulatory Committee, SouthernLINC Wireless

9:30 – 10 a.m.
Break

10 - 11 a.m.
General Session
Mobile Devices and Applications Landscape
Interactive mobile devices and applications are driving the usage and growth for 3G data services as new app stores and mobile platforms are generating inventive opportunities in the wireless industry. This session provides an overview of the landscape for the marketplace, technologies, mobile platforms and devices of today and tomorrow. Mobile device platforms such as Android, iPhone OS, Symbian and Windows mobile will be compared as well as applications technologies such as IMS, OMA and others. The wireless connectivity of technologies such as 3G/4G, NFC, Bluetooth and WiFi are explained along with their capabilities. The session concludes with a discussion on upcoming opportunities and challenges wireless carriers face as more innovative devices continue to hit the market.
Satyajit “Doc” Doctor, Founder and VP, Award Solutions, Inc.

11 a.m.
Closing Remarks
RCA Business & Technical Committee

Curtis M. Knobloch, Co-Chair
Telispire, PCS

Janice Wiese, Co-Chair
Pioneer Cellular

Charity Benton
Leaco Cellular

Clay Bodnarek
eSecuritel Holdings, LLC

Craig Brechnner
Phoenix Telecom Solutions

Pam Craig
Illinois Valley Cellular

Patti Dominach
Pario Solutions, Inc.

Zeb Elliot
Buggs Island Telephone Cooperative

Robin Fentress
Bluegrass Cellular

Curt Fisher
ITS Telecom

Darren Gifford
Cellular One of East Texas

Lynette Harbin
Northwest Missouri Cellular

Bruce Hoehne, CPA
Kiesling Associates, LLP

Todd Hollingsworth
Illinois Valley Cellular

Bill Kall
Syniverse Technologies

Michael Kennedy
Carolina West Wireless

Nancy Kimball
XIT Communications

Kevin Kluge
Bug Tussel Wireless

Judy Maki
Cellcom

Scott McCloud
Bluegrass Cellular

Kent Medina
WestLink Communications

Anne Miller
Golden State Cellular

Jack Nuttall
Plateau Wireless

Cheryl O’Brien
Illinois Valley Cellular

Alan Prochazka
Ocean Wireless

Tommye Quilty
Northwest Missouri Cellular

Allyson Raskin
Alcatel-Lucent

Greg Roark
Carolina West

Howard J. Sears
Alcatel-Lucent

Stephen Sek
Axesstel, Inc

William G. Simitses
Numerex

Mickey Sims
Buggs Island Telephone Cooperative

Dorothy Stieben
Nex-Tech Wireless

Victoria Thompson
Global Star Solutions

Dominic C. Villecco
V-Comm, LLC

Ron Whaley
OSG Billing Services

Patrick Wilcox
Transaction Network Services (TNS)

Colleen Wright
Cellular One of East Central Illinois

Sally Zeitvogel
Aperio CI

Board Liaison
Dan Rule
Golden State Cellular

Staff Liaisons
Pat Holder
Event Planner
Professional Event Services

Susan Madden
Membership & Communications Manager
Rural Cellular Association
Location Information

**Hotel Information**
Gaylord Texan Resort  
1501 Gaylord Trail  
Grapevine, TX 76051  
Reservations: 866/782-7897
  - Single/Double: $189.00  
  - Daily Resort Fee: $15.00  
    (Includes wired and wireless high speed internet access, fitness access, complimentary in-room beverages, daily newspaper, local and toll free 800 telephone calls)  
  - Check-in Time – 3 p.m.  
  - Check-out Time – 11 a.m.

Make your reservations by **September 18, 2009** to insure the special rates and availability. Be sure to mention the Rural Cellular Association.

Self parking is $15/day and valet parking is $24/day.

**Transportation**
Ground transportation to/from DFW International Airport and the Gaylord Texan Resort is available through SuperShuttle and the fee is approximately $12 each way. A taxi fare is approximately $20 each way and rental car agencies are located at the airport.
Thank You Sponsors!

Event Sponsorships

Info Directions
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Level Sponsorships

Platinum
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Breakout Session
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Conference Notebook
OSG Billing Services

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RCA’s 18th Annual

Convention & Exhibition

Rio All Suite Hotel & Casino
Las Vegas, Nevada
April 27 - 30, 2010

The opportunities to grow learn and share with other industry professionals are anchored by the Annual Convention and Exhibition. This event has become a premier showcase for presentations on marketing, technology, finance and government policy issues. Product and service providers from across the nation participate in the Exhibit Hall. It is here where members can meet to discuss the latest industry issues, innovations and technology.
Register Today!

Online registration is available at www.rca-usa.org. If registering by mail, please provide one registration form for each attendee and mail completed forms to Rural Cellular Association, 1650 Tysons Blvd., Suite 1500, McLean, Virginia or fax to (703) 883-0777. Form and payment must be received at the RCA office by September 18, 2009. Cancellation policy: No refunds after September 18, 2009, however, substitutions will be permitted.

Name (to be used on badge) __________________________________________________________

Title ____________________________________________________________________________

Spouse/Guest (if attending) __________________________________________________________________________

Company ________________________________________________________________

Address _________________________________________________________________

City ______________________________________ State ________Zip ______________

Phone ____________________ Fax __________________ Email ___________________

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<th>After 9/18/09</th>
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Amounts Enclosed:

Registration Fees $___________

Sponsorship $___________

TOTAL $___________

Method of Payment

☐ Check enclosed payable to Rural Cellular Association

☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

Card # ________________________________ Expiration Date __________________

Name on Card __________________________________________________________

Credit Card Billing Address __________________________________________________

Signature ________________________________________________________________