



2017 Accounting & Marketing/Customer Service Conference July 12-14, 2017 Sheraton Arlington — Arlington

Last year Austin – this year ARLINGTON! We continue on our road to new and continuously improved meeting moments. In addition to our great meeting — Arlington, another home of good food, great shopping opportunities and home of the Texas Rangers — although they aren't playing during our conference dates.

We are going to have just completed a legislative session and there are going to be tales to tell – hopefully, good tales to tell along with some “you aren't going to believe” moments. As we prepare to open up the registration for this conference, our spirits are high and our confidence is intact — our bill just passed the House and is on its way to the Governor for signature! So now the stories will be better as the outcome is known!

With all that said, the upcoming TSTCI Accounting & Marketing/Customer Service Conference is just around the corner and REGISTRATION IS NOW OPEN. Our July conference is always a powerful program for the three backbone disciplines of all our companies — accounting, marketing, and customer service. The conference will also appeal to those earning CPE credits with the agenda awarding 15 hours of Technical Credits.

With so much going on at the state and national level, we will be giving the most up to date update on the legislative actions in addition to bringing some information and inspirational sessions. On Wednesday, after a brief Welcome by TSTCI President Rusty Moore and TSTCI CEO Weldon R. Gray, we're working on a presentation on “*Culture of Positive Change.*” And we could all use a little of that. We are also going to dive into the issue of *Privacy* in this new and ever-changing technology world — privacy, red flags, CPNI issues, broadband and internet service providers. What is the privacy expectation? We also have to/need to touch on the *Federal USF Issues* with a presentation by *Chad Duval, Moss Adams* and followed by a segment on those more ever-present *Pricing Strategies of regulated and non-regulated*. All that Wednesday before our Welcome Reception. Something tells me that you may need and want the offerings of the reception at the end of that day! So please plan to enjoy the traditional **Welcome Reception from 5:30 - 7:00 p.m.**

TSTCI President Rusty Moore (Big Bend Telephone Company) and TSTCI CEO Weldon R. Gray will officially kick off the Thursday morning session and introduce our Opening General Session keynote speaker, **Leo Logothetis**, who will take us on his journey across the world and share his visions through the journal of his journey in “**The Kindness Diaries.**” We will continue through the morning with General Sessions including a presentation on *Webpage Presence — Keeping it Present*. Then with timely and relevant information on *Cyber Issues and Ransom Ware* by *Clay Moreland, Bolinger, Segars, Gilbert & Moss* — we all need to be “**Protecting Thyself.**” Before lunch, we will get the necessary evil of *PUC Rules update*.

After lunch on your own, we will return into Concurrent Breakout Sessions. For our Customer Service/Marketing attendees, we will hear from *Tim Owens, Cronin* on “**Measuring Success of CSRs**” followed by a presentation on “*Are you having Customer Problems or Problem Customers?*” This group will finish out the day with *Andy Johns, WordSouth* presenting *Marketing & Communications* followed by the ever-popular *Round Table Discussion* lead by *Toni Rivas, VTXI*.

Meanwhile on the Accounting group break-out side – *Wade Wilson, Bolinger, Segars, Gilbert & Moss*, will wade into “*FCC Changes to Part 32 — What We All Need to Know.*” And while we are in the Part 32 pool, *Sharon Minor, Moss Adams*, will follow Wade with “*Budgeting in a Part 32 World — Legacy versus*

ACAM.” And the dive into these Part 32 issues is just the beginning – later that afternoon, the Accounting group will roll up their sleeves with *Mitchell McCoy, Curtis Blakely & Company* for some freshening of “*Time Code Reporting — Foundations of Accounting*” and finish off the day with a segment on “*NECA & USAC Audits – Oh My!*” Sometimes it really is just more than we think we can take isn’t it?

After an evening of enjoying Arlington, we will return Friday morning for breakfast and our closing General Sessions. Starting off our general sessions will be *Todd McElmurry, Curtis Blakely & Company* with a return performance of “*Excel & More — Tips and Tricks that really work!*” (and this time they really will work!) Presenting with Todd will be *Michael O’Neill, Eastex Telephone Cooperative, Inc.* Continuing in the technology arena we will then move to a *Technology Show — Gadgets and Gizmos You and Your Customers Just Have to Have*” presented by *Tim Owens, Cronin.*

Before we adjourn, Weldon will give us a more in depth legislative update, touch on current regulatory issues and give a State of the Association overview.

