

# PLAN IT. BUILD IT. CONNECT IT!

## Bringing High-Speed Internet to America

Join Graybar and Corning's program with TVPPA, a consortium of subject matter experts who have successfully developed, designed, and deployed broadband communities for rural Network Operators.

February 1, 2022 in Franklin, TN at Marriott Cool Springs from 9am–3pm CST. [Register here: info.graybar.com/tvppa-symposium](https://info.graybar.com/tvppa-symposium)



### DEPLOYMENT ROADMAP

1 Vision Creation—Assess Needs and Engage Your Community

2 Business Planning—Determine Business Model/Cost Estimate

3 Build Business Case—Detailed Costing

4 Secure Funding—Explore Available Funding Options

5 Develop a Plan to Build

6 Build the Network

7 Market to and Connect Customers

### SYMPOSIUM TOPICS

SESSION 1 9:00–9:30AM

#### Funding Your Broadband Business Feasibility & Business Modeling

Featuring: Joann Hovis of CTC and Quentin Flippin of VantagePoint

SESSION 2 9:30–10:15AM

#### Network Overview & Operational Considerations

Featuring: Barry Walton of Corning, Todd Fiddler of Ciena, Quentin Flippin of VantagePoint

SESSION 3 10:30–11:00AM

#### Deployment, Construction, & Supply Chain Challenges (Material & Labor Constraints)

Featuring: Scott Jackson of Graybar, John Ensor of Red Stag Contractors

SESSION 4 11:00AM–12:00PM

#### Branding, Marketing, & Launching a Broadband Business

Featuring: Sandra Tilley and Katie Espeseth of EPB

LUNCH 12:00–1:00PM

Luncheon Keynote: Gary Bolton, President & CEO, Fiber Broadband Association

SESSION 5 1:00–3:00PM

#### Graybar Training Alliance Guided Tours

Featuring: Corning, Hubbell, Red Stag Contractors, EXFO, Sumitomo, Ciena, EPB, Plume



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