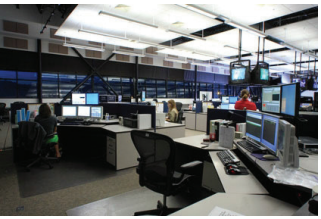

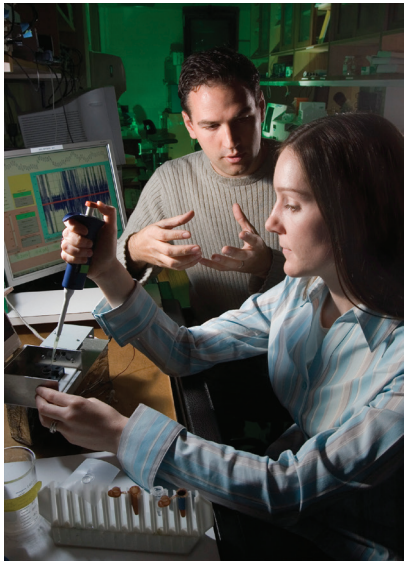

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2013 Broadband Tech Summit

OCTOBER 24, 2013

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THURSDAY, OCTOBER 24, 2013 | 8:00 AM – 4:00 PM
UTAH VALLEY CONVENTION CENTER
220 WEST CENTER STREET, PROVO, UTAH

Welcome to the 2013 Broadband Tech Summit presented by the Utah Broadband Project, with help from local sponsors and community partners.

The Utah Broadband Project is a joint effort between the Governor's Office of Economic Development, the Public Service Commission, and the Department of Technology Services' Automated Geographic Reference Center to develop a statewide map of available broadband services and a plan to increase broadband adoption and deployment in the state.

Utah has been ranked the fastest Internet in the West and among the Top 10 fastest in the country by Akamai Technologies. The broadband infrastructure in Utah has made the state a nation leading tech center and the home of the "Silicon Slopes." We are proud that many industry leading companies choose to call Utah home.

This Summit will focus on the fast growing technology industry, advancements in broadband coverage, cybersecurity and how technology can help your business or organization thrive.

The program features breakout sessions specifically tailored to broadband service providers, government officials, high tech business leaders, industry professionals and those interested in creating an online presence.

We hope you will find the 2013 Broadband Tech Summit informative, enjoyable and an effective use of time. Please visit broadband.utah.gov for more information about the Utah Broadband project and broadband coverage in your area.

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Agenda Overview

8:00 AM – 9:00 AM Continental Breakfast/Registration		
9:00 AM – 9:10 AM Welcome and Introductions *Spencer P. Eccles, MBA, Executive Director, Governor's Office of Economic Development*		
9:10 AM – 9:20 AM Project Update *Kelleigh Cole, Manager, Utah Broadband Project*		
9:20 AM – 9:50 AM Morning Keynote Speaker *Glenn Ricart, PhD, US Ignite*		
9:50 AM – 10:50 AM Workshops		
CASCADE C	**CASCADE D**	**CASCADE E**
Small Business Success Stories	**Smart Schools**	**Broadband and Economic Development**
10:50 AM – 11:00 AM Break/Exhibits		
11:00 AM – 12:00 PM Workshops		
Data-Informed Decisions	**Social Media and Emergency Management**	**Website Tool Kit**
12:00 PM – 12:40 PM Lunch		
12:40 PM – 1:00 PM Featured Speaker *Matthew Might, PhD, University of Utah*		
1:00 PM – 1:45 PM Afternoon Keynote Speaker *Bhargav J. Shah, MBA, Senior Vice President of Technology, Overstock.com*		
1:45 PM – 2:45 PM Workshops		
High Capacity Users' Forum	**Broadband Adoption**	**Broadband Planning for Local Governments**
2:45 PM – 3:00 PM Break/Exhibits		
3:00 PM – 4:00 PM Workshops		
Digital Marketing for Communities	**Education, Outreach and Access**	**Commercial Broadband 101**

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Speakers

Spencer P. Eccles, MBA, *Executive Director, Governor's Office of Economic Development*

Spencer Peterson Eccles has strong ties to Utah's urban and rural communities as well as international markets. He is currently the Executive Director of the Utah Governor's Office of Economic Development which oversees all business, tourism and film development for the state, including international trade.

