naToa

NATIONAL ASSOCIATION OF TELECOMMUNICATIONS OFFICERS AND ADVISORS

You're Invited to Attend

NATOA'S 26th Annual
Local Government
Telecommunications Conference

AUGUST 22–25, 2006

Imagination Generation:
The Future of
Communications

The Buena Vista Palace
in the WALT DISNEY WORLD® Resort
Lake Buena Vista, Florida

PRELIMINARY PROGRAM

President's Invitation

Dear NATOAns and friends:

On behalf of the 2005-2006 Board of Directors of the National Association of Telecommunications Officers and Advisors (NATOA), I am delighted to invite you to our 26th Annual Conference—"Imagination Generation—the Future of Communications." We live in ever changing, exciting times limited only by technological imaginations. New legislation that will shape the future of communications is being bandied about the country like spinning tea cups—where they will stop, no one yet knows.

NATOA's Annual Conference is one of the premiere, red carpet educational events highlighting the newest technology, the latest legislation and lessons on how this all fits into our roles within government. Put your ears on to hear firsthand from top industry experts, technologists, programmers and regulators.

The expert presenters will discuss present challenges, examination of past experiences and some informed forecasting for the future on a variety of issues. Each day of the Conference brings you a blockbuster General Session. These sessions will explore the provision of communications services by cable and telecommunications providers, municipal provisioning of broadband, and the exciting future of media. These informative discussions and presentations will provide a unique perspective and source of information that will be sure to benefit all in attendance.

There are three concurrent educational tracks—Regulatory, Programming and Community Networks—intended to address the specific interests of our diverse conference attendees, while the primers and masters classes are designed with newcomers and seasoned veterans in mind. The Technology Showcases feature new and emerging technologies coming soon to a city near you, and the Exhibit area will give attendees an opportunity to talk to providers of services and technologies first-hand. There is also time for networking, including long morning and afternoon breaks, so that attendees can catch up with old friends, meet new ones, discuss issues and visit the Exhibit Hall.

Our Annual Government Programming Awards Gala represents the extraordinary achievements by local governments in the production of quality programming for our nation's citizens. The awards program recognizes the best of government access programming produced by local governments all across the nation. The awards gala, which is a formal dinner affair, features a video presentation recognizing the nation's best.

Whether you work in the public or private sector, if your responsibilities include cable, telecommunications, access programming or information technology, NATOA's annual conference will leave you better prepared to address the myriad of issues facing us today.

I look forward to seeing you in Lake Buena Vista, Florida!

Lori Panzino-Tillery
President

NATOA 2005-2006 Board of Directors

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The Benefits of Attending the NATOA Annual Conference

Join NATOA in Lake Buena Vista, Florida, for the 2006 Annual Conference! Attendance at the Annual Conference is a must for anyone involved in the regulation of communications providers, especially in these eventful and uncertain times. The provision of communication services to constituents and the future of local franchising is the "hot topic" these days, and the Conference will focus on these issues, as well as other issues of importance to our members and attendees.

The expert presenters at NATOA's Conference program will discuss these issues, present challenges, examination of past experiences and some informed forecasting for the future on a great variety of issues. Each day of the Conference brings you a blockbuster General Session. These sessions will explore the provision of communications services by cable and telecommunications providers, municipal provisioning of broadband, and the exciting future of media. These informative discussions and presentations will provide a unique perspective and source of information that will be sure to benefit all in attendance.

Three **concurrent topic tracks** guide you in designing a personalized program to meet your specific needs. Select a track to follow throughout the conference, or pick and choose from all sessions—the choice is yours.

The **Community Networks Track** is new this year and is devoted to the issues surrounding community networks of all types—from public broadband networks to Institutional Networks to free downtown hotspots—and utilizing the full range of technologies—from wireless to fiber to powerline communications. The track focuses on the technological, financial, operational, and legal issues that arise from the efforts of communities to deploy their own networks to meet institutional, business, and citizen needs. You should attend this track if you are considering implementing a communications network—of any size or scope—for your jurisdiction, or if you currently operate an I-Net, WiFi network, or other networking project.

The **Programming Track** will help you produce eye-catching programming for diverse audiences, as well as finding and keeping creative talent and developing ways to put your community's best foot forward.

From marketing your channel to managing your production facility, sessions specifically tailored for programmers are planned, and will be enhanced by video presentations. You will also want to attend the Government Programming Awards presentation held on August 25 as the winners of this year's awards competition are recognized during this special Gala and seated dinner.

If you are engaged in regulating the activity of communications providers in your community, you will definitely benefit from the **Regulatory Track**. This track is designed to help you catch up and keep up with the most pressing policy, legal and regulatory issues concerning today's communications regulators. Each session is focused on a particular regulatory interest and will fully address your concerns and give guidance on how to transcend policy and litigation issues in your area. Session topics include state and federal franchising, the value of the rights of way, negotiating franchises with new providers, and local government data collection.

