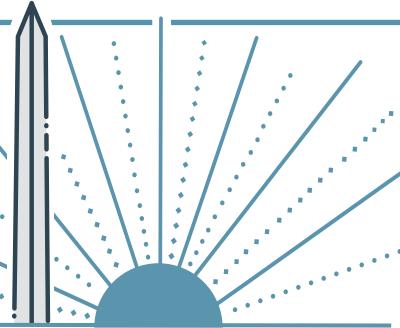


# B2B RURAL TELECOM SALES SEMINAR



## HOSTED BY SDN COMMUNICATIONS AND FRIENDS OF TIM OWENS

### Tuesday, April 7th

4:00-6:00 pm      Welcome Reception sponsored by Title Sponsor      **pivot**

### Wednesday, April 8th

|                  |   |
|------------------|---|
| 7:45 -8:30 am    | <b>Breakfast &amp; Networking</b> sponsored by <b>Calix</b>   |
| 8:30 -10:00 am   | <b>Welcome &amp; Pre-Conference Survey Results</b>   Ryan Dutton, VP of Sales & Marketing, SDN Communications   |
| 10:00 -10:45 am  | <b>How Not to Sell: Confessions from the Sales Trenches</b>   Justin Forte, CEO, INDATEL Services   |
| 10:45 - 11:00 am | <b>Networking Break</b>   |
| 11:00 - 11:45 am | <b>The Impact of Connecting with People Where They Are</b>   Hannah Boquet, Marketing Manager, SDN Communications   |
| 11:45 - 1:15 pm  | <b>Lunch on your own</b>  |
| 1:15 - 2:00 pm   | <b>Focus Group Presentation</b>   |
| 2:00 - 2:45 pm   | <b>The Power of Two: Aligning B2B Sales and Technical Operations for Exceptional Customer Experience</b>   Jackie Fowler & Joel Green, YK Communications    |
| 2:45 - 3:00 pm   | <b>Networking &amp; Refreshment Break</b>   |
| 3:00 - 4:30 pm   | <b>Executive Panel Discussion</b>   Russell Kacer, YK Communications   Ryan Punt, SDN Communications   Kurt Gruendling, Waitsfield Champlain Valley Telecom |

### Thursday, April 9th

|                  |   |
|------------------|---|
| 7:45-8:30 am     | <b>Breakfast &amp; Networking</b><br><b>Complementary Professional Headshots</b> sponsored by <b>INDATEL</b>        |
| 8:30 - 9:15 am   | <b>Sales Operations Best Practices</b>   Weston Comfort & Jeremy Reeves, Calix                                      |
| 9:15 - 10:00 am  | <b>Utilizing Business Development to Drive Sales</b>   Angie Kreider, Director of Business Development, Rainbow Tel |
| 10:00 - 10:15 am | <b>Networking &amp; Refreshment Break</b>   |
| 10:15 - 11:00 am | <b>Data Center Sales: It's All Up from Here</b>   Jen Guthmiller, Commercial Sales Manager, DCN Salesforce          |
| 11:00 - 11:45 am | <b>Intersection of Industry and Policy</b>   Mike Romano, Executive Vice President, NTCA                            |
| 11:45 - 12:15 pm | <b>Seminar Wrap-Up</b>   Ryan Dutton, VP of Sales & Marketing, SDN Communications                                   |

## THANK YOU TO OUR SPONSORS

