



OF

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**2017 MID-AMERICA CABLE SHOW**

**SEPTEMBER 13-14, 2017**

**LITTLE ROCK, ARKANSAS**

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We are extremely excited to be hosting the 2017 Mid-America Cable Show in Little Rock, AR! To start, we have an outstanding venue – The Little Rock Marriot, located in the heart of downtown and the River Market Entertainment District. What a great venue and opportunity to learn industry insights and network with industry leaders!

We kick off the show on Wednesday evening at 5:30 PM with an exclusive reception at the Clinton Presidential Center, located in downtown Little Rock. The Clinton Center is home to the William J. Clinton Presidential Library and Museum, University of Arkansas Clinton School of Public Service and the Little Rock offices of the Clinton Foundation on. Enjoy an exclusive tour of the Clinton Library, along with drinks, dinner and a special keynote address from ACA's President Matt Polka. Directly following will be an exclusive tour and tasting event at the Rock Town Distillery, the first legal distillery of any kind in Arkansas since prohibition.

On Thursday, we are extremely pleased to open up the conference with the Executive Insights Panel, moderated by Rob Shema, EVP Member Services & Finance for the ACA. We are excited to learn industry insights from Comcast, Conway Corp, Cable One and Ritter Communications. Directly following, we will hear from Mark Trudeau, CEO OpenVault, who will be discussing trends, opportunities and threats facing broadband providers. Directly following will be a panel led by Melanie McMullen, The Real Deal, covering the hot topic of skinny bundles, broadband delivery, and OTT.

In the afternoon, attendees will enjoy a fully catered lunch with a guest speaker from the Clinton Library. The program will continue with three specifically targeted breakout sessions – Digital Marketing, Customer Service and Technical Operations. Finally, we conclude with an Enterprise business discussion that is a must see panel on best practices utilized today to grow enterprise sales. Please also be sure to visit the numerous exhibits that start at 4:30 PM.

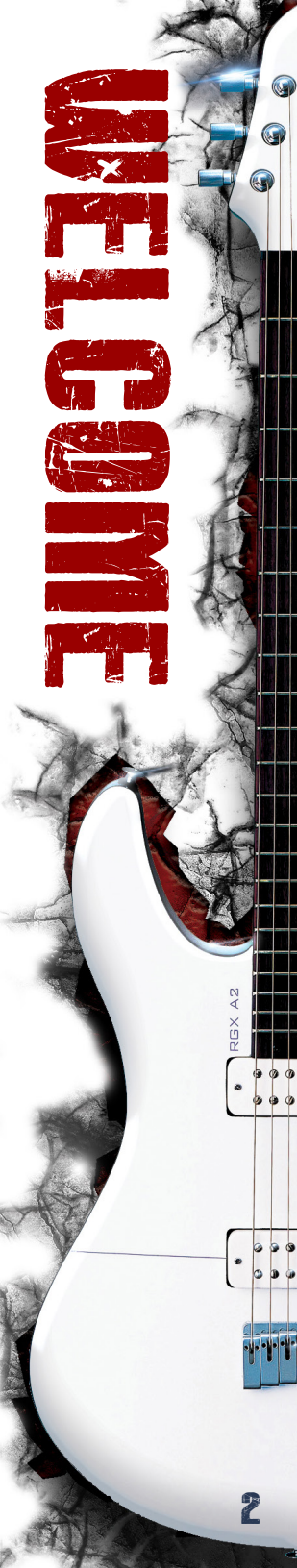
To conclude the day, our evening will be filled with plenty of excitement, with our 2017 Emcee and Special Guest, Patti Vasquez. As part of the dinner program we are pleased to recognize the 2016 and 2017 Pathfinder Awards and showcase our 2017 Weary Scholarship recipients. We will also recognize members of our industry with Customer Service Excellence awards and the MIDI awards for Marketing, Cable Advertising and Programming excellence.

We are so excited that you are joining us and are extremely proud of this year's lineup. We are looking forward to seeing everyone in Arkansas, the corporate headquarters for Conway Corp, WEHCO Media and River Communications. As always, your participation and support helps to fund the Weary Scholarship, which was designed to help deserving, academically oriented students to further their college education. There has been a tremendous amount of effort put into this year's show, and we sincerely appreciate everyone's support! Thank you, and enjoy the show.

Sincerely,

Larry Foland & Andy Davis  
Co-Chairs of the Mid-America Cable  
Telecommunications Association

# WELCOME



# EXECUTIVE BOARD



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**Bret Carroll**  
TREASURER  
Conway Corp.



**Andrea Petzold**  
SECRETARY  
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Communications, Inc.



**Melanie McMullen**  
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## BOARD OF DIRECTORS

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## EX-OFFICIO DIRECTORS

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Missouri Cable Communications Association  
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### A SPECIAL THANK YOU TO NON-BOARD COMMITTEE CHAIRS

Crystal Kemp, Conway Corp - *CSE Awards*  
Christie Satre, Consolidated Communications - *Marketing Committee*  
Frank Hughes, NCTC - *Wendell Woody Pathfinders Awards*

### A SPECIAL THANK YOU TO OUR SHOW MANAGEMENT TEAM

Advanced Association Management  
Kathi Schildt, Jodi Roth, Kylie Schildt

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# SCHEDULE OF EVENTS

WEDNESDAY, SEPTEMBER 13, 2017

2:00-5:30 PM	Registration Open	Little Rock Marriott
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5:30 PM	Evening Reception Keynote: Matt Polka, ACA President	Clinton Presidential Center
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Opening Night Sponsored By: *NBC Universal, Viamedia, Discovery Networks, OpenVault, Viacom*