Last but not least, we will draw for the winner of the Grand Prize drawing (donated by Texas Communications Expo) and the winner of the PAC raffle drawing.

As we adjourn this meeting for another year, we hope that you will have enjoyed the meeting and learned lessons to share back with others in your offices, heard information that helps you better understand our industry, your companies and maybe yourself, networked with old friends and new acquaintances and got a gentle but true reminder that you and Rural Matters. We will adjourn this meeting for another year and look forward to seeing each and every one of you throughout the days ahead.

TSTCI and the Program Planning Committee, want to give special thanks to those Members who give their time, energy and talents to share their expertise with us through their participation as speakers, presenters and facilitators in our programs. Our Association is very lucky to have as members like we do. Representatives from the following TSTCI members have agreed or have been invited to participate in this program: *Bolinger, Segars, Gilbert & Moss; Centerra Corp.; Cronin; Curtis Blakely & Co.; Eastex Telephone Cooperative, Inc.; GVNW Consulting; JSI; Moss Adams, Pivot Group, WordSouth, and VTXI Companies.* *These TSTCI Members help make this conference possible and successful. They are joined by others that help support our efforts with financial support also.*

GO FORTH AND REGISTER

As there is not a baseball game, or football game, playing during our time in Arlington, we are exploring the idea of a tour of one of the sports facilities. We will provide information as it is available, along with any additional cost for the tour.

The TSTCI online registration process allows and helps participants register online and pay by check or credit card. Just go to www.tstci.org and follow the link. It’s easy, fast and a little fun. The conference preliminary agenda will be posted to the website soon. We are still in the process of confirming speakers.

Hotel Information

The Sheraton Arlington Hotel located at 1500 Convention Center Drive, Arlington, Texas. Reservations can be made on the link on the website, or [CLICK HERE](#). It is very important that you let them know that you are with the TSTCI Conference when making your hotel arrangements. The TSTCI Conference room rate is \$149.00 single/double. **Reservation cut-off date is June 20, 2017.** Check in is 3pm and checkout is 12 noon. **Hotel Cancellation Policy is that cancellations will be accepted prior to 12:00 noon up to two days prior to the date of arrival. If the reservation is no longer needed but is not cancelled prior to that time, the reservation will be released but the room and tax charges will be billed to the credit card. Hotel Parking is \$25.00 per day for guests. Complimentary self-parking is available. The Hotel provides complimentary wireless internet access. It is also located near the entertainment district, close to Six Flags Hurricane Harbor, Six Flags over Texas and AT&T Stadium.**

Sponsorship/Door Prizes

We are always looking and always grateful for those that help us put these meetings on by their generous sponsorship. We appreciate all the extra support and include recognition of your company in the printed program, the displayed meeting signs and from the podium. Sponsorships can be designated using the online form. In addition, there are door prizes during the meeting. If you would like to donate a door prize, please let us know that you'll be bringing a door prize with you. We encourage you to put a business card or sign designation of your door prize to show the attendees and especially the winners who donated what.

Discretionary Fund

The TSTCI Board established the Discretionary Fund, which is used for important off-budget expenditures. This fund is used for speaker expenses, when applicable, as donations to memorials, assists with PAC administrative expenses, and more. The Discretionary Fund is included in the annual independent audit of TSTCI. Since this fund is *not* used to provide campaign funds to candidates or office holders, corporate contributions are acceptable. Contributions to this fund can be made online when you register or you may send corporate or personal checks made payable to the *TSTCI Discretionary Fund* to the new TSTCI Austin Office at 505 W. 12th Street, Suite 206, Austin, Texas 78701.

Have questions about the Conference?

If you have any questions or need any additional assistance, please contact Weldon Gray at 903-658-0055 or Weldon@tstci.org, Kari Rouse at the Austin office 512-343-2587 or Kari@tstci.org or Pat Holder, Event Planner at 512-496-0580 or ptholder@austin.rr.com

LOOKING FORWARD TO SEEING ALL OF YOU IN ARLINGTON!