Technology Showcase sessions are presented by conference exhibitors and a proven way for conference attendees to get hands-on introductions to products and services they may consider using or that will be used in their area. Showcases provide an opportunity to relate product and service capabilities to your needs and are an excellent opportunity to bring your questions to the product experts and connect with other attendees that have experience working with the technology. **Attendance at the Tech Showcases is free, but you must sign up in advance.**

Who Should Attend the NATOA Annual Conference

- City and County Telecommunications Administrators
- Elected and Appointed Officials
- City and County Managers
- City and County Attorneys
- Planning and Public Works Directors
- Budget and Finance Directors
- Cable and Communications Industry Representatives
- Government Programmers
- Government CIOs and Web site Managers

Preliminary Conference Program

The following conference program details are subject to change.

TUESDAY, AUGUST 22

9:00 A.M.–12:00 NOON
NATOA 2005-2006 Board of Directors Meeting

11:30 A.M.–5:30 P.M.
Conference Registration Open

1:00 P.M.–2:00 P.M.
First Time Attendees Orientation Program

2:00 P.M.–3:15 P.M.
LFA Only Roundtable Meetings

TS Tech Showcase—Tightrope Media Systems
Tightrope Media Systems is the pioneer of web enabled automation and community bulletin boards for non profit and government television. Andrew Starks, the company's co-founder, will be demonstrating Cablecast and Carousel, the only system designed to automate your station's program library, schedule, bulletin board, reporting public web interface, streaming media and channel automation. *(There is no extra charge for the Tech Showcases, but advance registration is required. Check appropriate box on the registration form.)*

3:15 P.M.–3:45 P.M.
Refreshment Break

3:45 P.M.–5:15 P.M.
Primers
Each track has a primer session for those new to the field. These sessions are general introductions that will help you jumpstart your understanding of the big picture and increase the benefit of the track sessions to come. There is no extra charge for the primer sessions, but you must register in advance (check the appropriate block on the registration form) so we have an idea of the size of each class.

CN Community Networks—Wireless for Dummies: A Technology Primer
In an era of breathless, uncritical reporting of wireless technologies, local governments need help to understand the products and services the industry is so eager to sell us. What's WiFi? What's WiMax, and is it really better? What do all those numbers (IEEE 802.11, 802.16; 802.20) really mean? Is a WiFi network comparable to a carrier wireless network? What's the difference between a standards-based and a proprietary wireless system? What are the problems with using unlicensed-spectrum wireless? This session is designed to help you make sense of the wireless confusion and get beyond the hype.

P Programming Track—Charming Your Audience: How to Market Your Channel
It doesn't take a prince to charm your audience…but good marketing will help put your access channel on the map. Learn how others are branding their channels, using cross promotion, and even getting help from the local cable companies. From PSA's to designing a great new logo…you won't want to miss this marketing session.

R Regulatory Track—The Circle of Life
This Primer will cover the A to Z's on local cable franchising. It will detail mechanisms for enforcing franchise obligations without having to pull the plug from constituents' TV sets, how to handle cable system ownership transfers and franchise renewals, and what to do when they happen at the same time.

TS Tech Showcase—Granicus–Webcasting— increase public involvement Greater Public Access and Enhanced Legislative Management Processes
In today's competitive and media-rich news environment, jurisdictions need to utilize all available means to keep their information exciting and informative. Delivering service announcements through streaming video opens new doors to keep your constituents informed and active in the government decisions. Webcasting your information provides access anytime and from anywhere, and isn't limited by our local cable channel or only to your local service area. Best of all they get the information in real-time. The public see websites as a key access vehicle. They want to go to a single source, not search multiple broad ranging, general access sources in the hopes of finding information about events that affect their daily lives. Your website can be that key source. This session covers a variety of topics that affect the use of digital audio and/or video recording technology and uncovers the spectrum of options available, as well as their strengths and weaknesses. It will explore how local government agencies are utilizing webcasting to deliver on-demand training environments, which provides cost-effective ways to teach and interact with police, fire, department staff and citizen groups. *(There is no extra charge for the Tech Showcases, but advance registration is required. Check appropriate box on the registration form.)*

CT	CN	P	R	TS
Concurrent Topic	Community Networks	Programming	Regulatory *Sponsored by Comcast*	Technology Showcase

5:30 P.M.–6:30 P.M.
LFA-Telco Roundtable Meetings
Local Government Discussion with Multi-channel Video Program Distributors and Other Competitive Providers regarding the introduction of video product into local communities. Representatives from phone companies will be invited to participate in meetings directly with franchise authorities regarding their plans to provide these new services.

6:00 P.M.
Exhibitors Set-Up

8:00 P.M.–9:00 P.M.
Conference Registration Open

WEDNESDAY, AUGUST 23

7:45 A.M.–4:45 P.M.
Conference Registration Open

7:45 A.M.–8:30 A.M.
Continental Breakfast

7:45 A.M.–4:00 P.M. and 6:20 P.M.–8:30 P.M.
Exhibit Hall Open

8:30 A.M.–10:00 A.M.
Opening General Session: Battle of the Titans
The giants on today's communications battlefield come from the cable industry and the telephone industry. What are their strengths? Their weaknesses? Does one or the other have a competitive advantage and, if so, why? Representatives from both sides will discuss how they see themselves faring in the coming competitive marketplace.

