

2011 Annual Conference

The Following Conference Program Details Are Subject To Change

09/20/2011 - Tuesday, September 20, 2011, One Day Workshop: Using Broadband to Deliver Local Government Savings

10:00 am - 10:15 am - Welcome

10:15 am - 10:30 am - Opening Remarks from Dr. Lev Gonick, Case Western Reserve University

10:30 am - 11:30 am - Broadband Session

Case Studies for Realizing Economies of Scale Over Broadband and Community Networks/I-Nets: How to Use Shared Services to Achieve More for Less

As the broadband age begins to demonstrate its promise, many local governments are realizing enormous economies through shared services - sharing both the costs and the benefits of such strategies as joint implementations of complex, costly IT software such as SAP; emergency communications applications across jurisdictional boundaries; and remote, desktop training. This session describes the strategies to realize potential savings while avoiding the pitfalls, and maximizing the benefits, of multi-jurisdictional broadband-based cooperation.

Moderators: [Christina Jaramillo](#) |

Speakers: [Terrence Heiser](#) | [Ira Levy](#) | [Graham Richard](#) |

11:30 am - 12:30 pm - Broadband Session

Cost Saving Strategies by Using Enhanced Broadband Services in Your Community

Local governments are increasingly using broadband and their own fiber and wireless networks as a cost-effective platform to improve local services while lowering costs. Many innovative communities have pioneered the use of broadband-based applications that can save time and money, reduce traffic congestion, improve core government services, and serve as a platform for a range of IT applications. This panel of experts will share ideas and experiences for improving your community's bottom line through broadband.

Moderators: [Steve Traylor](#) |

Speakers: [Joaquin Alvarado](#) | [Denise Brady](#) |

12:45 pm - 2:15 pm - Lunch Workshop

Using E-Rate to Build and Support Your (Existing or Future) Community Network

Last year, the FCC for the first time made non-regulated non-profit and public networks eligible for the E-rate subsidy under the Universal Service Fund. This is by no means a free lunch for network operators; the requirements for becoming an E-rate provider, including competing in a competitive procurement process and extensive paperwork, are challenging. But there are enormous positive financial implications for governments that choose to become E-rate providers. Serving schools and libraries means realizing the benefits of E-rate subsidies that can range as high as 90 percent depending on the level of poverty in your community. In this session, learn how communities are using the new E-rate order to increase operational support for fiber networks and I-Nets, and learn about the challenges they have faced with the E-rate process.

Moderators: [Lynne Bradley](#) |

Speakers: [Joanne Hovis](#) | [Casey Lide](#) | [Denise Shorey](#) |

2:15 pm - 3:15 pm - Broadband Session

Training and Learning Over Broadband: Offering Both Savings and Access

Broadband offers a platform for distance learning and remote, multi-location training—with none of the costs and time associated with travel. And broadband offers a way to enhance education and job-training opportunities—all over a medium that is already available to many, though not enough, Americans. Learn how to use existing broadband networks or your community network to save time and funds by enhancing learning and training opportunities between and among schools, public safety facilities, and government buildings.

Moderators: [Michael Watza](#) |

Speakers: [David Dalby](#) | [Mitsuko Herrera](#) | [Jeremy Pietzold](#) |

3:15 pm - 4:15 pm - Broadband Session

It Takes An E-Village: How to Build an Multi-Jurisdiction, Multi-Sector Approach to Broadband

Using broadband to cut costs and improve services is frequently a group effort. If you can aggregate your needs with those of your colleagues and neighbors, you can negotiate better pricing and services, and leverage good deals your neighbors already have. And if you can partner with the non-profit and private sectors, you can benefit from everyone's capabilities. But working across sectors and across localities is not always easy - in this session, those who have already made it happen will describe their successful efforts to build regional and public/private collaborations and how those collaborations have benefited their communities.

