

Alexicon Management Conference

Itinerary

August 16th – 19th, 2004

Lake Tahoe, Nevada

Monday 16th – Telecom 101

7:45am – 8:30 am **Continental Breakfast**

8:30am - 9:45 am **History of Independent Telephony**

Rob Strait, Alexicon

Review of the events, policies, and people that shaped the independent telephone industry from 1876 to the present.

9:45am - 10:00 am **Break**

9:30am - 11:30 am **Rate-of-Return: How Telephone Companies Make Money**

Vince Wiemer, Alexicon

Discussion of rate-of-return regulation, its application to telcos, and cost recovery mechanisms.

11:30am – Noon **Revenue Flows**

Doug Kitch, Alexicon

Answers about revenue questions: what, who, where, and why.

Noon - 1:00pm **Lunch**

1:30 pm - 2:30pm **Telephone Accounting**

Rob Strait, Alexicon

Summary and use of the Uniform System of Accounts (FCC Part 32) and accounting for non-regulated activities (FCC Part 64).

2:30pm - 3:00pm **Practical Application of Cost Studies**

Doug Kitch, Alexicon

Guide to the asset and expense categories that maximize interstate settlements and universal service fund support.

3:00pm - 3:15pm **Break**

3:15pm - 4:45pm **Telecom Networking**

Vince Wiemer, Alexicon

Overview of basic network architecture, equipment functions, and the mechanics of telephone communications.

Dinner on your own

Alexicon Management Conference
Itinerary
August 16th – 19th, 2004 ♦ Lake Tahoe, Nevada
Page 2

Tuesday 17th – Management Conference (Golf & Dinner Cruise)

9:30am – 3:00pm **Golf at Sierra Nevada Golf Ranch**

6:45pm – 11:00pm **Dinner Cruise – All Conference Attendees**

Wednesday 18th – Management Conference (Session 1)

7:45am – 8:30am **Continental Breakfast**

8:30am – 9:00am **Welcome and Introduction**

9:00am – 10:30am **Intercarrier Compensation**

Glenn Brown, McLean & Brown

Discussion of FCC and industry activities to reform intercarrier compensation.

10:30am – 10:50am **Break**

10:50am – 12:00am **Delivering Switched Digital Video**

Vince Wiemer, Alexicon

Summary of the elements required to deliver SDV services, the business considerations for each element, market entry, and transport options.

12:00am – 1:00pm **Lunch**

1:00pm – 2:15pm **The Future of Universal Service Funds**

Glenn Brown, McLean & Brown

Discussion of FCC and industry activities to reform universal service support programs.

2:15pm – 3:00pm **Tools for Telecom Management**

Vince Wiemer, Alexicon

Explores services and software to help telecom managers make informed and timely decisions.

3:00pm - 3:20pm **Break**

3:20pm – 5:00pm **Telecom Marketing in a Competitive World**

Troy Stickels, Glenwood Telephone Company

Case study of Glenwood Telephone's marketing transformation. Discussion includes customer service policies, employee training, research, sales techniques, strategies to retain or win back customers, and product/promotional ideas.

Dinner on your own

Alexicon Management Conference
Itinerary
August 16th – 19th, 2004 ♦ Lake Tahoe, Nevada
Page 3

Thursday 19th – Management Conference (Session 2)

7:45am – 8:30am **Continental Breakfast**

8:30am – 9:15am **VOIP: Mechanics and Effects**

Rob Strait, Alexicon

Presentation answers the questions: how does VOIP work and what does it mean for the telephone business?

9:15am – 10:30am **National Exchange Carrier Association Update**

Bob Gnapp, NECA

Update on NECA activities regarding DSL, video and other tariff and settlement issues.

10:30am – 10:50am **Break**

10:50am – 11:45am **Federal Legislative / Regulatory Update**

Doug Kitch, Alexicon

Update on local number portability, payphone, streamlined tariffing, and other federal issues.

11:45am **Adjournment**