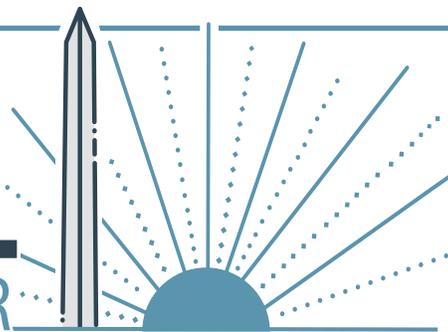


B2B RURAL TELECOM SALES SEMINAR



HOSTED BY SDN COMMUNICATIONS AND FRIENDS OF TIM OWENS

Tuesday, April 7th

4:00-6:00 pm

Welcome Reception sponsored by Title Sponsor



Wednesday, April 8th

7:45 - 8:30 am

Breakfast & Networking sponsored by Calix

8:30 - 10:00 am

Welcome & Pre-Conference Survey Results | Ryan Dutton, VP of Sales & Marketing, SDN Communications

10:00 - 10:45 am

How Not to Sell: Confessions from the Sales Trenches | Justin Forte, CEO, INDATEL

10:45 - 11:00 am

Networking Break

11:00 - 11:45 am

The Impact of Connecting with People Where They Are | Hannah Boquet, Marketing Manager, SDN Communications

11:45 - 1:15 pm

Lunch on your own

1:15 - 2:00 pm

Focus Group Presentation | Dave Nieuwstraten, CEO, Pivot

2:00 - 2:45 pm

The Power of Two: Aligning B2B Sales and Technical Operations for Exceptional Customer Experience | Jackie Fowler, Director of Sales & Customer Relations, YK Communications | Joel Green, Director of Network Operations, YK Communications

2:45 - 3:00 pm

Networking & Refreshment Break

3:00 - 4:30 pm

Executive Panel Discussion | Russell Kacer, President, YK Communications | Ryan Punt, CEO, SDN Communications | Kurt Gruendling, VP of Marketing & Business Development, Waitsfield Champlain Valley Telecom

Thursday, April 9th

7:45-8:30 am

Breakfast & Networking

Complementary Professional Headshots sponsored by INDATEL

8:30 - 9:15 am

Sales Operations Best Practices | Weston Comfort, Regional VP of Sales Acceleration, Calix | Jeremy Reeves, Director of Sales Acceleration, Calix

9:15 - 10:00 am

Utilizing Business Development to Drive Sales | Angie Kreider, Director of Business Development, Rainbow Tel

10:00 - 10:15 am

Networking & Refreshment Break

10:15 - 11:00 am

Data Center Sales: It's All Up from Here | Jen Guthmiller, Commercial Sales Manager, DCN

11:00 - 11:45 am

Intersection of Industry and Policy | Mike Romano, Incoming CEO, NTCA

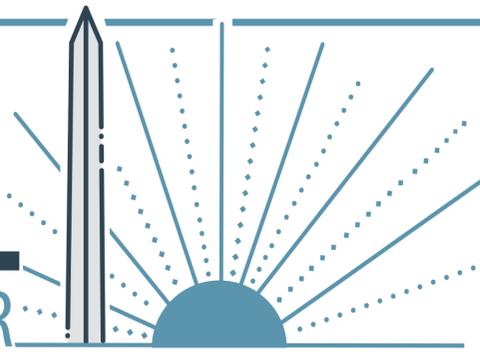
11:45 - 12:15 pm

Seminar Wrap-Up | Ryan Dutton, VP of Sales & Marketing, SDN Communications

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Wednesday

- 7:45am Breakfast
- 8:30am Survey Results
- 10:00am How Not to Sell
- 10:45am Networking Break
- 11:00am Impact of Connection
- 11:45am Lunch Break
- 1:15pm Focus Group Presentation
- 2:00pm The Power of Two
- 2:45pm Break & Refreshments
- 3:00pm Executive Panel

Thursday

- 7:45am Breakfast & Headshots
- 8:30am To Be Announced
- 9:15am Using Development for Sales
- 10:00am Break & Refreshments
- 10:15am Data Center Sales
- 11:00am Industry & Policy
- 11:45pm Seminar Wrap

Thank you to our sponsors!



Hannah Boquet

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NETWORKING BREAKFAST

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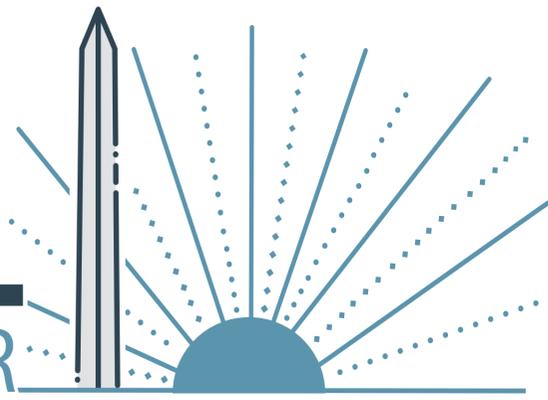
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Try our custom cocktail

Spicy Creamside

A refreshing blend of blood orange juice, fresh jalapeños, cointreau, coconut milk, and tequila, finished with a vibrant orange wheel and a spicy jalapeño slice.