Moderators: [Daniel Cohen](#) |

Speakers: [Dan Gallagher](#) | [David Isenberg](#) | [Lori Sherwood](#) |

6:00 pm - 10:00 pm - Oakland A's vs. Texas Rangers at the Oakland A's Stadium

09/20/2011 - Tuesday, September 20, 2011 - Advanced Training in FinalCut Pro Editing and Photoshop

8:00 am - 9:00 am - Training Seminar at Bay Area Video Coalition

Travel to BAVC

This full day of training will be held at the Bay Area Video Coalition (BAVC). Participants are responsible for their own transportation to and from the training (easily accessible via public transportation).

Lunch and refreshments will be provided by NATOA.

Only 20 seats are available for this training day. The cost is \$200 per attendee and you must be registered for the full conference.

Moderators: [tba]

Speakers: [tba]

9:00 am - 12:00 pm - Training Seminar One

12:00 pm - 1:00 pm - Lunch

1:00 pm - 4:00 pm - Training Seminar Two

6:00 pm - 10:00 pm - Oakland A's vs. Texas Rangers at the Oakland A's Stadium

09/21/2011 - Wednesday, September 21, 2011

7:30 am - 3:00 pm - Registration Open

7:45 am - 9:00 am - First Time Attendees Meeting

8:00 am - 9:00 am - Continental Breakfast

9:00 am - 9:10 am - Conference Welcome

9:10 am - 9:30 am - Gigabit Communities: Opening Remarks

Moderators: [tba]

Speakers: [Joe Reardon](#) | [Rick Whitt](#) |

9:30 am - 10:45 am - Keynote

An Internet Pioneer's View of our Broadband Future

Featuring Craig Newmark, legendary Internet pioneer and philanthropist.

Newmark founded the transformative website Craigslist 15 years ago and is now spearheading two new online ventures focusing on community and social awareness: CraigConnects and LikeMinded. Recently launched CraigConnects is Newmark's commitment to furthering and connecting nonprofit organizations throughout the world that are making an impact. LikeMinded is a similar initiative but with the added dimension of user information sharing to provide local communities with the tools necessary to replicate successes.

Moderators: [tba]

Speakers: [Craig Newmark](#) |

11:00 am - 12:15 pm - Concurrent Sessions

How Should Your Community Prepare for Upcoming Opportunities to Build Public Safety Wireless?

This year marks the 10th anniversary of the 9-11 attacks, and the President, Congress, and FCC all

agree the time has come for a nationwide wireless broadband public safety network. But there is no agreement on how this network should be deployed. Should network build-out be driven locally, regionally, or nationally? What models work best: commercial vendor agreements, public-private partnerships, or municipal systems? What is the latest on President Obama's wireless auction plans, the "D-Block" spectrum, and public safety network funding in Congress? What is the experience of the "early adopters," 700 MHz waiver recipients, and BTOP grantees? This panel of experts will give you the information your jurisdiction needs to make better informed decisions about these critical issues.

Moderators: [Barry Fraser](#) |

Speakers: [Jamie Barnett](#) | [Robert Dickerson](#) | [Bill Schrier](#) |

Supporting Your Programming by Maximizing Your Facilities: Finding New Uses for Your Building and Services

As budgets for programming and equipment continue to shrink, programmers need to maximize the use of existing facilities and develop services that will create new revenue streams. Join us for a lively discussion as we consider these types of questions - How can the PEGs in your community streamline their facilities and staff? Should PEGs rent their facilities to third parties, seek federal grants to underwrite programming or provide services to non-profits?