He was formerly affiliated with the Salt Lake City office of Wells Capital Management (Wells Fargo Bank). Most recently, he has been involved with web-based software and materials technology companies in the United States and abroad.

In 1997, the Salt Lake Organizing Committee for the 2002 Olympic Winter Games tapped Eccles to manage the development of its Snow Basin venue and oversee the premier Olympic downhill events as well as all of the alpine Paralympic competitions.

Eccles' involvement with Utah's non-profit community includes his past chairmanship of the Salt Lake Chamber's International Committee and service on its Board of Governors and Executive Committee.

Eccles received his MBA from BYU's Marriott School of Management and his BA in history from the University of Utah.

Bhargav J. Shah, MBA, *Senior Vice President, Technology, Overstock.com*

Bhargav J. Shah joined online discount retailer, Overstock.com, in 2013. In his role as Senior Vice President of Technology, Shah is responsible for providing vision and leadership for developing and implementing information technology initiatives within the organization as well as influencing business strategy through innovative use of technology.

Prior to joining Overstock.com, Shah worked for KPMG LLP beginning in 2009 as a director in its IT advisory group. At KPMG LLP, he helped various mid-market and Fortune 500 clients with defining and implementing their Enterprise IT strategy. Previous to KPMG LLP, Shah worked with BearingPoint, a management and technology consulting firm for 10 years, soon becoming a Senior Manager.

Shah holds a Chemical Engineering degree from K.E.S. Engineering College (Mumbai University, India) and a master's of Business Administration from Bentley University in Waltham, Mass.

Glenn Ricart, PHD, *Founder and CTO, US Ignite, Internet Hall of Fame Inductee*

Glenn Ricart brings forty years of innovation in computer networking and related fields to US Ignite. Dr. Ricart is an Internet pioneer who implemented the first Inter-net interconnection point (the FIX in College Park, Maryland) and was recognized for this achievement with an induction into the Internet Hall of Fame in August 2013.

Dr. Ricart also served as the academic CIO at the University of Maryland. His campus implemented the first institution-wide TCP/IP (Internet) network in 1983 using low-cost PDP-11 routers, with software devised at the University of Maryland.

In addition, Dr. Ricart has held many senior management positions including: Executive Vice President and CTO for Novell, Managing Director of PricewaterhouseCoopers, and CEO and President of National LambdaRail.

Dr. Ricart received his Ph.D. in Computer Science from the University of Maryland, College Park.

Matthew Might, PHD, *University of Utah, Cybersecurity Expert*

Dr. Might is an assistant professor in the School of Computing at the University of Utah, where he leads the U Combinator program analysis research lab.

He has received research funding from the Department of Defense, the National Science Foundation and the Department of Energy to investigate automated performance optimization, automated security analysis, provably secure software, high-performance next-generation programming languages and medical robotics safety verification.

He received his Ph.D. in Computer Science from Georgia Tech in 2007. He regularly blogs at blog.might.net and tweets from @mattmight.