9:30 PM - 12:00 AM	After Hours Reception	Rock Town Distillery
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After Hours Hosted Bar Sponsored By: *eClerx*  
Shuttle Sponsored By: *TVOne*

*Transportation will be provided from Clinton Presidential Center to Rock Town Distillery to Little Rock Marriott.*

THURSDAY, SEPTEMBER 14, 2017

8:00 AM	Registration Opens	Little Rock Marriott
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8:00 AM	NCTC Member Breakfast	Hoffman
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9:00 AM	Opening Remarks	Salons A & B
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9:15 - 10:00 AM	Executive Insights Panel	Salons A & B
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10:00 - 10:20 AM	Break	Salons A & B
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Refreshment Breaks Sponsored by: *Viacom*

10:20 - 11:00 AM	Broadband Discussion	Salons A & B
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11:00 AM - 12:00 PM	The Real Deal: The Reality of Skinny Bundles, Broadband Delivery and OTT	Salons A & B
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12:00 - 1:30 PM	MACS Luncheon with Special Guest	Salon C
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1:30 - 3:00 PM	Educational Breakout Sessions	
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Breakout Session One: Digital Marketing, *Salon A & B*

Breakout Session Two: Best Practices In Customer Service, *Arkansas Ballroom*

Breakout Session Three: Best Practices in Technical Operations, *Hoffman*

3:00 - 4:00 PM	Business Services Panel	Salons A & B
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4:30 - 6:45 PM	Exhibitor Booths Open	Grand Foyer
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7:00 PM	Awards Dinner with Special Guest and Host	Salon C
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Slitent Auction Hosted Bar Sponsored by: *CBS*

Pathfinder Awards Sponsored by: *NBC Universal*

CSE Awards Sponsored by: *Conway Corp*

MIDI Awards Sponsored by: *Consolidated Communications*

Awards Entertainment Sponsored by: *WGN America, NFL Network, Crown Media, MAVTV, FOX*

Emcee and Special Guest Sponsored By: *Entertainment Studios Networks*

Weary Scholarships Sponsored by: *Fidelity Communications*

Awards Dinner Sponsored by: *HBO*

# EXHIBITORS

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CableTime of San Francisco
Crown Media Family Networks
Discovery Communications
eClerx
Evolution Digital
GDI Technology
GSN
Gone Viral TV
HSN
Innovative Systems
INSP
ION Media Networks
Kids Central
MAVTV Motorsports Network
MLB Network/NHL Network
MobiTV
Music Choice
NBC Universal
NCTI

NeuLion
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## EVENING RECEPTION KEYNOTE



### **Matt Polka, President, American Cable Association**

Matthew M. Polka is responsible for the daily operations and affairs of the American Cable Association, an 800-member non-profit association dedicated to serving the interests of independent, smaller and medium-sized broadband, cable and phone businesses across the United States. Matt joined the Association as its first president on May 1, 1997. Matt is a 1982 honors graduate of West Virginia University and a 1986 graduate of Pittsburgh's Duquesne University School of Law, where he was recipient of the Law School's Most Distinguished Graduate award. Matt, a frequent speaker throughout the cable industry, was named once again in 2016 a member of the CableFAX 100, and in 2009 was named a "Cable Television Pioneer," one of the highest awards bestowed in the cable industry. Matt lives in the Pittsburgh area with his wife, Sharman, and their two daughters.

## EXECUTIVE INSIGHTS PANEL

*This keynote forum features communication leaders from the Mid-America region discussing solutions and strategies around the crucial challenges that confront today's executives. Panelists will be sharing their executive perspectives on key trends, innovative concepts, thought leadership, and cutting-edge technology. And these senior leaders will offer relevant and unique stories about their strategies for success in an ever-changing communications marketplace.*



### **Moderator: Rob Shema, Executive Vice President, American Cable Association**

Robert Shema is the EVP of Member Services and Finance for the American Cable Association (ACA). As EVP, Shema is responsible for all of the daily operations of the organization and for analyzing all external factors that affect the organization. He directly oversees the development and implementation of the marketing and growth strategy for member and associate member companies. He also provides members with guidance regarding legal and regulatory issues.



### **Christopher Boone, Vice President, Cable One**

Chris Boone is Vice President of Business Services for Cable ONE. He is responsible for the overall strategy and day to day operations of the Business Services Division. Boone joined Cable ONE in 2010 as a Business Sales Manager. Since that time, he was promoted to roles of increasing responsibility, including Director of Sales and Senior Director. In 2016, Boone was named Vice President of Business Services. Prior to joining Cable ONE, Chris spent 7 years at Cox Communications in various roles.



### **Bret Carroll, President and CEO, Conway**

On June 1, 2017 Bret became Conway Corp's CEO – a role that only five others have held in the company's 88 year history. Bret has served as Conway Corp's Chief Financial Officer since 1998. He grew up in Mabelvale, Arkansas, graduating from McClellan High School. He came to Conway to attend school at the University of Central Arkansas where he obtained undergraduate and graduate degrees. Bret's career in the utility industry began at Arkansas Nuclear One where he worked for four years before transferring to the Transmission and Distribution organization of Entergy. Bret worked for two years at Axiom Corporation before accepting the CFO position at Conway Corp. Bret is a Certified Public Accountant and Certified Public Power Manager.



