

Track Sessions Monday, September 28, 2009 9:00 am to 9:45 am

T-201-I – Advance Network Design and Construction Management

T-201-I – FTTH & IPTV – Customer Premise Lessons Learned –

Jerry Weber, Martin Group, Inc

Level: Intermediate

This presentation will focus on the deployment of FTTH/IP Video at the customer premise. We will be discussing what has worked well for ONT placement discussing how, when and where to place the ONT and battery. We will also discuss home networking options including new cabling, MOCA, HPNA and wireless Ethernet distribution. Lastly, will discuss whether to use internal staff or to outsource the customer installation. Networking three best options for Customer Installation.

Jerry Weber brings municipal, county, and state regulatory experience from previous positions held with the City of Rapid City's Engineering, Building Inspection, and Planning departments. Mr Weber's experience is in a variety of technologies from transport to access, but focusing mainly on Switched Digital Video (SDV) and IPTV systems.

T-202 – Spanish Language Track

T-202-G – Prácticas de Construcción dentro de Unidades Múltiples de Vivienda–

Sergio Ruiz, ADC, Iberoamérica

Level: General

Utilizando fibra para Unidades Múltiples de Vivienda (Multiple Dwelling Units (MDUs)), tal como complejos de departamentos, condominios, casas unifamiliares, y otros lugares multi-familia, representa un mercado lucrativo para proveedores de servicio. Estimativas indican que estructuras MDU pueden registrar más de un tercio del objetivo de la base del suscriptor FTTH. Al mismo tiempo, estas aplicaciones presentan desafíos únicos en ambos escenarios ya sea desarrollo rural y construcción excesiva. Esta sesión encamina elementos claves de prácticas de construcción MDU, desde columnas hasta premisas y las decisiones arquitectónicas requeridas para una aplicación MDU exitosa. También cubre consideraciones de redes para equipos y técnicas de conectividad.

Sergio Ruiz es Gerente de Mercado de ADC's Global Connectivity Solutions para el mercado de América Latina. Sergio tiene más de quince años de experiencia en telecomunicaciones, estando en posiciones de administración en Ingeniería, Administración de Producto, Ventas y Mercadeo.

Sergio habla fluido inglés, español y portugués, con Licenciatura en Ingeniería Eléctrica y estudios de pos graduación en Administración de Telecomunicaciones.

T-203-I – Finance and Regulatory

T-203-I – Annual Review of Key Legal Issues Surrounding Fiber Projects –

Jim Baller, Baller Herbst Law Group

Level: Intermediate

Acquaint audience with knowledge of critical legal issue affecting fiber projects.

Jim Baller, a principal of the Baller Herbst Law Group, is president of the US Broadband Coalition. The FTTH Council has called him "the nation's most experienced and knowledgeable attorney on public broadband matters." Ars Technica recently listed him as one of the "Top Technology People to Watch in 2009."

T-204-I – New Technology

T-204-I – Comparative Views of Optical Access Technologies –

Jim Farmer, Kevin Bourg, Enablence Systems

Level: Intermediate

We will discuss the current FTTH technologies: GPON, EPON and RFoG, and how operators can deploy EPON or RFoG today with a network that provides a clear migration path to 10G EPON as the technology matures.

Mr. Farmer was in cable television technology, 1972 - 2000, then FTTH as one of the founders of Wave7 Optics. Active in FTTH-C, SCTE, IEEE.

Kevin received his BS in CS from the University of Southwestern Louisiana and his MS in software engineering from SMU. Kevin is presently Senior Director of International Sales Engineering for Enablence Systems. During the 2008 FTTH Council NA Conference Kevin was awarded the Photon Award for dedication and volunteer work.

Panel
9:00 am to 10:45 am

PAN-200 – Community Network Progress

Gain insights from the experiences, challenges, and successes of Independent and Municipal FTTH providers in building networks and acquiring customers.

Moderator: John George, OFS Optics

John George has served with AT&T, Lucent Technologies and OFS for 25 years and directs the OFS technical marketing, systems, and applications engineering group. John has published and presented over 30 papers on fiber optics and FTTH and serves on the FTTH Council's board of directors and planning committee.

Panelists:

Paul Elswick, Sunset Digital Communications, Inc

Paul Elswick is co-founder, CEO and President of Sunset Digital Communications, Inc. Sunset is responsible for the conception, design, construction, and operation of the LENOWISCO Rural Area Network – one of the first projects to promote economic development via ultra-high-speed Internet access. Through the partnership with LENOWISCO, a regional development authority, he has helped bring high-speed connectivity to under-served areas of the state and achieved documented economic development outcomes. Under his leadership Sunset has pioneered the laying of fiber optics with water lines and the deployment of ADSS cable in the power space to make FTTH economically feasible in rural areas. He forged strong partnerships with right of way owners and other companies for LENOWISCO. Mr. Elswick has a Bachelor of Science degree in Computer Science from Virginia Tech and has been awarded three US Patents (two software-related). He also has worked as an airline captain for a major airline where he is rated on the Boeing 777, Airbus 319/320, and De Havilland Dash 8 among others.

Terry Huval, Lafayette Utility Systems

Terry Huval is the director of Lafayette Utilities System (LUS) located in Lafayette, Louisiana (Population 125,000). LUS is bringing high-speed cable, Internet and digital phone service to the residents and businesses of Lafayette through the use of Fiber-to-the-Premise technology.

Mr. Huval served as the 2007-2008 Chairman of the Board of the American Public Power Association (APPA).

LUS's Fiber Vision Becoming a Reality

Lafayette is the largest US city to build a city-wide universally-accessible fiber system. This session will include a history of the project, a description of the technology used, services being offered, and future plans for the system.

Kris Ward, ATMC

Kris joined ATMC in 2005 to serve as ATMC's first Business Development Manager. In this role, Kris contacts builders and developers to discuss Fiber Optics within their communities and how to take advantage of the infrastructure that ATMC provides. Kris was responsible for getting ATMC recognized as the first "Certified FTTH Provider" in North Carolina as awarded by the FTTH Council. ATMC is the largest Telephone Cooperative in North Carolina and provides service to more FTTP developments than any other entity in the state.

The Future Over Fiber

ATMC is the largest Telephone Cooperative in North Carolina. ATMC serves more developments over FTTP than any other service provider in the state. This panel session presentation will include a history of ATMC's fiber roll-out, some of the lessons learned, how FTTP is benefiting our service area and ATMC's future plans involving FTTP.

Trae Russell, EATEL

As EATEL's communications manager, Trae Russell is responsible for all internal and external marketing, public relations and communications strategies.

Trae brings over 11 years of telecommunications experience to his role at EATEL where he oversees the company's identity and re-branding efforts that support the FTTH network build-out and TV service launch. He also manages EATEL's e-commerce sales channel that has generated over \$600,000 in new revenue since its inception.

Prior to his position as communications manager, Trae worked as EATEL's Web Channel Manager where he was responsible for Web-based sales and advertising initiatives and development of the company's e-commerce strategy.

Trae holds a B.A. in mass communications from Louisiana State University. He is a member of Baton Rouge Advertising Federation and the Public Relations Association of Louisiana, and was a featured speaker at the 2007 Fiber to the Home Conference & Expo. He is also a 2007 graduate of Leadership Ascension.

Re-Branding a Rural ILEC as a FTTH Provider.

Trae Russell will cover information about marketing and re-branding a 75-year-old rural ILEC (incumbent Local Exchange Carrier) to a FTTH provider in South Louisiana. Topics covered include successful advertising and marketing strategies and samples, public relations initiatives, strategic partnerships and lessons learned.