10:00 A.M.–10:30 A.M.
Refreshment Break—Visit the Exhibit Hall

10:30 A.M.–12:00 NOON
Concurrent Sessions

CN Community Networks—Imagine Tomorrow: Where Are We Going In Broadband?
In a time of dramatic growth in broadband technology and applications, we are also seeing an unprecedented assault on broadband openness, access, and neutrality. Ominously, the US position globally in broadband availability is constantly eroding. Our expert speakers will address concerns about America's global competitiveness in broadband, network neutrality, local economic development, and the industry's attempt to preclude municipal efforts to address these problems.

P Programming Track—Pixie Dust: Innovative Ideas in Programming
Don't you wish you could just wave your magic wand and have an award winning program fall from the sky? Unfortunately, it's not that simple. Past GPA winners will show you how they pulled it all together to put their best foot forward. We'll have video samples from both small and large operations and you'll hear from producers who create programs for all ages…using just a dash of pixie dust!

R Regulatory Track—Down the Rabbit Hole?
This session will address what state or federal franchising has meant or will mean to your community. It will review what impact the FCC inquiries and proposed rulemaking has had or will have on the role of the local franchising authority.

12:15 P.M.–1:45 P.M.
Keynote Luncheon
NATOA has invited FCC Chairman Kevin Martin to address our attendees at this year's annual conference. In light of the Chairman's stated interest in easing competitive entry, we will be delighted to hear directly from the agency's leadership as to their current assessment of the market and action that they may be contemplating that will affect our members and guests.

2:00 P.M.–3:30 P.M.
Concurrent Sessions

CN Community Networks—Magical Solutions for Public Safety Wireless
A wealth of opportunity is out there for local governments in public safety wireless networking. At the same time as the Nextel rebanding program is opening up new spectrum, the FCC is making available other spectrum for public safety radio. These expert wireless engineers will describe and evaluate the emerging technologies for provision of public safety communications in the existing and emerging public safety bands: 4.9 GHz, 800 MHz, and 700 MHz.

P Programming Track—A Mouse in the House: Management Challenges
Management is tough stuff. If you want your production facility to be the happiest place on earth…we will give you some tips on working with diverse personalities from creative types to engineers to City Council. We'll find out how to motivate the troops…and look at some "Best Practices" for budgeting, strategic planning, and re-vamping your channel.

Preliminary Conference Program *(continued)*

WEDNESDAY, AUGUST 23

R **Regulatory Track—Hidden Treasure**
Do not underestimate the economic benefits the poles, conduits, ducts in your rights of way, or for that matter, your rights of way themselves may bring to your community. This workshop will examine ways to maximize the value of public property and infrastructure and will uncover the significant economic potential and public safety characteristics tied to these valuable public resources.

3:30 P.M.–4:00 P.M.
Refreshment Break—Visit the Exhibit Hall

4:00 P.M.–5:30 P.M.
Concurrent Sessions

CN **Community Networks—Communications Fireworks: Is BPL Viable?**
One of the most exciting prospects in Broadband is the possibility of offering broadband over power lines (BPL). But some concerns have arisen about the technical feasibility of using our imperfect power grid to offer yet another essential service. Other potential problems concern the possibility of RF interference from BPL systems. This session will explore the pros and cons of this technology for high-speed connectivity and will evaluate ongoing trials and technologies.

P **Programming Track—The Magic of Cable TV: Using Your Channel to Make Government More Accessible**
Government Access channels offer a powerful tool for local government…the ability to communicate vital information effectively to thousands of people. We'll examine a variety of different programming models… including worldwide web, election coverage, and working with your cable company on joint programming strategies. Join us for an adventure into the magical world of government access.

R **Regulatory Track—Keep Your Friends Close And…**
This workshop will address issues that are involved when negotiating a franchise with a new provider. It will offer advice on how to creatively encourage competition and examine the real implications of level playing field requirements, including non-discrimination requirements, tax issues and the, perhaps unintended, impact of the various means used to establish competitive neutrality.

5:45 P.M.–6:45 P.M.
Chapter Meetings

6:20 P.M.–8:30 P.M.
Exhibit Hall Open

6:30 P.M.–8:30 P.M.
Welcome Reception in Exhibit Hall
Sponsored by Bright House Networks

THURSDAY, AUGUST 24

7:45 A.M.–3:00 P.M.
Conference Registration Open

7:45 A.M.–8:30 A.M.
Continental Breakfast

7:45 A.M.–8:30 A.M.
Committee Meetings

7:45 A.M.–12:30 P.M.
Exhibit Hall Open

8:30 A.M.–10:00 A.M.
Concurrent Sessions

CN **Community Networks—The Mouse, the Internet, and Your Computer**
Internet telephony has fast become both an international phenomenon and an essential service. This session will describe VoIP technology to help you understand the way it works over municipal networks, enterprise networks, and the Internet. Our speakers will also describe their own experiences deploying VoIP over municipal networks and the challenges and benefits conferred by the technology. Is it time for you to take advantage of VoIP to potentially

	CT		CN		P		R		TS
	Concurrent Topic		Community Networks		Programming		Regulatory *Sponsored by Comcast*		Technology Showcase

THURSDAY, AUGUST 24

lower your government's capital and ongoing costs? Are there benefits with respect to public safety and emergency communications? Are there pitfalls? This session is for you if you're trying to separate the reality from the hype about VoIP.