### **Alan Morse, President, Ritter Communications**

Alan Morse was named President of Ritter Communications in February 2014. Alan is a highly accomplished telecommunications executive with an extensive background in strategic planning, sales, marketing, network engineering and operations. Immediately prior to joining Ritter, he was the principal of the Morse Consulting Group, having successfully served as President and CEO of Integrated Mobile, Inc. leading up to its 2012 acquisition. Alan is a graduate of The Ohio State University.

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## EXECUTIVE INSIGHTS PANEL



### **Larry Williamson, Area Vice President, Comcast**

Larry Williamson currently serves as area vice president for Comcast's West Area of the Big South Region. He is responsible for technical operations in Western Tennessee (Memphis), Mississippi, Arkansas, Alabama and Louisiana. Larry has been with Comcast for 17 years. During his tenure, his roles have ranged from general manager of the Fort Wayne (Indiana) system to vice president and general manager of West Michigan, and area vice president of Technical Operations serving Indiana, Kentucky and Arkansas. A 34-year veteran of the cable industry, Larry began his career with Continental Cablevision of Ohio as an assistant state controller. Prior to joining Comcast in 2000, he also served as general manager and director of Operations for Continental Cablevision/MediaOne/AT&T Broadband in Ohio. Larry holds a Bachelor's Degree in business administration from Bowling Green State University and is a graduate of Comcast's Executive Leadership Forum program. Larry and his wife Cindy live in Collierville, Tennessee.

## BROADBAND DISCUSSION



### **Mark Trudeau, Chief Executive Officer and Founder, OpenVault**

Mark Trudeau brings two decades of senior communications software domain expertise to OpenVault. Mark has founded and led numerous technology companies through tremendous growth and success. With strong partnering skills and concern for customers, his experience is leveraged in leading the operational and strategic decision-making processes for OpenVault. Prior to starting OpenVault, Mark was CEO of Ventraq, a Private Equity backed software company focused on providing analytics solutions to the global telecom industry. Prior to his technology ventures, Mark spent the first half of his career helping launch and build the wireless business at Omnipoint, the first GSM wireless provider in the New York metropolitan area. He began his career with NYNEX Mobile Communications.

## THE REAL DEAL: THE REALITY OF SHINNY BUNDLES, BROADBAND DELIVERY AND OTT

*Streaming video has arrived, and the disrupters are changing the game. MVPDs want to stay competitive, but how do they compete against new, and rapidly maturing, OTT services that use MVPD's own broadband facilities to compete against them while operating without the constraints of outdated regulations and archaic content agreements? Don't miss this panel of legal and business content experts who will help separate fact from fiction and share their practical insights and experience around app-based broadband delivery and "true" OTT.*



### **Moderator: Melanie McMullen, Partner, Cinnamon Mueller**

Melanie McMullen is a partner with the law firm of Cinnamon Mueller with more than 25 years of experience in the cable industry. Her practice focuses on content acquisition and negotiation, contract analysis and strategic planning around advanced media rights, including authenticated content, in-home and out-of-home streaming applications, electronic sell-through and over-the-top. Melanie also serves as outside General Counsel to the Mid-America Cable Telecommunications Association and was recognized as a Pathfinder in 2014. Prior to joining Cinnamon Mueller, she was the National Cable Television Cooperative's chief legal officer and directed government relations, franchising and regulatory affairs in Time Warner Cable's Kansas City division throughout the 1990s.



### **Jared Baumann, Director of Market Development, Deployment, Products and Sales – Home Services, C Spire**

Jared Baumann, a 19-year telecommunications industry veteran, is Director of Market Development, Deployment, Products, and Sales for C Spire's Home Services division, which includes its next-generation 1 Gbps broadband fiber optic Internet initiative in Mississippi. Since joining C Spire in 2012, Baumann has played a key role in company efforts to forge unique public-private partnerships with Mississippi cities to bring ultra- fast Gigabit Internet and the new C Spire TV which revolutionized the way people watch TV. He is a key architect of the company's broadband Internet and C Spire TV strategy and vision. An Ole Miss graduate with a bachelor's degree in Business Administration, Baumann resides in Clinton, Mississippi. C Spire is a Ridgeland, Mississippi-based diversified telecommunications and technology services company.

## THE REAL DEAL: THE REALITY OF SHINNY BUNDLES, BROADBAND DELIVERY AND OTT

continued...



### **Bruce Beard, Partner, Cinnamon Mueller**

Bruce is Managing Partner of Cinnamon Mueller and offices in St. Louis. He has over 29 years of telecommunications law experience. Bruce concentrates his practice in the representation of cable, wireless, broadband and landline telecommunications related companies. He advises clients in a variety of programming regulatory, general operational and contractual matters. He also represents clients before state and federal regulatory agencies, and in mergers, acquisitions and divestitures. Prior to joining Cinnamon Mueller, Bruce was General Counsel for Millennium Digital Media (a/k/a Broadstripe), a cable and Internet service provider, and an ACA Board Member. From 1988 to 2000, he served as an attorney for the telephone and wireless operations at SBC Communications Inc. (n/k/a AT&T). Bruce also served as an Adjunct Professor at Webster University teaching a

Telecommunications Law class for the University's Telecommunication MBA program. Prior to joining SBC Bruce was a litigation attorney with Thompson Mitchell in St. Louis. Bruce began his legal career as a Judicial Clerk for Chief Justice Howard C. Ryan on the Illinois Supreme Court. Bruce graduated summa cum laude from the Southern Illinois University School of Law in 1984 and received his B.A. with honors from Eastern Illinois University in 1981.