Moderators: [Mike Lynch](#) |

Speakers: [Cece Hughley Noel](#) | [Bob Thomas](#) | [Mike Wassenaar](#) |

12:30 pm - 2:00 pm - Keynote Luncheon featuring Commissioner Mignon Clyburn and presentation of NATOA's Community Broadband Awards

Moderators: [tba]

Speakers: [Mignon Clyburn](#) |

2:15 pm - 3:45 pm - General Session

Visions for Local Government Communications Projects

How can our communities push the broadband envelope and build broadband projects for the future in a time of shrinking budgets and national economic weakness? Creative partnering is one solution that can enable local governments to engage in ambitious new projects to benefit the public without assuming full risk or undertaking massive new capital expenses. In this very special session, NATOA will offer the opportunity to hear from two non-profit visionaries who are offering to support local governments who will partner with them on wireless or fiber projects. Join us as our non-profit friends describe the ways in which they will provide local governments with a range of opportunities and support in the areas of community wireless facilities and high bandwidth content over fiber optics.

Moderators: [Kenneth Fellman, Esq.](#) |

Speakers: [Brewster Kahle](#) |

4:00 pm - 5:30 pm - Concurrent Sessions

Maximizing Government Communications through Social Networking and Social Media

In the Web 2.0 age, social networks have become a platform for democracy and democratic aspirations and are an ever-growing means by which citizens communicate and organize politically. What are the newest features of Facebook, Twitter and other social media that will help local governments use social media more cost-effectively? Who are the audiences these social media tools reach, how are your residents using social media to influence local government and why should you be using these interactive tools to carry your local government's message to the public?

Moderators: [Ron Vinson](#) |

Speakers: [Bruce Blood](#) | [Adriel Hampton](#) | [Elyse Tager](#) |

Youth Media - It's Not a Kids' Game Anymore

Youth programs are strongly supported by government and private foundations. Learn how to cost effectively create or retool youth media programs that empower young people and attract political and financial support. Today's youth media programs include job training and economic development (3D gaming, video open source programming, audio production, media production), civic engagement (community media, refugee and immigrant projects), schools-based training and internship programs, intervention programs for disadvantaged communities, arts community and green business partnerships, and social justice and empowerment programs.

Moderators: [Mitsuko Herrera](#) |

Speakers: [Jay April](#) | [Ingrid Dahl](#) | [Myra Margolin](#) | [Nicola Pine](#) |

5:30 pm - 7:00 pm - Welcome Reception in Exhibit Hall

09/22/2011 - Thursday, September 22, 2011

8:00 am - 3:00 pm - Registration Open

8:00 am - 9:00 am - Continental Breakfast

8:00 am - 9:00 am - Special Presentation

The View from Washington and the State Capitals: a Legislation and Regulation Update

There is never a shortage of critical legislative issues that the Congress and state legislatures are considering, that may have an impact on local governments' ability to control our communications future. Net neutrality, Congressional oversight of the broadband grants, PEG and the CAP Act, public safety communications, and local taxing authority are all on the table this year. Hear from our seasoned experts about the goings on in Washington and in the States. This session will help focus your advocacy efforts at home.

Moderators: [Brian Grogan, Esq.](#) |

Speakers: [Laura Bonavita](#) | [Gabriel Garcia](#) | [Tillman Lay](#) | [Nicholas Miller, Esq.](#) |

9:15 am - 10:30 am - Concurrent Sessions

Maximizing Services and Protecting the Community: Meeting the 4G Challenge through Effective Wireless Facilities Siting

4G promises to deliver to many American communities the benefits of a new generation of wireless broadband technology as well as the outstanding propagation characteristics of the "beachfront" spectrum in which 4G technologies will be deployed. But there still exist local concerns about the siting and proliferation of towers, monopoles, and antennas - and a local role in protecting the community while facilitating the deployment of these valuable new services. Local efforts can enable this Win/Win outcome of both local protection and enhanced, speedy deployment. In this session, learn about the 4G technologies on the horizon; about the demand for services and how to facilitate meeting that need within the context of local zoning authority; and how best to work with the industry to meet these goals and achieve deployment.

