

TRBA SUMMER MEETING

**tentative to change*

WEDNESDAY, JUNE 10

- 7A TO 1P** **GOLF OUTING**
- NOON TO 2P** **WOMEN IN TELECOM LUNCHEON**
“Texas Size Transitions”
- 4:30 to 6:00PM** **REGISTRATION OPEN/ RECEPTION**

THURSDAY, JUNE 11

- 7:30A – 8:15A** **BREAKFAST**
- 8:30A** **WELCOME**
- 8:45A** **KEYNOTE- WADE WILSON**
- 9:30A** **BUILDING COMMITTED, HIGH-PERFORMING TEAMS IN RURAL BROADBAND** - Sponsored by JSI
As rural broadband providers across Texas expand fiber networks and modernize operations, sustaining a skilled workforce is essential to long-term success. In communities where recruiting is limited, retention and internal development become strategic priorities. This session explores how leadership practices, organizational design, and career pathways shape engagement, performance, and growth across rural ILECs, cooperatives, and service providers. Attendees will leave with forward-looking insights to strengthen workforce resilience and support sustainable broadband expansion
- 10:15A** **BREAK**
- 10:30A** **From Sky to Street: Using Drones and Custom Imagery to Build Smarter Broadband Networks-** sponsored by CHR
- 11:15A** **SAME MISSION, DIFFERENT WIRING: BRIDGING THE GENERATIONAL GAP-** Sponsored by Louder Led

NOON- 1:15P

LUNCH

1:30P

TRACK 1- Maximizing Operational Performance- Sponsored by Baker Tilley

With the FCC considering potentially significant changes to the regulatory environment and universal service funding mechanisms, now is the time to be considering the potential implications of those reforms on your revenue streams and operating model. This session will focus on aspects of rural broadband providers' operations that may be ripe for improvement, including real world solutions that providers are implementing to maximize efficiency and reduce cost.

TRACK 2- TBD

2:15P

TRACK 1- The Next Dimension: New GIS Innovations and the Future of Reality- Sponsored by CNI

Big changes are happening in GIS, and technologies once thought impossible in rural telecom are now driving real impact. Explore the latest innovations transforming how providers manage data, visualize networks, and plan for the future. Through interactive maps and live demos, discover emerging tools like LiDAR, AR, VR, and advanced field-mapping tech that are shaping the next dimension of GIS.

TRACK 2- Sales Across the Org – Sales Skills and Thinking for Non-Sales Roles- Sponsored by Calix

We've all heard the phrase "everyone is a seller." Or how about "always be selling?" While these both can be true, it's often hard to build the idea of salesmanship into roles that don't have direct selling relationships with subscribers. In this session, we'll talk through the non-sales roles within a broadband org – from back office to NOC to the C-suite – and how each of them can be conditioned to build a sales-first mentality.

3:00P

TRACK 1- AI & CyberSecurity- Sponsored by EdgeTeam Technology

TRACK 2- Beyond the Golf Outings: Real Community Impact

Rural broadband companies have always been more than service providers—they are neighbors, sponsors, volunteers, and partners in the communities they serve. This panel explores how small rural broadband companies are making meaningful impacts beyond traditional

sponsorships and golf tournaments. From supporting local schools and workforce development to volunteering, scholarships, and community events, panelists will share real examples of how telecom providers are strengthening the towns they call home while building lasting relationships with the people they serve.

FRIDAY, JUNE 12

7:30A – 8:15A **BREAKFAST/ TRBA & Industry Updates**
Leg Updates
TXDOT

9:15A **TBD**

10:00A **Fiber, Field Trips, and the Future Workforce**
What happens when you put fiber splicing tools in students' hands and policymakers in the middle of rural Texas? You create understanding, inspiration, and momentum. This session shares how CVCTX and TRBA turned two days into a powerful story — engaging students in career pathways and giving legislative staff a firsthand look at how broadband is built, maintained, and delivered.