P **Programming Track—Imagining Tomorrow: Round Table Discussions**
Check your crystal ball at the door and come prepared to give your best ideas. We'll have round-table discussions where you can network with your colleagues:
- Where is PEG headed?
- How to do more with less
- Rewarding employees in non-monetary ways
- Ideas for training staff

Notes from this important session will be posted on the NATOA web site.

R **Regulatory Track—Kissing the Toad**
Local government authority over video services, and local rights of way, are under attack. This workshop will provide how-tos on effective advocacy to state, federal and yes, even local officials. The discussion will include how to "manage upward," namely, how to obtain permission from your superiors to promote your agenda.

10:00 A.M.–10:30 A.M.
Refreshment Break—Visit the Exhibit Hall

10:30 A.M.–12:00 NOON
General Session: A Wish Come True—Your City Offering Broadband and Wireless Services
It's no longer imagination, but reality. Local governments are offering high speed Internet and other telecommunications services to their citizens. This session will cover the different technologies available, business case analysis, possible models for funding and some tools to evaluate whether offering these services is right for your community.

12:15 P.M.–1:30 P.M.
Lunch on Own
Check out one of the great restaurants in and around the hotel or just across the street in Downtown Disney.

12:15 P.M.–1:45 P.M.
Board of Directors Lunch and Meeting with Chapter Presidents

12:15 P.M.–1:45 P.M.

TS **Tech Showcase—Avid Media Production Tools for Cable Access Facilities**
Whether your facility has multiple edit rooms serving several production departments or you're a 1-man shop, efficiency, reliability, asset management, multi-format capabilities, and the ability to turn out quality programming on time—in video or streaming formats—is what it's all about. This session will touch on the family of Avid products that cover the bases: comprehensive bundles for the 1-man shops, and scaleable power for larger shops, including true shared storage with the flexibility of working solo or in a collaborative team on any project in any edit room. More than 85% of what you see on television today comes from some Avid someplace; please join us to learn more. *(There is no extra charge for the Tech Showcases, but advance registration is required. Check appropriate box on the registration form.)*

TS **Tech Showcase—Keywest—Yes, way…**
Calling all weary media specialist and communication officers who are overburdened with maintaining community TV channels, your day has arrived. Are you ready for a whole new way of reaching your viewership? A way so revolutionary that PEG TV channel management will be reduced to quick decisions instead of laborious creation and editing? A way that empowers individuals to maximize their message with professional looking templates and custom content? A way that incorporates existing and cooperative creative resources? A way that is so efficient and affordable, it could pay for itself within a year? Come to this session and see the results of this all-new technology for yourself. Sign up now and prepare to meet the next generation of MediaXtreme from Keywest Technology. Remember Keywest—Forget your worries. *(There is no extra charge for the Tech Showcases, but advance registration is required. Check appropriate box on the registration form.)*

1:30 P.M.–2:00 P.M.
26th Annual Business Meeting Voting Credentials Issued

2:00 P.M.–4:00 P.M.
26th Annual Business Meeting

4:00 P.M.–5:15 P.M.
LFA/Cable Operator Roundtable Meetings

Agenda At-A-Glance

TUESDAY, AUGUST 22

9:00 a.m.–12:00 p.m.	**2005–2006 Board of Directors Meeting**
11:30 a.m.–5:30 p.m.	**Conference Registration Open**
1:00 p.m.–2:00 p.m.	**First Time Attendees Orientation Program**
2:00 p.m.–3:15 p.m.	**LFA Only Roundtable Meetings** **TS** **Technology Showcase**—Tightrope Media Systems
3:15 p.m.–3:45 p.m.	**Refreshment Break**
3:45 p.m.–5:15 p.m.	**PRIMERS** **CN** **Community Networks**—Wireless for Dummies: A Technology Primer **P** **Programming**—Charming Your Audience: How to Market Your Channel **R** **Regulatory**—The Circle of Life **TS** **Technology Showcase**—Granicus
5:30 p.m.–6:30 p.m.	**LFA-Telco Roundtable Meetings**
6:00 p.m.–8:00 p.m.	**Exhibit Set-up**
8:00 p.m.–9:00 p.m.	**Conference Registration Open**

WEDNESDAY, AUGUST 23

7:45 a.m.–4:45 p.m.	**Conference Registration Open**
7:45 a.m.–4:00 p.m. and 6:20 p.m.–8:30 p.m.	**Exhibit Hall Open**
7:45 a.m.–8:30 a.m.	**Continental Breakfast**
8:30 a.m.–10:00 a.m.	**Opening General Session**—Battle of the Titans
10:00 a.m.–10:30 a.m.	**Refreshment Break—Visit Exhibit Hall**
10:30 a.m.–12:00 p.m.	**CONCURRENT SESSIONS** **CN** **Community Networks**—Imagine Tomorrow: Where Are We Going In Broadband? **P** **Programming**—Pixie Dust: Innovative Ideas in Programming **R** **Regulatory**—Down the Rabbit Hole?
12:15 p.m.–1:45 p.m.	**Keynote Luncheon**
2:00 p.m.–3:30 p.m.	**CONCURRENT SESSIONS** **CN** **Community Networks**—Magical Solutions for Public Safety Wireless **P** **Programming**—A Mouse in the House: Management Challenges **R** **Regulatory**—Hidden Treasure
3:30 p.m.–4:00 p.m.	**Refreshment Break—Visit Exhibit Hall**
4:00 p.m.–5:30 p.m.	**CONCURRENT SESSIONS** **CN** **Community Networks**—Communications Fireworks: Is BPL Viable? **P** **Programming**—The Magic of Cable TV: Using Your Channel to Make Government More Accessible **R** **Regulatory**—Keep Your Friends Close And…
5:45 p.m.–6:45 p.m.	**Chapter Meetings**
6:20 p.m.–8:30 p.m.	**Exhibit Hall Open**
6:30 p.m.–8:30 p.m.	**Welcoming Reception in Exhibit Area**