### **Loren King, Video Product Manager, Fidelity Communications**

Loren is currently the Video Product Manager at Fidelity Communications. At Fidelity his focus ranges from customer experience, R&D, negotiation and business development. Prior to Fidelity Loren spent seven years at Fox Networks as a Regional Affiliate Manager negotiating contracts with MVPD's. With experience as an operator, programmer and consumer he brings a roots and wings view when planning.

## EDUCATIONAL BREAKOUT SESSIONS

**Session #1 - Digital Marketing:** Conan Gallaty - *Effectively Using Social Media and Email for Marketing*

**Session #2 - Best Practices in Customer Service**

Jeff Kulas - *Power Performance – Driving Behaviors for a Balanced Customer Experience*  
Rob Sieck – *Evolution from Call Center to Contact Center*  
Cindy Reese - *Best Practices in Customer Retention*

**Session #3 - Best Practices in Technical Operations**

Wade Gleason - *Establishing a Commercial Tech Ops Team*  
Shane Bryan - *Training for a Distributed Tech Ops Team*  
Woody Jackson - *Advanced Tools for Tech Ops - iPhone, iPad, Comcast XM-1 Meter and Custom Applications*

## BREAKOUT SESSION ONE: DIGITAL MARKETING

Conan Gallaty - *Effectively Using Social Media and Email for Marketing*

### **Moderator:**

#### **Conan Gallaty, Executive Vice President, Digital Media, WEHCO**

Conan Gallaty is the President of Digital for WEHCO Media, Inc. He oversees all internet operations, editorial and sales for WEHCO Media's 14 daily newspapers, 11 digital agencies and cable systems across six states. Prior to his current role, Conan was Online Director for the Arkansas Democrat-Gazette, a division of WEHCO Media based in Little Rock, Arkansas. Before joining the company, Conan was the Director of Online Strategy and Operations for Herald-Tribune Media Group, then a division of the New York Times Regional Media Group as well as Online Director for The Augusta Chronicle, a Morris Communications newspaper located in Augusta, Georgia. In his nearly 20 years working in digital media, Conan has received numerous awards for his work in news coverage design, and advertising innovation. Conan began his career as a journalist, starting in the newsroom of the News-Tribune in his hometown of Rome, Georgia. He is a graduate of the University of Georgia with degrees in Journalism and Business.



## EDUCATIONAL BREAKOUT SESSIONS

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## BREAKOUT SESSION TWO: BEST PRACTICES IN CUSTOMER SERVICE



### **Jeff Kulas, Vice President, Customer Experience, Ritter**

Jeff Kulas joined Ritter Communications as Director of Customer Care in 2015 and was promoted to Vice President of Customer Experience in 2017. Jeff is responsible for coordinating all customer service strategies, methodologies and messaging. In addition, Jeff oversees Ritter's key and business account reps (KARs and BARs), oversees the residential Customer Care team and is responsible for all inbound Customer Care, including phone calls and walk-ins at our retail locations. Prior to his arrival at Ritter, Jeff spent two years at Concentrix, a business outsourcing provider in Phoenix. There he was the Senior Manager of Sales Operations for Verizon Telematics. Prior to that, he was an Operations Manager with Pace for seven years, on their AT&T account. Jeff attended Western International University and Mesa Community College. The Phoenix-area native enjoys photography and painting and has volunteered with organizations such as the Salvation Army and OneNTen, an organization that helps provide positive role models and support for at-risk teens in Phoenix. Jeff has two sons and two grandchildren.

### **Lori Haight, Vice President, WEHCO**

Lori Haight is currently VP of Marketing and Client Care with WEHCO Video for 18 years. Lori oversees the call center strategies and initiatives to support sales, company dispatch, recruiting and training. She is responsible for programming, product concept development, branding, marketing communications and promotions, product life cycle and market performance analysis to include scheduling, quality control and production of all print media, web media and community event planning. In 2003, Lori lead efforts to standardize processes and procedures for the company by opening a call center office. Since inception, the operation has grown from five inbound agents to over 80 employees with multiple departments supporting all aspects of the company operations with focus on improving customer satisfaction and enhancing efficiency.



### **Cindy Reese, Mediacom**

Cindy Reese started in the cable business in 1979 with a small cable company out of St. Louis called ABC Cable. The cable system was in the Lake of the Ozarks. Reese moved to Springfield MO in 1982 where she applied at a company called TeleCable, because she had previous experience in cable, they hired her on the spot as a customer service representative. Reese has been at the same location for over 35 years. The system has had 4 different owners TeleCable, TCI, AT&T and Mediacom for the past 16 years. Her current position is Senior Manager, Customer Care and she has two departments, 36 Customer Service agents, 38 Internet Support Agents, plus 10 support personnel. They are a virtual call center handling calls from 22 different states, and serving over 1500 communities. Her customer service philosophy has always been to treat all customers with kindness. She has always considered herself very lucky to have a very supportive family and a wonderful team at Mediacom. In 2015 the Springfield Call Center received the Outstanding Achievement Award.



