

CONFERENCE AGENDA

MONDAY SEPTEMBER 12, 2016

2:00 - 7:00 p.m. Registration, *Hilton St. Louis at the Ballpark*

5:30 p.m. Opening Night Event, *Budweiser Brew House at Ballpark Village*

TUESDAY SEPTEMBER 13, 2016

7:00 a.m. Registration, *Grand Suites Foyer*

8:00 a.m. Opening Remarks: Larry Foland and Andy Davis, Mid-America Co-Chairs

8:15 a.m. Keynote Address, *Salons D-G*
LAURA MARTIN, Senior Analyst, *Needham and Company*

9:05 a.m. Executive Insights; State of the Industry
Salons D-G

Moderator: Laura Martin, Senior Analyst, Needham and Company
Confirmed Panelists: Rich Fickle, President, NCTC, Matt Polka, President, ACA, Robert Stoddard, SVP, Communications and Public Affairs, NCTA

Industry executives from key associations will discuss opportunities and challenges they see ahead for the cable industry, including how consolidation may impact business. They will share best practices and insights on how to navigate the current demands and what should be considered in their near future.

10:05 a.m. Video is NOT Dead

Moderator: Robert Shema, Executive Vice President, Member Services & Finance and Chief of Staff, ACA

Panelists: Eric L. Claytor, SVP, Affiliate Distribution and Marketing, Entertainment Studios, Inc. Bruce Levinson, Vice President, Content Distribution, The Blaze
Melanie McMullen, Partner, Cinnamon Muller

Jaime Montes, Manager III, Content Acquisition and Digital TV Services, Consolidated Communications Cheryl Summers, Principal and Partner, Leverage Consulting

Subscribers are getting their video appetite met through a variety of online options, making the traditional model of channel tiers and bundling less attractive to consumers. Programmers and cable operators have had to evolve to meet consumer expectations on price and convenience. This Panel of industry executives and independent programmers discusses market impact and best practices when navigating the new world of video distribution.

11:30 a.m. Luncheon with Guest Speaker, Bob Kendrick, President, Negro League Baseball Museum
Arch View Ballroom

1:05 p.m. Future Trends and Technologies of the Industry *Salons D-G*

Moderator: Dale Fox, Endeavor Advisors, LLC

Confirmed Panelist: Sanday Howe, ARRIS, Garry Bowman, Suddenlink, Stewart Schley, Stewart Schley Content, LLC, Rich Schultz, Charter Communications, Phil Spencer, Rural Broadband Investments

A discussion among industry thought leaders about the trends, opportunities, and risks facing the industry in the coming years. Topics will include Over the Top video and skinny bundles, industry consolidation, Gigabit bandwidth, wireless technologies, in-home equipment, uses of social media, the Internet of Things, and other topics.

2:00 p.m. Cable Tec Games Begin
Gateway 4 & 5

2:05 p.m. The Three M's: Mobile, Millennial, and Multi-Cultural: Can't Have One Without the Other

Moderators: Howard Horowitz, and Adriana Waterston, Horowitz Research

Confirmed Panelist: Kathy Hoetle, Mediacom
Salons D-G

3:00 p.m. Round Robin Panel, *Salons D-G*