THURSDAY, AUGUST 24

7:45 a.m.–3:00 p.m.	**Conference Registration Open**
7:45 a.m.–12:30 p.m.	**Exhibit Hall Open**
7:45 a.m.–8:30 a.m.	**Continental Breakfast** **Committee Meetings**

THURSDAY, AUGUST 24

8:30 a.m.–10:00 a.m.	**CONCURRENT SESSIONS** **CN** **Community Networks—**The Mouse, the Internet, and Your Computer **P** **Programming—**Imagining Tomorrow: Round Table Discussions **R** **Regulatory—**Kissing the Toad
10:00 a.m.–10:30 a.m.	**Refreshment Break—Visit Exhibit Hall**
10:30 a.m.–12:00 p.m.	**General Session—**A Wish Come True—Your City Offering Broadband and Wireless Services
12:15 p.m.–1:45 p.m.	**Board Lunch and Meeting w/Chapter Presidents** **Attendees Lunch on Own** **TS** **Tech Showcase—**Avid **TS** **Tech Showcase—**Keywest
1:30 p.m.–2:00 p.m.	**26th Annual Business Meeting Voting Credentials Issued**
2:00 p.m.–4:00 p.m.	**26th Annual Business Meeting**
4:00 p.m.–5:15 p.m.	**LFA-Cable Operator Roundtable Meetings**

FRIDAY, AUGUST 25

7:45 a.m.–3:30 p.m.	**Conference Registration Open**
7:45 a.m.–8:30 a.m.	**Committee Meetings**
7:45 a.m.–11:00 a.m.	**Exhibit Hall Open**
8:30 a.m.–10:00 a.m.	**General Session/Brunch—**A Wild Ride: The Future of Media
10:00 a.m.–10:30 a.m.	**Refreshment Break—Visit Exhibit Hall**
10:30 a.m.–12:00 p.m.	**CONCURRENT SESSIONS** **CN** **Community Networks—**Interjurisdictional Networking in a Small World **P** **Programming—**It's a Big World After All: Storytelling Workshop **R** **Regulatory—**Pirating Privacy
12:15 p.m.–1:45 p.m.	**Attendees Lunch on Own** **Committee Meetings** **TS** **Tech Showcase—**General Dynamics **TS** **Tech Showcase—**TelVue **P** **Programming—**The Wonderful World of Critiques
2:00 p.m.–3:30 p.m.	**CONCURRENT SESSIONS** **CN** **Community Networks—**Imagine It Before You Build It **P** **Programming—**It's a Big World After All: Storytelling Workshop (cont'd) **R** **Regulatory—**Creating Your Own Looking Glass
3:30 p.m.–4:00 p.m.	**Refreshment Break**
4:00 p.m.–5:30 p.m.	**MASTER'S CLASSES** **CN** **Community Networks—**Visualizing the Big Picture in Community Networking **R** **Regulatory—**Rights of Way—To Infinity and Beyond **P** **Programming—**It's a Big World After All: Storytelling Workshop (cont'd)
6:00 p.m.–7:00 p.m.	**Pre-Gala Reception** **Banquet Ticket Table Open**
7:00 p.m.–10:00 p.m.	**21st Annual Government Programming Awards Gala** (Black Tie Optional)

SATURDAY, AUGUST 26

10:00 a.m.–12:00 p.m.	**Conference Registration Open**
9:30 a.m.–12:00 p.m.	**2006–2007 Board of Directors Meeting**

Preliminary Conference Program *(continued)*

FRIDAY, AUGUST 25

7:45 A.M.–3:30 P.M.
Conference Registration Open

7:45 A.M.–8:30 A.M.
Committee Meetings

7:45 A.M.–11:00 A.M.
Exhibit Hall Open

8:30 A.M.–10:00 A.M.
General Session/Brunch: A Wild Ride: The Future of Media
How can you reach your viewers beyond what you are putting on TV? The future of media delivery and consumption is changing more rapidly right now than at any time since the advent of television. How can you adapt your content? How can you creatively reach your audience with new programming and material? The Poynter Institute's Al Tompkins will show you tons of examples of highly interactive ways of telling your story.

10:00 A.M.–10:30 A.M.
Refreshment Break—Visit the Exhibit Hall

10:30 A.M.–12:00 NOON
Concurrent Sessions

CN Community Networks—Inter-Jurisdictional Networking in a Small World
Local governments are increasingly evaluating development of inter-jurisdictional networks (and interconnection of existing municipal networks) to facilitate cross-border emergency communications and interoperability. This session will present three inter-jurisdictional case studies and will address such issues as governance, security, and financing.