## BREAKOUT SESSION THREE: BEST PRACTICES IN TECHNICAL OPERATIONS

### **Dale Fox, Director of Operations, Comcast**

Dale Fox is a 25 year veteran of the cable and telecommunications industry having held both field and corporate roles at companies that are now AT&T Wireless, CenturyLink and Charter. Dale is currently the Director of Field Operations for Comcast Cable in Kansas City. Prior to joining Comcast, he founded Endeavor Advisors and provided consulting services to cable companies including Vyve Broadband, Consolidated Communications, Charter and Comcast.



## BREAKOUT SESSION THREE: TECHNICAL OPERATIONS

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### Jack Latzer, Vice President, NCTI

Jack has been in the cable industry – and with NCTI – since 2003. During that time, he's held a variety of roles ranging from Account Executive supporting technical training with operators along the Eastern Seaboard to Director of Call Center Solutions supporting call centers at operators throughout North America to VP of Productivity Solutions where his responsibilities include helping operators of all sizes receive the maximum value for their training investment. Prior to joining NCTI, Jack spent 9+ years in sales and sales management with Airborne Express and another 4+ years in the call center outsourcing industry. Originally from Kansas, Jack has lived in the Denver, CO area since 1995 and, along with his wife and three sons, considers that home.

### Woody Jackson, Director of Technical Operations, Comcast



### Shane Bryan, Altice

Shane has worked for Cox Communications, Suddenlink, and now Altice USA, and has spent time in the field as a technician before moving into training and safety leadership roles over the past decade.



### Wade Gleason, MediaCom

Wade is the Technical Operations Manager for Mediacom for Southern Missouri and Kansas. He started out in the cable business in 1995 as an installer for Telecable. Wade has held various positions throughout his career, and helped start the first Mediacom Business department.

## BUSINESS SERVICES PANEL

Exploring cable's initiatives and best practices in the cable business services sector, the technologies being deployed, and the future.



### Moderator: Mitchell Ashley, President and General Manager, Kyrio

Mitch Ashley is the president and general manager of Kyrio and is responsible for leading the strategy, business development and operations across its multiple lines of business. As an entrepreneur and a technology leader, he brings over twenty years of experience to this role, creating new products and services in the security, internet, telecommunications, and banking industries. Prior to joining Kyrio, Mitch held a variety of entrepreneurial and leadership roles in startup and established companies. Most recently, he served as vice president of information technologies at CableLabs, delivering technology solutions for the cable industry's global research and development organization. Before joining CableLabs, Mitch was co-founder, CTO, CIO and vice president of engineering at StillSecure, a leading provider of award-winning network security products to the U.S. Department of Defense,

federal civilian government agencies, and large and medium-sized enterprises. Previously, as CIO and vice president of engineering at Jato Communications, Mitch led the creation of a national broadband network. He spearheaded the creation of U S West's early Internet online services, and led the development and deployment of video-on-demand, home shopping, and other services for U S West's HFC cable network in Omaha, Nebraska. Mitch was also a founding member and leader of the EDS Advanced Technology Group, and was instrumental in creating and building the Future Systems banking division business. Mitch also co-founded and created multiple businesses, including BoldTech Systems, Vozle, The CISO Group, and his first company started during college, Softform Software. Mitch received his Bachelor of Science degree in Business Administration and Computer Science from the University of Nebraska.

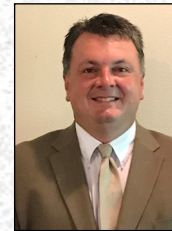
## BUSINESS SERVICES PANEL

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### Chris Boone, Vice President of Business Services

Chris Boone is Vice President of Business Services for Cable ONE. He is responsible for the overall strategy and day to day operations of the Business Services Division. Boone joined Cable ONE in 2010 as a Business Sales Manager. Since that time, he was promoted to roles of increasing responsibility, including Director of Sales and Senior Director. In 2016, Boone was named Vice President of Business Services. Prior to joining Cable ONE, Chris spent 7 years at Cox Communications in various roles.



### Jim Phipps, Vice President – Commercial and Enterprise Solutions, Mediacom Business

Jim Phipps is the Vice President of Sales for Mediacom Business. He oversees all sales channels and manages the growth of commercial and enterprise solutions throughout the Mediacom footprint. He came to Mediacom in 2010 to oversee the re-launch of Mediacom Business sales team. Before joining Mediacom Business in 2010, Jim was Director of Marketing and Product Management for Iowa Telecom from 2003 to 2010, where he was responsible for all residential and business revenue streams, reporting directly to the CEO. Prior to Iowa Telecom, Jim worked for Sprint, where he was a Senior Manager for the Small Business Marketing and Product Management team. Jim earned his B.B.A. from Harding University.



### Steven Smith, Founding Partner, Ronin Technology Advisors

Over the past two decades Steve has held senior sales and marketing leadership positions at several companies including: Qwest Communications, General Telecom, Swiftreach Networks, Ritter Communications, and most recently Ronin Technology Advisors which he co-founded. Steve is an entrepreneur that believes in problem solving, partnerships, and people. He has deep experience building, developing and leading direct sales, sales operations, customer service, product development, and marketing teams. Through these experiences, Steve has built a tremendous network of contacts throughout multiple industries and markets. In 2017, The Speaker of the Arkansas House of Representatives appointed Steve to serve as a member of the Arkansas Broadband Council.



