

JULY 24 - 25, 2013

WCCA ANNUAL MEETING & CONVENTION

ACCOMMODATIONS



In order to assure your accommodations, please make your sleeping room reservations directly with the InterContinental prior to **Monday, June 24th** by calling **(414) 935-5943**. Be sure to mention the Wisconsin Cable Communications Association for the special discount rate. If you prefer to make your reservations online, please [click here](#).

Our room block registration has been **EXTENDED TO WEDNESDAY, JULY 10th!** The hotel is booked and any unreserved rooms in our block *will* be released after July 10th.

Hotel check-in begins at 3:00 pm.

REGISTRATION

Name badges and packets of convention materials may be picked up at the registration table beginning at 11:30 AM on Wednesday, July 24th.

Everyone attending the convention must be registered and must be a member of WCCA. **There is an additional \$25 charge for registrations received after July 10th, 2013.**

PLEASE E-MAIL NANCY at nmagestro@wicable.net , FOR QUESTIONS REGARDING CONVENTION PRICING.



ATTIRE

Business casual attire is appropriate for the Wednesday and Thursday's sessions.

WEBSITES

www.brewers.mlb.com

www.intercontinentalmilwaukee.com

www.wicable.tv

QUESTIONS?

If you have questions pertaining to anything about the convention, please contact Nancy Magestro at the WCCA office (800) 373-1683.

Join us Thursday afternoon for a Tailgate and Brewers Game



Thanks to Fox Networks for sponsoring our tailgate and Brewers game on Thursday afternoon.

A limited number of tickets are available for this game so please be sure to RSVP by the July 10th deadline to ensure you can join us for this great event!





2013 WCCA Convention at a Glance



Wednesday, July 24th

- 10:00 AM Board Meeting
- 11:30 AM Registration
- 12:00 PM Featured Luncheon Speaker:
Bob Vorwald, WGN-TV
- 1:30 PM How to Communicate with
Congress (and other Elected
Officials)
- 2:30 PM Business Opportunities:
Responding to Public Sector
Broadband Demand
- 4:15 PM Leave for Port of Call Bistro &
Beer Garden
- 5:00 PM Edelweiss Boat Tour & South of
the Border Fiesta Dinner
- 7:00 PM Recognition Awards
Raffle

Thursday, July 25th

- 8:00 AM Registration
- 8:15 AM Annual Business Meeting
- 8:30 AM Plated Breakfast
- 9:15 AM Where are we going and how do we
get there?
- 10:00 AM Technically Speaking – Set Top
Boxes and Lessons Learned
- 11:30 AM Buses Depart the InterContinental
for Brewers Game
- 12:00 PM Tailgate ~ The Sausage Haus
@ Miller Park
- 1:10 PM Padres vs. Brewers** ~ Miller
Park

*all times/sessions subject to change

**tickets are limited so please RSVP by July 10th

Session Descriptions

Featured Luncheon Speaker:

Wisconsin Native and Director of Sports Production for Chicago's WGN-TV, **Bob Vorwald**, will share life experiences based on his many years in the industry, producing sports in Wisconsin, Illinois and other stops along the way.

How To Communicate with Congress (and other elected officials):

Drawing on his 25 years in Washington as a journalist, congressional aide, consultant, college instructor, Internet entrepreneur and writer/researcher **Bradford Fitch**, President & CEO of Congressional Management Foundation, shares researched based findings of how best to communicate with members of Congress and other elected officials.

Business Opportunities: Responding to Public Sector Broadband Demand:

Paul Molchany, Manager of Enterprise/Vertical Sales for Time Warner Cable Business Class moderates a distinguished panel regarding public broadband needs and opportunities. Panelists include:

David Cagigal, Administrator, Division of Enterprise Technology, WI Department of Administration;

Bruce Maas, Vice Provost for Information and Chief Information Officer, UW-Madison; and
Kurt Kiefer, Assistant Superintendent, Libraries and Technology, WI Department of Public Instruction

Where are we going and how do we get there?:

Jack Herbert, Regional Vice President of Operations Midwest, Time Warner Cable and **Tim Normand**, Vice President and General Manager - Wisconsin KMA, Charter Communications will discuss the current operational focus and objectives of the state's largest MSOs.

Technically Speaking – Set Top Boxes and Lessons Learned:

Individuals working with Time Warner Cable and Charter Communications share lessons learned with Set Top Box installation and operation as part of the Society of Cable Telecommunications Engineer session.

WCCA ANNUAL CONVENTION

JULY 24-25, 2013

InterContinental Hotel - Milwaukee, Wisconsin

NAME _____

COMPANY/SYSTEM _____

STREET ADDRESS _____ CITY _____

STATE/ZIP _____ E-MAIL _____

TELEPHONE () _____ FAX () _____

Registration **\$200** \$ _____

Boat Cruise** **\$ 50** \$ _____

Brewer Game** **\$ 50** \$ _____

Please check if you wish transportation
from Hotel to Miller Park.

☐

Busses depart at 11:30 am.

**Must be registered for the convention
to attend.

Late Fee **\$ 25** \$ _____
(after July 10)

TOTAL \$ _____

Send Registration and Check

payable to: WCCA
22 East Mifflin Street, # 1010
Madison, WI 53703

Rec'd _____
Check # _____
Amount _____

(For WCCA use)

If you have any questions, please contact Nancy Magestro at the WCCA office - (800) 373-1683.

**Deadline for registration is July 10, 2013. Late registration after July 10, add \$25.
Registration cannot be processed without payment. No refunds after July 10.**

Cable System Registration Form