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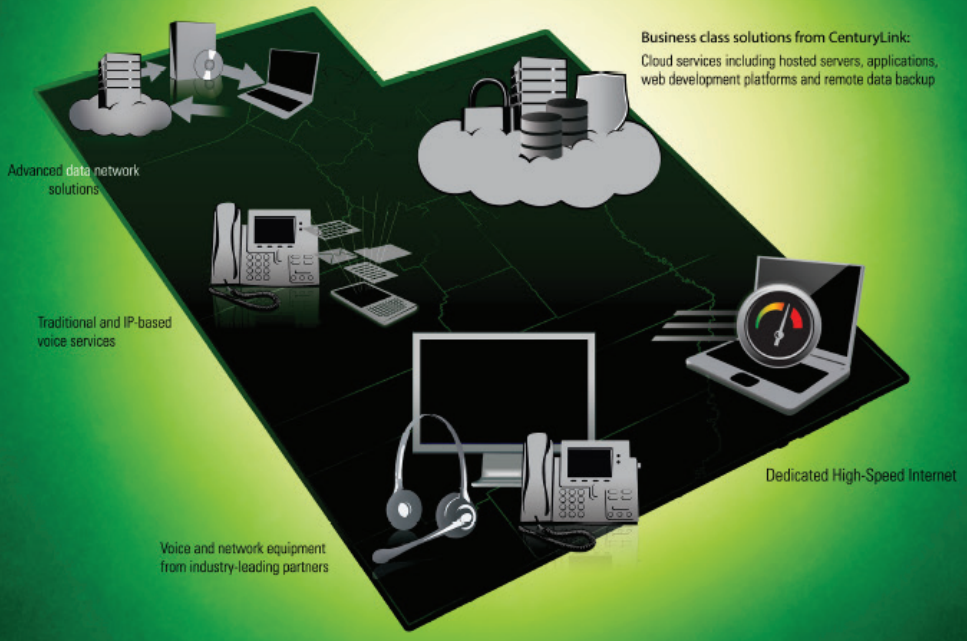

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Breakout Sessions Schedule

Session One
9:50 AM to 10:50 AM

Small Business Success Stories **ROOM: CASCADE C**
Smart Schools **ROOM: CASCADE D**
Broadband and Economic Development **ROOM: CASCADE E**

Session Two
11:00 AM to 12:00 PM

Data-Informed Decisions **ROOM: CASCADE C**
Social Media and Emergency Management **ROOM: CASCADE D**
Website Toolkit **ROOM: CASCADE E**

Session Three
1:45 PM to 2:45 PM

High Capacity Users' Forum **ROOM: CASCADE C**
Broadband Adoption **ROOM: CASCADE D**
Broadband Planning for Local Governments **ROOM: CASCADE E**

Session Four
3:00 PM to 4:00 PM

Digital Marketing for Communities **ROOM: CASCADE C**
Education, Outreach and Access **ROOM: CASCADE D**
Commercial Broadband 101 **ROOM: CASCADE E**

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SMALL BUSINESS SUCCESS STORIES: USING TECHNOLOGY TO GROW YOUR BUSINESS

Cascade C

Brent Drew (Tech Up Southern Utah)

Broadband applications are helping businesses improve internal productivity as well as reaching customers. This session will discuss how local Utah businesses are benefiting and utilizing broadband services with best practices, actionable strategies and innovation solutions.

SMART SCHOOLS: UNLOCKING THE POWER OF TECHNOLOGY IN THE CLASSROOM

Cascade D

Moderator: *John Janson (Planning Solutions)*

Panelists: *Meredith Mannebach (Utah STEM Action Center, Governor's Office of Economic Development), Rick Gaisford (Utah State Office of Education), Jeff Egly (Utah Education Network), Jason Cross (iSchool Campus)*

Broadband access has the potential to transform education by giving teachers and students access to learning resources and technologies. This panel will focus on what the classroom of the future will look like, how technology is being used for STEM education and how best to prepare for future capacity needs utilizing technology.

BROADBAND AND ECONOMIC DEVELOPMENT: HOW MUCH CAPACITY DO YOU NEED AND HOW DO YOU MARKET IT?

Cascade E

Moderator: *Soren Simonsen (Community Studio)*

Panelists: *DeLynn Fielding (Governor's Office of Economic Development), Brigham Mellor (Economic Development Corporation of Utah), Brock Johansen (Emery Telcom)*

Broadband is an important tool to increase economic development around the State of Utah, including rural communities. This panel will focus on how economic development relies not only on broadband infrastructure, but also on the knowledge and tools to leverage the infrastructure for businesses and communities.

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DATA-INFORMED DECISIONS: BROADBAND AND RELATED MAP RESOURCES

Cascade C

Bert Granberg and Jessie Pechmann (Utah Automated Geographic Reference Center)

The Utah Broadband Project collects data on the availability, speed, technology and coverage areas for residential and commercial broadband services. This session will discuss broadband trends, future planning, and policy to support stakeholder's decisions.