### Dennis Weese, Community Relations and Commercial Sales Director, Eagle Communications

Dennis has been delivering Technology Business Products and Services in Kansas since 1992. Working at Eagle Communications as an Employee Owner since 2005. Dennis has a lifetime of business experience and working to grow the vitality of the communities in which business operates. Born and raised in Southwest Colorado and educated in Upstate New York.



## 2017 MACS EMCEE AND SPECIAL GUEST

### Patti Vasquez

Patti Vasquez is an internationally recognized stand-up comedian, radio personality, and entrepreneur born and raised in Chicago. She is the host of The Patti Vasquez Show on Chicago's WGN Radio, the co-creator of the upcoming series Patti Happens, and is a regular on Byron Allen's Entertainment Studios Networks, Comedy.TV. In addition to headlining comedy clubs and colleges all over the United States, Canada and Europe, Patti has written and performed five hit solo shows for theater audiences. She has appeared in many comedy festivals including Just for Laughs, HBO's Las Vegas Comedy Festival, the Chicago Comedy

Festival and Marshall's Women in Comedy Festival in New York City. On television, Patti has appeared on various shows including Byron Allen's Comics Unleashed, The Very Funny Show, the Bob & Tom TV Show, Chicago Fire, Chicago P.D., and My Life Is A Joke on the OWN network. Patti is the founder of With Kind Words, providing consultation for healthcare providers. She was recently honored by the National Museum of Mexican Art and The University of Illinois for her contributions to art and advocacy work. She is a graduate of the University of Illinois Champaign-Urbana with a degree in History. She disappointed her parents by dropping out of Northwestern's Ph.D program to become a stand-up comic. It all worked out in the end. Or at least, so far so good...



# 2017 WENDELL WOODY PATHFINDERS

The Wendell Woody Pathfinders was established in 1997 to recognize an elite group of cable industry professionals who have actively participated in and contributed to the cable industry for at least twenty years and who have made a significant impact on the industry during that time.

## Pathfinders 1997 - The Charter Members

Hank Bradley	Doug Fuller	Mike Pandzik	Robert K. Weary
Dave Clark	Tom Gleason, Jr.	Rex Porter	Wendell Woody
Peter Collins	Jerry Lampe	Les Read	
Vic Davis	Ron Marnell	Larry Spangler	
Ed Drake	Rob Marshall	Dick Thiessen	

## Pathfinders 1998-2016

Charles Broomfield (1998)	Tom Belcher (2004)	Joe Scot (2009)
Philip Brown (1998)	JoAnn King (2004)	Mitch Bland (2010)
Steve Dyché (1998)	Rob Moel (2004)	Tim Caudle (2010)
Richard Hook (1998)	Tom Morris (2004)	Hyman Sharpe (2010)
Linda Jurgensen (1998)	Dave Severance (2004)	Richie Arnold (2011)
Ted Gleason (1999)	Jim Walker (2004)	Chris Fleck (2011)
Jim Orwick (1999)	Mike Flood (2004)	Jim Gleason (2011)
John Thompson (1999)	Valerie Kramer (2005)	Dave Pangrac (2011)
Vern Wible (1999)	Dan Mulvenon (2005)	David Berns (2012)
Tom Gleason, Sr. (2000)	Maurice Zion (2005)	Garry Bowman (2012)
Lynn Harrison (2000)	Kevin R. Collins (2006)	Charles Hembree (2012)
Bob Niles (2000)	Terry Cordova (2006)	Ken Jameson (2012)
Larry Trimble (2000)	Carl Dyson (2006)	Steve Bennett (2013)
Robert Weary, Jr. (2000)	Wayne Gale (2006)	Tom McMillan (2013)
Frank Hughes (2001)	Denise Lewis (2006)	Mike Slyman (2013)
Charlotte McClure (2001)	Art Cunningham (2007)	Randy Goad (2014)
LeaAnn Quist (2001)	Mike Drahota (2007)	Melanie McMullen (2014)
Dick Bates (2002)	Roger Ponder (2007)	Mike Wilson (2014)
Debby Exon (2002)	David Presley (2007)	Rich Fickle (2015)
Ken Kendall (2002)	Milissa Witthar (2007)	Gary Shorman (2015)
Carol Rothwell (2002)	Scott Grim (2008)	Tim Easley (2016)
Bob Sebbly (2002)	Mike Kohler (2008)	Larry Eby (2016)
Alan Tschirner (2002)	Matt Mayhan (2008)	Brent Scott (2016)
J. Richard Beard (2003)	Mark Stottler (2008)	
J. Keith Davidson (2003)	Mark Caniglia (2009)	
David Headley (2003)	Joe Crone (2009)	
Larry Peterson (2003)	Bryan Gann (2009)	
Larry Stiffelman (2003)	Travis Garrett (2009)	

# 2017 WENDELL WOODY PATHFINDERS



## Robert (Bob) Adelman, Regional Vice President, Affiliate Distribution Fox Networks Group

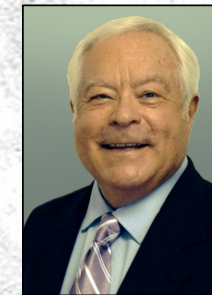
Bob Adelman is the Regional Vice President, Affiliate Distribution for Fox Networks Group. He has been in St. Louis since 2006 and will celebrate 20 years at Fox this coming February, prior to coming to Fox he worked 5 years at Disney Channel. In his role, Mr. Adelman oversees regional distribution for its entire portfolio of entertainment, lifestyle and sports networks across the Central Region. In his role he oversees staff that is responsible for sales, marketing, account management, and day-to-day operations for the following Fox Cable Networks: FS Midwest, FS Detroit, FS North, FSN Wisconsin, FS Ohio, Big Ten Network, Fox News Channel, Fox Business Channel, FX, FXX, FXM, FS1, FS2, Fox College Sports, National Geographic Channel, Nat Geo Wild, Nat Geo Mundo, Fox Sports Deportes, Fox Life, along with the TVE products that these networks offer.