Moderators: [Jodie Miller](#) |

Speakers: [Jeff Carlisle](#) | [Michael Fitch](#) | [Jane Jackson](#) |

All-Day Storytelling Workshop

In this full day of training, veteran digital media producers will show you how to make the world of government video - meetings, press events and stories about recreation, referendums and recycling -- more interesting. You will learn how to effectively plan and develop your stories to save time and increase quality. Topics will include content development, writing, lighting, audio, editing, music, animation and more. Whether you're working as a team member or solo, you'll learn fresh approaches to make your stories - long or short - more memorable.

Moderators: [tba]

Speakers: [Frank Herzog](#) |

10:45 am - 12:00 pm - General Session

Preserving and Building the Open Internet: a Debate Regarding Net Neutrality, Open Access, and

The FCC's network neutrality rules and Comcast's controlling interest in NBC bring into sharp focus the issue of an open Internet. Are the FCC's rules sufficient to guarantee the openness of the Internet? Where is the line between "reasonable network management" and "unreasonable" discrimination designed to give the network owner's services a competitive advantage? What does the marriage of content and distribution portend for the future of the Internet? Will market forces provide the necessary discipline to ensure an open Internet? If not, is a regulatory approach the best way to preserve an open internet?

Moderators: [Tony Perez](#) |

Speakers: [Richard Bennett](#) | [Nicholas Miller, Esq.](#) | [Patrick Ryan](#) |

All-day Storytelling Workshop (continued)

Moderators: [tba]

Speakers: [tba]

12:15 pm - 1:45 pm - Keynote by NTIA Deputy Assistant Secretary Anna Gomez and General Session Luncheon

Infrastructure and Innovation: How Broadband Can Drive the US Economy into the Future

Past economic advances have always been underpinned by the widespread deployment and maturation of critical infrastructure such as the interstate highway system, the electrical grid or the railroad network. Broadband networks are the critical infrastructure of today's information age. But our ability to maintain the pace of innovation and move our economy forward will depend on a state of the art communications infrastructure. What are the current and emerging broadband services and applications that are most likely to accelerate social and economic development in the US and increase our global competitiveness? What are the bandwidth needs of key industries such as nanotechnology, green tech, and biotech that will lead the way in creating wealth and living wage jobs in the US? Are we creating the critical communications infrastructure to support innovation - and if not, what must we do?

Moderators: [Joanne Hovis](#) |

Speakers: [Katie Espeseth](#) | [Norman Jacknis](#) | [Blair Levin](#) |

2:00 pm - 3:30 pm - General Session

The Role of Localities in Advancing & Protecting America's Communications Future

Regardless of where our "exact" ranking is in international broadband deployment, we all agree that the US needs to do more to assert broadband leadership. The recent BTOP and BIP process identified many ways in which local communities are helping to advance our communications future. This session will offer the perspective of Washington leaders in advocating and promoting America's broadband future, who understand that local governments have a critical role in many efforts including connecting anchor institutions, providing innovative e-government services, developing digital literacy programs, and creating conditions to incent private investment in next generation networks.

Moderators: [James Baller](#) |

Speakers: [Sam Gill](#) | [Deena Shetler](#) | [Chris Vein](#) | [Jessica Zufolo](#) |

All-day Storytelling Workshop (continued)

Moderators: [tba]

Speakers: [tba]

3:45 pm - 5:15 pm - Concurrent Sessions

The Present and Future of Communications Technology

As wireline convergence accelerates and we move to the fourth generation of wireless technologies, keeping up technology can be a full-time job. For the expert speakers on this panel, it actually is their full-time job. This high-level session offers a range of views of existing technologies and describes the future evolution of fiber, wireless, cable, and PEG. In this session, a range of distinguished technologists will offer insights to help government officials and staff make strategic technology choices.