P Programming Track—It's a Big World After All: Storytelling Workshop
You asked for an all day workshop on storytelling… we're delivering! Back by popular demand, Les Rose from CBS News in L.A. and Al Tompkins from the Poynter Institute work in tandem to delight you with storytelling tips, provide a real live lighting seminar, give you ideas on how to use the internet to enrich your stories and provide you with tips and tricks for editing award-winning video. Join us for a full day of storytelling. *(There is a charge of $25 for this all day workshop. Check appropriate box on the registration form.)*

R Regulatory Track—Pirating Privacy
A growing by-product of local government services and web sites is the collection of myriads of data on local constituents. When your local government becomes subject to National Security Letters, subpoenas, or when the FBI comes knocking on your door, this workshop will examine what you should do. It will examine the implications of local government data collection in terms of copyright and digital management. It will address how to manage your local constituents' data.

12:15 P.M.–1:45 P.M.
Lunch on Own
Check out one of the great restaurants in and around the hotel or just across the street in Downtown Disney.

12:15 P.M.–1:45 P.M.
Committee Meetings

12:15 P.M.–1:45 P.M.

TS Tech Showcase—TelVue
TelVue Corporation will demonstrate its TVTN Network, Programming and Features. Features include: the real time retrieval of remote content, the scheduling of content on recurring intervals (on the 2s, on the 3s, on the 8s, etc.), and its patent pending Web Updating System (WEBUS®). WEBUS® allows for the posting of bulletin board messages remotely by authorized personnel. *(There is no extra charge for the Tech Showcases, but advance registration is required. Check appropriate box on the registration form.)*

TS Tech Showcase—General Dynamics
General Dynamics Network Systems is a world-class IT architect and systems integrator of converged voice, video and data networks that are secure, scalable, survivable and interoperable. Our 6,000 dedicated professionals design, build, integrate, and operate enterprise and wireless networks for government and commercial customers worldwide. General Dynamics Network Systems is a business unit of General Dynamics. *(There is no extra charge for the Tech Showcases, but advance registration is required. Check appropriate box on the registration form.)*

P Programming Track—The Wonderful World of Critiques
Join Les Rose of CBS News in Los Angeles for a group critique session. Bring your videotapes and your lunch for an informal session with the NPPA TV critique chair. Les and your colleagues will help you figure out how you can make your next story even better! *(There is no extra charge for this session, but advance registration is required to help us ascertain the size of the session. Check appropriate box on the registration form.)*

CT Concurrent Topic

CN Community Networks

P Programmming

R Regulatory
Sponsored by Comcast

TS Technology Showcase

2:00 P.M. - 3:30 P.M.
Concurrent Sessions

CN **Community Networks—Imagine It Before You Build It**
Municipal broadband represents one of the most exciting opportunities for communities in the digital age. But financial and business issues necessitate consideration—before you decide to just "build it," attend this session to learn about the important steps needed to determine whether your fiber network or wireless network are going to be financially feasible and how to develop a solid business plan. Learn from communities who have been through these processes.

P **Programming Track—It's a Big World After All: Storytelling Workshop** *(continued)*

R **Regulatory Track—Creating Your Own Looking Glass**
Looking for an alternative to a shriveling local manufacturing or textile economic base? Voila! An increasing number of communities are deploying their own "fate pipe" networks to stimulate economic development. This workshop will address the legal, policy and planning issues surrounding the development of municipal wireline networks. Through case studies, it will uncover the rewards and difficulties of deploying municipal wireline networks. It will answer the question—What does it take?

3:30 P.M.– 4:00 P.M.
Refreshment Break

4:00 P.M.–5:30 P.M.
Master's Classes
Any registered attendee is welcome to attend the Master's Classes; however, you must register in advance (check the appropriate block on your registration form).

CN **Community Networks—Visualizing the Big Picture in Community Networking**
This session is designed for those who have taken or surpassed the primer and want to learn more. Our speakers, who are IT professionals, will examine the various technologies in the networking news and address such key technical issues as why the "last mile" is important, why wireless is not enough to build a robust and reliable network, and what applications are developing for community networks.

P **Programming Track—It's a Big World After All: Storytelling Workshop** *(continued)*

R **Regulatory Track—Rights of Way—To Infinity and Beyond**
Using a "lessons learned" approach, this workshop will cover the wide array of issues incorporated under rights of way management. It will provide practical advice on how to draft local laws and agreements to manage the right of way user—be they cable, phone, electric or gas. Obtaining compensation for right of way use and for establishing customer service requirements.

6:00 P.M.–7:00 P.M.
Pre-Gala Reception
Banquet Ticket Table Open

7:00 P.M.–10:00 P.M.
21st Annual Government Programming Awards Gala
(Black-tie optional) *Plated Dinner Served*

SATURDAY, AUGUST 26

9:30 A.M.–12:00 NOON
2006–2007 Board of Directors Meeting

10:00 A.M.–12:00 NOON
Conference Registration Open

CONFERENCE ATTIRE. Casual business attire is suggested for the conference sessions and the receptions. Black tie or cocktail attire is optional for the Government Programming Awards Gala.

