



**TEXAS STATEWIDE TELEPHONE COOPERATIVE, INC.**  
**2011 Finance/Marketing Conference**  
**July 6-8 ♦ The Westin Galleria ♦ Dallas, Texas**

**AGENDA**

**Wednesday, July 6**

12:00 p.m.

**Registration**

12:45 p.m. – 1:00 p.m.

**Welcome**

*Weldon R. Gray, TSTCI President*

**Finance Sessions**

1:00 p.m. – 2:00 p.m.

**Accounting and Auditing Update**

*Wade Wilson, CPA, Bolinger, Segars, Gilbert & Moss, L.L.P.*

Learn about new and proposed accounting pronouncements and their application to the telecommunications industry, and common audit findings.

2:00 p.m. – 3:00 p.m.

**Management's Analysis of Financial Statements During Tough Economic Times**

*Rachel Day, CPA, Curtis Blakely & Company, P.C.*

3:00 p.m. – 3:15 p.m.

**Break**

3:15 p.m. – 4:15 p.m.

**What's New With Texas State Taxes?"**

*Debbie Broyles, CPA, Curtis Blakely & Company, P.C.*

4:15 p.m. – 5:15 p.m.

**Loan Requirements, Accounting Issues and More**

*Nathan Paden, Bolinger, Segars, Gilbert & Moss, L.L.P.*

A review of RUS loan requirements, accounting issues, and alternatives including Cushion of Credit payments, investment and distribution calculations and more

**Marketing Session**

1:00 p.m. – 5:00 p.m.  
(Break 3:00 p.m.)

**Finance for the Marketing Manager**

*Tim Owens, President, Cronin Communications*

For the marketing professional seeking a better understanding of telco finance and general business accounting, this workshop will review how the telco makes money, the role of NECA and how to read operating statements, balance sheets, cash flows and other financial reports. Presented in a lively fast-paced format, the program is loaded with helpful examples, exercises and take-away resources.

5:30 p.m. – 7:00 p.m.

**Welcome Reception - Atrium**  
(Casual Dress)

**Thursday, July 7**

7:30 a.m. – 8:30 a.m.

**Registration and Breakfast**

8:30 a.m. – 8:45 a.m.

**Welcome and Opening Remarks**

*Weldon R. Gray, TSTCI President*

8:45 a.m. – 9:45 a.m.

**Everything I Need to Know I Learned from My Wife**

*Rex Havens*

9:45 a.m. – 10:00 a.m.

**Break**

10:00 a.m. – 11:00 a.m.

**The Consumers Electronics Show (general session)**

*Tim Owens, President, Cronin Communications*

A live demonstration of the amazing devices your customers are connecting to your broadband network, featuring tablet computing, over-the-top video, and wireless 4G.

**Finance**

11:00 a.m. – 12:00 p.m.

**Finance and Other Best Practices to Consider in an Uncertain Telecom World**

*Clay Sturgis, Partner, Telecom Group, Moss Adams LLP*

What are telcos considering and implementing to thrive in the face of economic changes and regulatory uncertainty. Clay will share, and provide insights, on practices and strategies gleaned from our clients across the nation.

**Marketing**

11:00 a.m. – 12:00 p.m.

**Small Company, Big Brand!**

*Kerry Sutton, Hill Country Telephone*

Just because you are a small company doesn't mean you have to look or act small. Build a company brand strategy that makes even the largest companies take notice.

12:00 p.m. – 1:30 p.m.

**Lunch**

1:30 p.m. – 2:30 p.m.

**Finance Review (general session)**

*Dr. Gene Stanaland*

Dr. Stanaland will focus on economic trends and their practical implications for future business activity.

2:30 p.m. – 2:45 p.m.

**Break**

2:45 p.m. – 3:45 p.m.

**USF and ICC Reform NPRM - Rural Association Comments and Proposals (general session)**

*Bob Gnapp, Director – Demand Assurance & Network Analysis, NECA – Industry Relations*

This session will overview the FCC's proposed plan for reforming Intercarrier Compensation and Federal Universal Service Funds. We will also discuss the Rural Association's comments on the FCC's plan and the Rural Association's proposals (the "RLEC Plan") to accomplish the FCC's reform objectives in a manner less harmful to rural local exchange carriers and their subscribers.

3:45 p.m. – 4:45 p.m.

**Roundtable Sessions**

**Finance**

*Facilitator: Blake Lackey*

**Commercial/Marketing**

*Facilitator: Kerry Sutton*

**Friday, July 8**

7:30 a.m. – 8:30 a.m.

**Breakfast**

8:30 a.m. – 9:30 a.m.

**Federal Update**

*Jo Shotwell, Executive Director, TSTCI*

9:30 a.m. – 9:45 a.m.

**Break**

9:45 a.m. – 10:15 a.m.

**Texas Legislative/Regulatory Update**

*Cammie Hughes, Director – TSTCI Member Services*

10:15 a.m.

**Grand Prize Drawing**

**Raffle Prize Drawing**

**Meeting Adjourns**