Moderators: [Gabriel Garcia](#) |

Speakers: [Douglas Cooper](#) | [Javier Muniz](#) | [David Russell](#) |

All-day Storytelling Workshop (continued)

Moderators: [tba]

Speakers: [Frank Herzog](#) |

5:30 pm - 6:30 pm - Chapter Meetings

09/23/2011 - Friday, September 23, 2011

8:00 am - 12:30 pm - Registration Open

8:00 am - 9:00 am - Continental Breakfast

8:00 am - 9:00 am - BOD/Chapter President Breakfast

9:00 am - 10:30 am - Concurrent Sessions

Serving the Unserved: How You Can Partner with Washington and Industry to Drive Broadband Deployment and Adoption

As more and more services are shifted online, the disconnected are falling further behind, unable to

access government services, apply for jobs, or take advantage of the many educational, health, and social benefits the Internet has to offer. While local governments can help ease the problem by providing broadband access at local anchor institutions, such as schools and libraries, the ongoing economic crisis has put a tremendous strain on these resources. Find out how public and private initiatives are working to provide broadband services to the underserved and the steps they are taking to help ease the digital divide and increase adoption rates in these vulnerable populations.

Moderators: [Sherry McCuller](#) |

Speakers: [Don Means](#) | [Bret Perkins](#) | [Nicol Turner Lee](#) |

HELP: I Used to Be the Videographer and Now I'm the Manager

Learn tips and techniques to manage a PEG station from managing personnel to preparing budgets to running a station to succession planning in these times of reduced costs and manpower but increased needs. Designed for managers and managers-to-be to get tips and first-hand experience on the ins and outs of running a station.

Moderators: [Dwight Williams](#) |

Speakers: [Jeffrey Lueders](#) | [Cecily McMahan](#) | [Keith Reeves](#) |

10:45 am - 12:15 pm - Concurrent Sessions

Best Practices in Building a Community Broadband Project and Making the Political and Business Case for Your Network

Despite the closing of the \$7 billion broadband stimulus window and the ongoing shift away from franchise-funded I-Nets, there remain viable options for communities to build next-generation networks to serve governmental and institutional needs. The drivers in this new paradigm are not direct government or cable-company funding, but rather new federal E-rate regulations and innovative new ways to analyze the benefits and potential revenues from municipal communications networks. Separately or together, these tools may be the key to a successful business case. This session will explore how to build a political and business case for your networking aspirations - and how to secure the necessary political and stakeholder support to launch your venture.

Moderators: [Sean McLaughlin](#) |

Speakers: [Joe Knapp](#) | [Christopher Mitchell](#) | [David Soloos](#) |

Making the Political and Business Case for Your Stations (and Using PR to Demonstrate It)

Time and again you must stand in front of your electeds and the cable company to prove the worth of your station and the value of the programming you bring to the community. Be exposed to current and new ideas on making the case - from developing statistics to executing the necessary information sharing and public relations efforts. Know how to show and market the value that you bring to your community!

Moderators: [Marc Jaffe](#) |

Speakers: [Gerard Lavery Lederer](#) | [Merlyn Reineke](#) | [Bunnie Riedel](#) |

12:30 pm - 2:00 pm - Closing Keynote Luncheon

The Google Fiber Initiative

Featuring Google's Vice President of Access Services, Milo Medin.

Since his years as a scientist at NASA, Medin has been known as an Internet pioneer and visionary. He was the scientist who made feasible some of the early research-based proto-types of the Internet and he was one of the earliest champions of TCP-IP and open Internet standards—the foundation of the modern, commercial Internet. In more recent years, Medin was a founder of At Home, the pioneering nationwide cable modem network, and then of M2Z.

Medin currently manages the Google Fiber team and oversees the build-out of Google's high-speed network.

Moderators: [tba]

Speakers: [Milo Medin](#) |

2:00 pm - 2:30 pm - Annual Business Meeting Voting Credentials Issued

2:30 pm - 4:00 pm - Annual Business Meeting

6:30 pm - 7:30 pm - GPA Ticket Table Open

6:30 pm - 7:00 pm - Pre-Gala Reception
7:00 pm - 10:00 pm - Annual GPA Gala