HOTEL INFORMATION. NATOA has reserved a block of rooms for conference attendees at the Buena Vista Palace in the WALT DISNEY WORLD® Resort at the special conference rate of $118 single/double per night plus tax. To reserve a room, contact the Reservations Department at (866) 397-6516. Be sure to mention that you are with the NATOA Annual Conference to receive NATOA's discounted rate. To guarantee your reservations, please contact the Buena Vista Palace before Friday, July 21, 2006. NATOA cannot guarantee availability or rate after that date. The Buena Vista Palace in the WALT DISNEY WORLD® Resort is located at 1900 Buena Vista Drive, Lake Buena Vista, FL 32830; Tel. (407) 827-2727. Reservations may also be made online. Visit the Conference/Events page at www.natoa.org for more information.

TRANSPORTATION. The Buena Vista Palace is located approximately 30 miles from Orlando International Airport (MCO). Taxi service to the hotel from the airport is approximately $50 each way. Mears Transportation offers shuttle service from the airport to the Hotel and is approximately $17 one way or $29 round trip. Mears Transportation Group (www.mearstransportation.com) can be reached at (407) 423-5566.

DISNEY INFO. Arrangements have been made for advance purchase of exclusive, specially-priced Disney Theme Park tickets for NATOA attendees. Tickets must be purchased in advance to receive the special rates. For more information, visit the Conference/Events page at www.natoa.org.

CANCELLATION POLICY. Full registration fee minus a 25% service charge will be refunded if cancellation is received in writing at NATOA Headquarters no later than Friday, July 21, 2006. No refunds will be made for cancellations received after July 21, 2006. Substitutions are permitted and encouraged in lieu of cancellation. You may fax your cancellation or substitution request to (703) 519-8036.

SPONSORSHIP OPPORTUNITIES. A number of sponsorship, exhibiting and advertising opportunities are available for this event. For more information or to take advantage of these great opportunities, contact Vicki Storey at (703) 519-8034.

Don't Miss These Great Tech Showcases

Sign-up Using the Registration Form

Avid

■

General Dynamics

■

Granicus

■

Keywest

■

TelVue

■

Tightrope Media Systems

NATOA thanks the following companies for their early sponsorship of the 26th Annual Conference

Bright House Networks

■

Comcast

REGISTRATION FORM

If paying by credit card, you may also register for the conference online at www.natoa.org

Please print or type. Use a separate form for each person registering for the conference

Full Name _____ First name preferred for badge _____

Title _____

Department _____

Agency/Company _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____ E-mail _____

REGISTRATION FEES

For NATOA planning purposes, please indicate the track that you are most likely to follow:

❏ Regulatory   ❏ Programming   ❏ Community Networks

FULL CONFERENCE

Full conference registration includes admission to all educational sessions, exhibits, luncheons, refreshment breaks, receptions and handout materials. It does not include optional activities or meals for guests.

	Registration until 7/14/06	Registration 7/15/06 until 8/10/06	After 8/10/06
NATOA Member	$495	$525	$595
NLC Member	$495	$525	$595
Government Non-Member	$595	$625	$695
Non-Member Private Sector	$695	$725	$795

ONE OR TWO-DAY REGISTRATION

One or two-day registration includes that day's concurrent educational sessions, refreshment breaks, any meals and handout materials. Optional activities are not included. You may register for one or two days, otherwise you must register for the entire conference.

❏ Tuesday   ❏ Wednesday   ❏ Thursday   ❏ Friday

	Registration (Per Day)
NATOA Member:	$210
NLC Member:	$210
Government Non-Member:	$240
Non-Member Private Sector:	$280

OPTIONAL SESSIONS

Please indicate the activity in which you wish to participate

❏ Community Networks Primer *(By reservation only)*

❏ Programming Primer *(By reservation only)*   nc

❏ Regulatory Primer *(By reservation only)*   nc

❏ Community Networks Masters Class *(By reservation only)*   nc
❏ Regulatory Masters Class *(By reservation only)*   nc
❏ Programming Track It's a Big World After All: Storytelling Workshop—Friday, August 25 *(By reservation only)* $25.00
❏ Programming Track—The Wonderful World of Critiques—Friday, August 25 *(By reservation only)*   nc
❏ Tech Showcase—Tightrope—Tuesday, August 22 *(By reservation only)*   nc
❏ Tech Showcase—Granicus—Tuesday, August 22 *(By reservation only)*   nc
❏ Tech Showcase—Avid—Thursday, August 24 *(By reservation only)*   nc
❏ Tech Showcase—Keywest—Thursday, August 24 *(By reservation only)*   nc
❏ Tech Showcase—General Dynamics—Friday, August 25 *(By reservation only)*   nc
❏ Tech Showcase—TelVue—Friday, August 25 *(By reservation only)*   nc

ANNUAL BUSINESS MEETING

❏ *Please indicate your intent to attend the Annual Business Meeting— open to all NATOA Members*

FAMILY AND FRIENDS GUEST REGISTRATION

All meals for the registrant are included with full conference registration. If you have registered for the full conference, it is not necessary to purchase additional meals for yourself.

