

# FIBER OPTICS FOR ELECTRIC UTILITIES CONFERENCE

*Developing, Designing, and Managing Networks*

• **March 20-21, 2019**  
**Renaissance Newport Beach Hotel**  
**Newport Beach, CA**

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## SPONSORS



EUCI is authorized by IACET  
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conference



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## OVERVIEW

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The Developing, Designing and Managing a Fiber Optic Network for Electric Utilities Conference is constructed to showcase the best practices for cultivating successful Fiber Optics networks – no matter the location. Allowing ease of access to information is an essential aspect to the development of growing and thriving communities. Attendees will gain valuable knowledge of business strategy development, financing, designing and maintenance to build your area into a top fiber network. This conference will also provide in-depth case studies from IOU's, cooperatives and municipalities, overviewing their processes of deploying fiber to their customers. Experts will be facilitating discussions around how to bring reliable information access to as many people as possible.

## LEARNING OUTCOMES

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- Strategize how fiber deployment can benefit municipalities, cooperatives and investor owned utilities and their surrounding communities
- Learn to adapt to a changing regulatory environment in order to seize future opportunities
- Design financing strategies to drive successful implementation for electric utility fiber optics networks
- Analyze key trends in the U.S. Telecom market
- Engage and enhance partnerships among government entities, electric utilities and vendors
- Design business plans to accelerate deployment of electric utility fiber optics networks
- Discuss best practices for maintaining and managing a reliable fiber network
- Review best practices for marketing fiber optics networks and leasing dark fiber

## SPONSORSHIP OPPORTUNITIES

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Do you want to drive new business through this event's powerful audience? Becoming a sponsor or exhibitor is an excellent opportunity to raise your profile before a manageably sized group of executives who make the key purchasing decisions for their businesses. There is a wide range of sponsorship opportunities available that can be customized to fit your budget and marketing objectives, including: Platinum, Gold, or VIP sponsor, Reception host, Networking break host, Tabletop exhibit, Workshop sponsor, Lanyard sponsor, Luncheon host and Breakfast host.

**Please contact Emily Wallace at [ewallace@euci.com](mailto:ewallace@euci.com) or 720-988-1243 for more information.**

REGISTER TODAY! CALL **303-770-8800** OR VISIT **WWW.EUCI.COM**

# AGENDA

WEDNESDAY, MARCH 20, 2019

**8:00 – 8:30 am**

**Continental Breakfast**

**8:30 – 10:00 am**

**Making the Fiber Business Case**

When making a business case for the implementation of Fiber Optics to your area, you must conduct both feasibility and viability of FFBH project studies of your area. Those tests and analyses include:

- o Bandwidth analysis
- o Field review
- o Competitive analysis
- o Financial models

**Sherry McCuller, Senior Utility Consultant, Magellan Advisors**

**10:00 – 10:30 am**

**Networking Break**

**10:30 am – 12:00 pm**

**Exploring the Regulatory Landscape**

Regulatory landscapes are changing in the wake of net neutrality. Federal, state and local organizations are evolving with the need for faster access to information. This presentation will review major public policy issues effecting Fiber Optic deployment.

**Jeffery Sheldon, Levine, Blaszak, Block & Boothby, LLP**

**12:00 – 1:00 pm**

**Group Luncheon**

**1:00 – 2:00 pm**

**Economic Development of Rural Communities**

This presentation will review case studies regarding the implementation of telemedicine, smart agriculture, remote learning as well as the process of bringing fiber to the home throughout the U.S.

**Sherry McCuller, Senior Utility Consultant, Magellan Advisors**

**2:00 – 3:00 pm**

**Financing and Funding Fiber**

Electric utilities constructing a fiber network will likely have different financing options than are typically available when constructing electric plant. From increased scrutiny of the business plan to loan structures, utilities should be prepared and anticipate the requirements necessary for fiber loans. In this session, you will learn what banks require to provide financing for these projects and gain a better understanding of the typical loan structures that banks will offer.