SOCIAL MEDIA AND EMERGENCY MANAGEMENT: INTEGRATING TECHNOLOGY INTO EMERGENCY PREPAREDNESS

Cascade D

Joe Dougherty (Utah Division of Emergency Management)

Kevin Rose (Utah Department of Technology Services)

Today, public information officers (PIOs) are using Twitter and other forms of social media to inform the public during emergencies. This session will focus on how government and first responders are using technology to respond to emergencies, engage the public and enhance public safety.

WEBSITE TOOLKIT: TOOLS TO HELP CITIES/BUSINESSES INCREASE THEIR ONLINE PRESENCE

Cascade E

Phil Case (Fluid Advertising)

As more consumers search online for products and services they need, creating an online presence becomes even more vital for cities and businesses' economic success. This session will teach you what you need to know to create a basic website that will meet the needs of your customers and constituents.

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HIGH CAPACITY USERS' FORUM: FOSTERING INNOVATION THROUGH CAPACITY

Cascade C

Steve Corbato (University of Utah), Glenn Ricart (US Ignite)

Broadband's capabilities can be tailored to any user's needs from video streaming at home to data centers powering major corporation. This panel will discuss the ability of leveraging and maximizing broadband to promote innovation and power the ideas of tomorrow.

BROADBAND ADOPTION: MAXIMIZING THE IMPACT OF PUBLIC COMPUTING CENTERS

Cascade D

Moderator: *Amy Peters (Southeastern Utah Association of Local Governments)*

Panelists: *Jamie Carter (Tooele City Library), Becky Lopshire (Utah State Library Bookmobiles), Debbie Ehrman (Salt Lake City Library), Skip Condie (Salt Lake County Library)*

Libraries have become critical public access points for patrons who lack residential Internet service. Patrons frequently use computers at Utah's libraries and aboard Utah's Bookmobiles to fill out government forms, job applications and even start businesses. This session will discuss how public libraries are providing Internet to patrons across Utah, strengthening our community and economy.

BROADBAND PLANNING FOR LOCAL GOVERNMENTS: WORKING WITH PROVIDERS TO BUILD CAPACITY

Cascade E

Moderator: *Lynne Yocom (Utah Department of Transportation)*

Panelists: *Mark O'Leary (Comcast), Dean Lundberg (Wildfire Broadband), Georganne Weidenbach (CenturyLink), Dave Ryan (Strata Networks)*

This session will feature a discussion on best practices for broadband planning that communities can implement to increase capacity. Learn how communities can work with Internet providers to facilitate broadband expansion.

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DIGITAL MARKETING FOR COMMUNITIES: ONLINE TOOLS TO ATTRACT CUSTOMERS AND VISITORS

Cascade C

Kelly Stowell (Center for Education, Business and the Arts), Jay Kinghorn (Utah Office of Tourism)

Ensuring that Utah's tourism and hospitality industry has sufficient broadband infrastructure and technology to attract visitors and to make travel more convenient is a vital asset. This panel will discuss how local communities can use social media attract these visitors and customers.

EDUCATION, OUTREACH AND ACCESS: CONNECTING UNDERSERVED COMMUNITIES

Cascade D

Moderator: *Sharon Bertelsen (Ballard Spahr, LLP)*

Panelists: *Deb LaMarche (Utah Telehealth Network), Mel Walker (Sorenson Communications, Inc.), Jilenne Gunther (Division of Aging and Adult Services), Emery Polelonema (Six County Association of Governments)*

As the uses of the Internet continue to expand, being connected will become even more important to citizens across diverse populations. This panel will discuss programs, education and training that are available for connecting underserved communities.

COMMERCIAL BROADBAND 101: ACCESS FOR BUSINESSES

Cascade E

Moderator: *Russell Cowley (Six County Association of Governments*

Panelists: *Eric Prosser (Comcast), Todd Marriott (UTOPIA), CenturyLink Representative, Lynn Beecher (Skywire Fiber)*

Broadband for businesses is proving to be a critical investment. However, this investment requires knowledge of how commercial broadband varies from residential access. This panel will focus on the unique characteristic of commercial connections including capacity, redundancy and security.

Notes

Notes

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