

2026 TRBA SUMMER MEETING

Powering the Next Chapter of Rural Broadband

WEDNESDAY, JUNE 10

7A TO 2P GOLF OUTING

NOON TO 2P WOMEN IN TELECOM LUNCHEON
“Texas Size Transitions”

Join us for an honest, heartfelt conversation with the women of our industry as we talk through the many transitions we navigate—stepping into CEO roles, moving from customer to vendor, and balancing the everyday demands of work and life. This “just us girls” luncheon is a space for real stories, shared experiences, and meaningful connections. Come ready to listen, learn, and be part of an open dialogue that celebrates the strength, growth, and support of women in telecom.

Moderator- Lisa Fullenwider, KGP
Melinda Locke, 5 Area Connect
Yolanda Adams, CapRock Telephone Cooperative

4:30 to 6:00PM REGISTRATION OPEN/ RECEPTION

THURSDAY, JUNE 11

7:30A – 8:15A BREAKFAST

8:30A WELCOME

8:45A KEYNOTE- WADE WILSON

Join us for an engaging and inspiring session with Wade Wilson, a retired partner Bolinger, Seagars, Gilbert & Moss, with decades of experience auditing rural telecommunications and broadband providers. Known for his work training CFOs across the industry, Wade brings both technical expertise and real-world insight to the conversation. Beyond the numbers, his story is one of passion and perseverance—from competing in IRONMAN World Championships to authoring *Dare To Dream, Scary Fast*. This session blends professional perspective with personal inspiration, challenging attendees to think bigger, push limits, and pursue excellence both in business and in life.

- 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*
Are you tired of relying on outdated Google Earth images or struggling to find that new subdivision? Ever had a customer request service for a road that doesn't even appear on your maps? It's time to take control and say goodbye to these headaches. Tools like drones, street cams, or even satellites allow you to capture the latest, most accurate data. Whether you're mapping new subdivisions or updating service areas, these technologies empower you to create detailed, up-to-date visuals tailored to your network's needs.
- 11:15A** **SAME MISSION, DIFFERENT WIRING: BRIDGING THE GENERATIONAL GAP-** *Sponsored by Louder Led*
Unfortunately (or fortunately), there is a truth to the fact that different generations have different ways of communicating, as well as different ways to be motivated and inspired. Each of our jobs is to recognize this difference and work to bridge that gap that exists. If we can bridge the gap, we can accomplish more. In this course, we discuss the practical tips on how to bridge the gap and move forward together in the mission.
- NOON- 1:15P** **LUNCH**
- 1:30P** **TRACK 1- Maximizing Operational Performance-** *Sponsored by Baker Tilley*
Join Baker Tilly to explore practical, day-to-day applications of AI for rural broadband providers, with a focus on improving internal processes, enhancing operational efficiency, and supporting functions like accounting and budgeting. Attendees will learn how to identify high-impact use cases and prioritize opportunities that deliver immediate value. The session will also highlight practical approaches for integrating AI into existing workflows to drive measurable, sustainable results.

TRACK 2- From Frustration to First-Class Customer Service: Digital Engagement and Mastering Broadband Outage Communications -

Sponsored by GOCare

This session, presented by representatives from GOCare and industry partners, explores key trends in customer digital engagement and evolving subscriber preferences, while highlighting proactive outage management strategies to maintain trust during service disruptions. Attendees will learn how to transform frustrating outages into “first-class” customer service experiences, with practical, real-world examples of effective communication strategies that keep customers informed and confident throughout service interruptions.

2:15P

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

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.

3:00

TRACK 1- *A Decade of Fiber to the Home—Insights, Innovations, and Impact- Sponsored by Corning*

We’ll explore the critical role of network resilience in driving customer satisfaction and operational efficiency, especially as demand for uninterrupted connectivity continues to grow. The session will also highlight a new wave of products and solutions—from outside plant (OSP) innovations to products that reduce truck rolls and streamline rural deployments. These advancements not only accelerate time-to-connect the unconnected communities, will also contribute to significant reductions in long-term operational expenditures

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.

Madysen Kiley, HCTC
Erika Camp, ACI
Karen Gunkel, CVCTX

FRIDAY, JUNE 12

**7:30A – 9:00A BREAKFAST/ TRBA & Industry Updates
Legislative & Regulatory Update**

**9:15A Exploiting the intersection of AI and Cybersecurity - *Sponsored by
EdgeTeam Technology***
This session explores the growing intersection of AI and cybersecurity, through practical demonstrations that show how threat actors can accelerate attacks and how defenders can respond. Attendees will see how AI can speed reconnaissance and vulnerability exploitation, evolve phishing from generic messages into targeted social engineering, and enable autonomous multi-agent attack behavior that challenges traditional defenses.

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.

Kelly Allison, CVCTX
Barak Harlan, Horizons Communications
Mark Hail, Think Horse Marketing