**Doran Dennis, Regional Vice President - Electric Distribution, CoBank**

**3:00 – 3:30 pm**

**Networking Break**

**3:30 – 4:30 pm**

**Case Study Coming Soon**

**4:30 – 5:30 pm**

**Networking Reception**

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# AGENDA

THURSDAY, MARCH 21, 2019

**8:00 – 8:30 am****Continental Breakfast****8:30 – 9:30 am****Value of Building Next-Generation Fiber Broadband Architecture into Today's Networks**

Fiber network planners and operators need to make the right investment decisions in architectural solutions that can best "future-proof" their network to meet the demands of their communities and subscribers for many years to come. This presentation will explain how deploying next-generation 10 Gigabit PON in the network supports current service needs and economically scales as needed to address unlimited bandwidth demands in the future.

***Kurt Raaflaub, Head of Strategic Solutions Marketing, ADTRAN***

**9:30 – 10:30 am****Unified Approach at Offering Fiber Broadband**

Join Ashley Brown from National Information Solutions Cooperative to discuss the unified approach of selling broadband. Planning on offering broadband under your utility? Great. Creating a subsidiary? Great. Whole new company? Great. During this session Ashley will discuss the benefits of a unified approach and the logistics of making it happen. From the office to the field—it is possible to share information between organizations to create the best experience for your customers and meet revenue goals.

***Ashley Brown, Sales Manager, National Information Solutions Cooperative***

**10:35 – 11:00 am****Networking Break****11:00 – 12:30 pm****Marketing Fiber Services**

Fiber in rural America is not a fringe benefit, but a necessity for economic development. Connectivity that rivals that of urban areas is crucial in fortifying and sustaining our rural communities. Andrea will be presenting on engaging with local policymakers, product positioning, leasing dark fiber and unique marketing opportunities through sponsorships and community engagements.

Andrea Oaks-Jaramillo, Marketing & Economic Development Coordinator, San Luis Valley Rural Electric Cooperative

**12:00 – 12:30 pm****Open Q&A, Closing Remarks**REGISTER TODAY! CALL 303-770-8800 OR VISIT [WWW.EUCI.COM](http://WWW.EUCI.COM)

## INSTRUCTIONAL METHODS

Case studies, PowerPoint presentations and group discussion will be used in this event.

## REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference to be eligible for continuing education credit.

## IACET CREDITS



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

**EUCI is authorized by IACET to offer 0.9 CEUs for the conference.**

## REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this event may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

## EVENT LOCATION

A room block has been reserved at the Renaissance Newport Beach Hotel, 4500 MacArthur Blvd, Newport Beach, CA 92660, for the nights of March 19-20, 2019. Room rates are US \$189 plus applicable tax. Call **1-949-476-2001** or [click here](#) for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is February 26, 2019 but as there are a limited number of rooms available at this rate, the room block may close sooner. ***Please make your reservations early.***

REGISTER TODAY! CALL **303-770-8800** OR VISIT **WWW.EUCI.COM**

# REGISTRATION INFORMATION

# EVENT LOCATION

## Mail Directly To:

EUCI  
4601 DTC Blvd., Ste. 800  
Denver, CO 80237  
OR, scan and email to: [conferences@euci.com](mailto:conferences@euci.com)

**WWW.EUCI.COM**  
**p: 303-770-8800**  
**f: 303-741-0849**

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## PLEASE SELECT

- FIBER OPTICS FOR ELECTRIC UTILITIES CONFERENCE:  
DEVELOPING, DESIGNING, AND MANAGING NETWORKS**  
MARCH 20-21, 2019: US \$1395  
Early bird on or before March 1, 2019: US \$1195

## ENERGIZE WEEKLY

EUCI's Energize Weekly e-mail newsletter compiles and reports on the latest news and trends in the energy industry. Newsletter recipients also receive a different, complimentary conference presentation every week on a relevant industry topic. The presentations are selected from a massive library of more than 1,000 current presentations that EUCI has gathered during its 30+ years organizing conferences.

Sign me up for Energize Weekly

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name

Job Title

Company

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Phone

Email

List any dietary or accessibility needs here

## CREDIT CARD INFORMATION

Name on Card

Billing Address

Account Number

Billing City

Billing State

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

Billing Zip Code/Postal Code

**OR** Enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ registrations.

## Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before February 15, 2019 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at 303-770-8800. EUCI reserves the right to alter this program without prior notice.