## Elaine Partridge, Vice President of Special Projects, Vast Broadband

Elaine Partridge is the VP of Special Projects for Vast Broadband. Elaine has been in the telecommunications industry since 1995. Her responsibilities include managing all aspects of the eCommerce platform including business planning, content strategy and development, digital marketing, website design and customer analytics. Previous positions include VP of Programming and Director of Marketing & Programming for NewWave Communications and Galaxy Cablevision where she gained valuable experience in programming, contract negotiation, marketing, event coordination and general operations. Elaine is currently a Board Member for the National Cable Television Cooperative serving as the chairperson of the Programming Committee. She was the Vice President of the St Louis Women in Cable & Telecommunications Organization, a Missouri Cable Association board member and a member of the Mid-American Cable Association and CTAM. Elaine received a Bachelor of Arts degree in Marketing from the

University of Northern Iowa. She is a board member of her local church and serves on a variety of community projects.



## Greg Harrison, Assistant City Manager, City of Pompano Beach, FL

Greg joined TCI in the mid-90's during the company's formation of Government Relations throughout the US and represented TCI on State and Federal government affairs in Washington, DC, OK, KS, NE, SD, ND, NM, and NV as well as county and municipal government issues. In 2001, Greg was hired as the first full-time President of the Missouri Cable Telecommunications Association and set up shop in Jefferson City, MO where he stayed until 2009 to go back to Oklahoma with Allegiance Communications that included Chief Operations Officer as well as responsibility for all corporate contracts, agreements, franchises and regulatory/compliance issues with local, state and federal government entities. Shortly after being employed in Missouri, Greg and his wife Kim were hired by the Mid-America Cable Telecommunications Association, during a difficult time, which successfully resulted in continuation of this great annual event. In 2014 Greg had an opportunity to return to Public Administration

as Assistant City Manager, Pompano Beach, FL. Greg is responsible for managing the day-to-day operations of the City of Pompano Beach with a population of 107,000, employs approximately 1,000 people and has a total budget of over 265 Million Dollars. Greg went to Northeastern State College in Tahlequah, OK and the University of Norman, OK.

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# 2016 WENDELL WOODY PATHFINDERS

## Tim Easley, INSP



Tim Easley is a native of Amarillo, TX. Early in life, Tim had a passion for music. When he was a senior in high school, Tim auditioned as lead vocalist for a Rock & Roll band and was hired to sing for the group, known as The Echoes. Tim moved to Dallas and The Echoes became the "top draw" for their "Blue Eyed Soul Review". Tim became good friends with the bass guitarist, Tommy Shannon, who later became the bass guitarist for Stevie Ray Vaughn. During his time with the band, Tim married his lovely wife D'Ann and began a family. Next May, Tim and D'Ann will celebrate their 50th anniversary. Realizing he needed to find a more reliable source of income for his growing family, Tim looked for an opportunity to still use his musical background and found a job with Comcast's Muzak division. For 10 years Tim worked for Comcast and eventually became Vice President of Sales for the Dallas/Ft. Worth region for Muzak. In 1992, Tim was hired by INSP, as Director of Affiliate Sales for the Southwest Region. For 20 years Tim worked with the cable operators throughout his region, developing lasting friendships. Many of whom are present tonight. Tim served on the board of directors for Oklahoma, Arkansas, Missouri, Kansas and Mid-America. Tim and D'Ann currently reside in Edmond, OK, where they play golf as often as possible, while Tim manages their "gas and oil empire".

## Larry Eby, Vast Broadband



Larry Eby comes to Vast Broadband through Clarity Telecom, which he helped co-found with Jim Gleason and Keith Davidson. After the inception of Clarity, the team purchased the WOW! Rapid City and Sioux Falls branches with the intention of transforming and improving these entities into Vast Broadband. Larry works to build high-quality network services to best meet the needs of Vast customers. Prior to the inception of Clarity, Larry served as Senior VP of Operations at NewWave Communications and Galaxy Cablevision, where he served as President towards the end of that tenure. Larry graduated with a B.S. degree from Southeast Missouri State University, and was recognized as one of their Outstanding Young Alumni. From 2004-2013, he served on the board of directors for the NCTC and currently serves as president of the Sikeston Regional Chamber and Economic Development Corporation. Larry is also a national officer for the Pi Kappa Alpha International Fraternity. Larry and his wife Anita have two daughters, Lauren and Maggie.

## Brent Scott, TVC Communications



Brent Scott of TVC Communications, a division of WESCO Distribution, Inc. is the Director of Technology Sales and Support for cable and TELCO markets. He is a 28-year industry veteran and has been actively engaged in the cable and broadband arena as it has evolved. Brent is a DeVry University Graduate and began his career with Satellite Engineering Group, Inc. as a satellite installation tech. He was later promoted to many different areas of the business including inside sales, project manager, buyer, and general manager. In 2008, SEG was purchased by TVC Communications and Brent continued his role as sales manager and supporting the NCTC. In 2010, TVC Communications was purchased by WESCO Distribution Inc. and Brent became the Director of Technology Sales managing two separate teams that provide sales and support to the small and medium size cable & TELCO operators. Growing up in a small rural area south of Kansas City has provided Brent with a good understanding of what is required to compete in the small and medium size markets. Brent still resides in the rural community south of Kansas City where he lives with his wife Kari and son Drew, who is currently attending Missouri State University.

