



**MID-AMERICA  
TELECOM  
SHOWCASE  
& SEMINAR**

October 17-19, 2010

AVA  
501/375-0086

KTIA  
785/234-0307

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**June 2010**

**Welcome to MATSS!**

Enclosed is information regarding the 2010 Mid-America Telecom Showcase & Seminar (MATSS). This regional showcase and seminar is scheduled for October 17th-19th, at the Hyatt Regency Crown Center in Kansas City, Missouri. Below is the tentative schedule for the conference.

**SUNDAY, OCTOBER 17<sup>TH</sup>**

- 3:00 p.m. - 6:30 p.m. .... Registration
- 5:00 p.m. - 6:30 p.m. .... Hosted Reception

**MONDAY, OCTOBER 18<sup>TH</sup>**

- 7:30 a.m. - 8:30 a.m. .... Continental Breakfast
- 8:00 a.m. - 5:00 p.m. .... Registration
- 8:45 a.m. - 10:30 a.m. .... General Session  
*Tom Gerke, CenturyLink*
- 10:30 a.m. - 11:45 a.m. .... Showcase Exhibits Open
- 11:45 a.m. - 1:30 p.m. .... Luncheon
- 2:00 p.m. - 3:00 p.m. .... Breakout Sessions  
*“Fourth Generation Wireless-The Panacea”*  
*“Technologies and the Future”*  
*“USAC’s Role in the Evolving Environment”*
- 3:30 p.m. - 6:30 p.m. .... Showcase Exhibits Open
- 4:30 p.m. - 6:00 p.m. .... Reception (Exhibit Hall)

**TUESDAY, OCTOBER 19<sup>TH</sup>**

- 7:30 a.m. - 8:30 a.m. .... Continental Breakfast
- 8:00 a.m. - 12:00 p.m. .... Registration
- 8:30 a.m. - 9:20 a.m. .... Breakout Sessions  
*“Evolution of the Cell Site to Packet Backhaul”*  
*“How to Develop the Culture of a Broadband Service Provider”*  
*“Rural Fiber Design”*
- 9:20 a.m. - 9:40 a.m. .... Break
- 9:40 a.m. - 10:30 a.m. .... Breakout Sessions  
*“Surviving the Death of POTS”*  
*“Listen to Your Customers! Surveys vs. Focus Groups”*  
*“Breathing New Life Into Copper-the Long Awaited Arrival of VDSL2”*
- 10:30 a.m. - 12:00 p.m. .... Showcase Exhibits Open
- 11:00 a.m. - 12:00 p.m. .... Lunch (Exhibit Hall)
- 12:00 p.m. - 12:30 p.m. .... Exhibitor’s Meeting

If you have any questions please contact the MATSS office at 785-234-0307. Thank you and we look forward to seeing you in October!