



## REGIONAL CONNECT – MARCH 23, 2022 BATON ROUGE, LA

*8:00AM – 9:00AM*

*Networking Breakfast with Exhibitors*

9:00AM – 9:10AM

**Welcome & Introduction**

**Gary Bolton, FBA – President & CEO**

**Joe Reeser, Adtran – Business Development Manager**

**Joseph Jones, On Trac, Inc. – Executive Vice President**

9:10AM – 9:50AM

**ConnectLA Update**

**Presenter – Veneeth Iyengar, ConnectLA – Executive Director**

9:50AM – 10:30AM

**Industry Starter Toolkit Session #1 – The Community Broadband Assessment**

**Moderator/Presenter – Aaron Jackson, Lit Communities – VP of Client Development**

**Presenter – Thomas Jones, Mansfield, LA – DeSoto Parish Police Jury**

**Presenter – Donnette Dunbar, Louisiana Connected – CEO**

**Presenter – Ryan Meche, LUS Fiber – Director**

*10:30AM – 10:45AM*

*Exhibitor Break*

10:45AM – 11:30AM

**Industry Starter Toolkit Session #2 – Broadband Funding & The Fiber Infrastructure Playbook**

**Moderator/Presenter – Gary Bolton, FBA – President & CEO**

**Presenter – Joe Reeser, Adtran – Business Development Manager**

**Presenter – Don Paige, Calix – Regional Vice President**

**Presenter – Joe Jensen, Market Development Director – Corning**

11:30AM – 11:45AM

**Louisiana Governor John Bel Edwards**

11:45AM – 12:15PM

**Networking Lunch**

**Presenter – Aaron Jackson, Lit Communities – VP of Client Development**

**Sponsored by:**



*12:15PM – 1:00PM*

*Dessert Break with Exhibitors*

Wi-Fi Sponsored by Kelley Drye

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1:00PM – 1:45PM      **Industry Starter Toolkit Session #3 – Building Community Support & Political Will**  
**Moderator/Presenter – Bob Knight, Harrison Edwards, CEO & Managing Partner**  
**Presenter – Maureen Neighbors, ADECA – Digital Expansion Division Chief**

*1:45PM – 2:00PM      Exhibitor Break*

2:00PM – 2:45PM      **Industry Starter Toolkit Session #4 – The Value & Impact of Research & Brand Positioning**  
**Moderator/Presenter – Sandra Tilley, EPB – Senior VP of Brand Strategies**  
**Presenter – Bill Stiles, The Johnson Group – Director of Strategy & Research**  
**Presenter – Carl Turnley, Kaptel – President**

*2:45PM – 3:00PM      Exhibitor Break*

3:00PM – 3:45PM      **Industry Starter Toolkit Session #5 – Marketing Strategies for New Product Launches**  
**Moderator/Presenter – Kevin Morgan, Clearfield – Chief Marketing Officer**  
**Presenter – Mickey Cloud, The Sasha Group – Executive Director**  
**Presenter – Andy Johns, Pioneer Utility Resources – Vice President of Marketing**

*3:45PM – 4:00PM      Exhibitor Break*

4:00PM – 4:45PM      **Industry Trends & Best Practices Q&A Session**  
**Presenters – Fiber Broadband Association Board of Directors**

4:45PM – 5:00PM      **Closing Remarks**  
**Gary Bolton, FBA – President & CEO**  
**Joseph Jones, On Trac, Inc. – Executive Vice President**

*5:00PM – 6:00PM      Networking Reception with Exhibitors*