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# 2017 WEARY SCHOLARSHIP WINNERS

In 1989, the Mid-America Weary Scholarship Foundation was founded in honor of cable leader and entrepreneur Robert K. Weary (1921-2001) for his remarkable achievements in the cable industry.

The Weary Scholarship is designed to help deserving academically oriented students to further their college education. The scholarship is open to all industry employees, their spouses, and children in the Mid-America Cable Show region. The Mid-America Cable Show offers our warm congratulations to this year's outstanding Weary Scholarship recipients and wishes them well as they continue their academic career.

In 2017, six \$3,000 scholarships will be awarded. Recipients will be announced during the Awards Dinner.



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# 2017 MIDI AWARD WINNERS

## CABLE ADVERTISING WINNERS (LOCAL AD SALES)

**SUBSCRIBER SIZE:** 10K & UNDER

**Title:** Brass Rail - Get Your Brass

**Company:** Eagle Communications

**SUBSCRIBER SIZE:** 10,001-50,000

**Title:** United Way Explained by Karson

**Company:** Conway Corp

## CABLE ADVERTISING WINNERS (SELF PROMOTION)

**SUBSCRIBER SIZE:** 10K & UNDER

**Title:** Fall/Winter Live Life Connected

**Company:** Eagle Communications

**SUBSCRIBER SIZE:** 10,001-50,000

**Title:** Conway Corp Home Security

**Company:** Conway Corp

## COMMUNITY PROGRAMMING WINNERS (SINGLE)

**SUBSCRIBER SIZE:** < 10,000

**Title:** LDI Recruit Video

**Company:** Eagle Communications

**SUBSCRIBER SIZE:** >50,000

**Title:** High School Lacrosse

**Company:** Mediacom

## MARKETING & PROMOTION WINNERS

**SUBSCRIBER SIZE:** 10,001-25,000

**Title:** 1 Gig Internet from Conway Corp

**Company:** Conway Corp

**SUBSCRIBER SIZE:** >50,000

**Title:** Vyve's IncREDible Sale

**Company:** Vyve Broadband

## COMMUNITY PROGRAMMING WINNERS (SERIES)

**SUBSCRIBER SIZE:** < 10,000

**Title:** GEUS Cast on GEUS 34

**Company:** GEUS Cable & Internet

**SUBSCRIBER SIZE:** 10,001-50,000

**Title:** Plugged In

**Company:** Conway Corp

**SUBSCRIBER SIZE:** >50,000

**Title:** Sound + Vision

**Company:** Mediacom

# 2017 CSE AWARD WINNERS

## CUSTOMER SERVICE EXCELLENCE - SERVICE

★★★★★		★★★★★	
James Buggs	Conway Corp	Eric Bell	Conway Corp
Justin Moore	Conway Corp	Brent Brown	Conway Corp
Andrew Nelson	Conway Corp	John Davis	Conway Corp
Shelly Smith	Conway Corp	Jason Fleming	Conway Corp
		Corey Free	Conway Corp
		Aaron Julian	Conway Corp
		Tony Lemke	Conway Corp
		Jeff Matthews	Conway Corp
		Robert McCray	Conway Corp
		Nicole Pizzolato	Conway Corp
		Aaron Reynolds	Conway Corp

## CUSTOMER SERVICE EXCELLENCE - SALES

★★★★★		★★★★★	
Kelly Wirtz	Conway Corp	Whitney Anderson	Eagle Communications
Jane Harrison	Conway Corp	Melanie Cole	Eagle Communications
Eleise Myers	Conway Corp	Julie Flood-Gillette	Eagle Communications
Paula Riley	Eagle Communications	Elizabeth Harmon	Conway Corp
		Michelle Hatfield	Conway Corp
		Emily Smith	Eagle Communications

## CUSTOMER SERVICE EXCELLENCE - EXTRA MILE

★★★★★	
Tracy Ferrell	Conway Corp
Beth Jimmerson	Conway Corp
Lesia White	Conway Corp

## MIDI AWARDS SPONSORED BY:



## CSE AWARDS SPONSORED BY:





# ROCK OF AGES

2017 MID AMERICA CABLE SHOW

## **REGISTRATION DESK**

Located in the Grand Foyer.

## **REGISTRATION DESK HOURS**

Wednesday, September 13, 2017	2:00 p.m. - 5:30 p.m.
Thursday, September 14, 2017	8:00 a.m. - 5:00 p.m.

On-site full conference registration for cable operators and vendors:

Registration includes: Opening Night networking with MACS attendees, education sessions, afternoon luncheon, exhibits, silent auction, and the Awards & Recognition Dinner.

## **NAME BADGES**

Name badges must be worn at all times to gain entry into MACS education sessions and meals.

## **WEARY SCHOLARSHIP - SILENT AUCTION**

Thank you in advance for your support of the Weary Scholarship Silent Auction; auction items can be left at the conference registration desk at any time Wednesday and Thursday.