All Meals (includes 2 breakfasts)	$280.00
Wednesday Keynote Luncheon	$ 50.00
Wednesday Welcome Reception	$ 50.00
Friday Brunch	$ 40.00
Friday GPA Awards Banquet	$ 85.00

TOTAL CONFERENCE PAYMENT

Please include all categories checked, i.e., registration fees, extra meals, and new member dues

Total: $_____

ACCOMMODATIONS FOR PEOPLE WITH DISABILITIES: NATOA wishes to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of an auxiliary aid or service. If any auxiliary aid or service identified with the Americans with Disabilities Act is required, please contact NATOA headquarters at (703) 519-8035.

CANCELLATION POLICY: Conference Registration: Full registration fee minus a 25% service charge will be refunded if cancellation is received in writing at NATOA Headquarters no later than Friday, July 21, 2006. No refunds will be made for cancellations received after Friday, July 21, 2006. Substitutions are permitted and encouraged in lieu of cancellation. You may fax your cancellation to (703) 519-8036.

PAYMENT INFORMATION: Please note that actual payment must be received by the date indicated in order to receive the registration rate. If your registration form and payment are not received by the date indicated, the correct (higher) fee will be applied. A purchase order does not constitute payment.

If paying by check, complete and return this form with payment to: NATOA, P.O. Box 826127, Philadelphia, PA 19182-6127
Registrations paid by credit card or Government PO may be faxed to (703) 519-8036
Government PO No _____

CREDIT CARD INFORMATION   If paying by credit card, you may also register via our web site at www.natoa.org

❏ VISA   ❏ MasterCard   ❏ American Express

Credit card number _____ Exp. date _____

Cardholder name _____

Signature _____

NATOA

NATIONAL ASSOCIATION OF TELECOMMUNICATIONS OFFICERS AND ADVISORS

- Negotiating or administering cable or video franchises?
- Developing communications policies and regulations?
- Managing poles, conduits or rights-of-way issues?
- Creating programming for an access channel or video stream?
- Overseeing the provision of communications services within your community?
- Advising policy makers on regulatory policy?
- Monitoring industry and government issues?

We promote community interests in communications.

MEMBERSHIP CATEGORIES

NATOA has several different types of membership categories depending on the nature of employment and benefits sought.

Individual:
- Possible candidates in this category include government or access center employees, those who are government retained and students working for local government.
- Entitled to voting privileges.
- Allowed access to the member's list serv.
- Only the Individual listed on the membership will receive member benefits and privileges. Membership does not apply to the corporation or agency that the individual is employed by.

Agency:
- Possible candidates in this category include government or access center employees.
- Entitled to voting privileges.
- Allowed access to the member's list serv.
- Agency members are allowed up to five individuals who receive membership benefits. Only the primary contact, however, has voting privileges.
- Agency members who wish to list more than five individuals that receive member benefits may add additional members to the membership at a per person cost.

Associate (for profit and not for profit)
- Possible candidates in this category include those who are industry retained, students, government or access center employees.

- Not entitled to voting privileges.
- Those who are employed by not for profit organizations may join as an Associate—Non-Profit member only.
- Those who are employed by for profit organizations may join as an Associate—For Profit member only.
- Only the Individual listed on the membership will receive member benefits and privileges. Membership does not apply to the corporation or agency that the individual is employed by.

Student:
- Open to any individual registered full time and attending an institution of higher learning.
- Not entitled to voting privileges.

All members receive the Membership Directory, NATOA Journal, Newsletter, Programmer's ListServ, Discounted Registration Rates, Discounted Publication Rates, and access to the Members Only Area of the Web site.

The above descriptions are for convenience only. The specific qualifications of membership and privileges are defined in the NATOA Bylaws, which may be reviewed on the NATOA Web site at www.natoa.org.

Please select the appropriate membership category on the membership application. NATOA Headquarters will review and contact you if there are any questions relating to your application.

2006 MEMBERSHIP APPLICATION

Please provide the following information:

Name

Title

Agency/Company

Address

City

State

Zip

Phone

Fax

Email

Web Address

If you are a government representative, please provide the following information:

Population

Cable Operator(s)

Subscriber Base

Franchise Expiration (Mo/Yr)

Telecommunications Providers

Please list the number of PEG Channels your community has: P_____ E_____ G_____

Does your community have an INET?

Government Members: Are you involved in *(check all that apply):*

❏ Cable Franchise Enforcement
❏ Government Access Channel
❏ Telecom Planning
❏ Telephone System Management
❏ Computer LAN/WAN
❏ Engineer

❏ Cable Rate Regulation
❏ Public/Educational Access Channel
❏ Emergency Communications
❏ I-Net Planning Management
❏ Attorney

Agency Members—*Please provide one form for Primary Member and list up to four additional members indicating name, title, address, phone, fax and e-mail.*

1st Additional

2nd Additional

3rd Additional

4th Additional

Individual, Associate and Student Members: *Please check the most appropriate classification of your job.*

❏ Access/Media Center
❏ Access/Media Center Supplier
❏ Accountant
❏ Attorney: ❏ For Government ❏ For Industry
❏ Cable Industry

❏ Consultant: ❏ For Government ❏ For Industry
❏ Engineer: ❏ For Government ❏ For Industry
❏ Telecom Industry
❏ Student (Indicate School) _____

Membership Dues

All memberships will expire December 31, 2006.

Individual	$395	Associate—Non-profit..............................	$310
Agency—Population < 50,000	$510	Associate—Profit-making.........................	$680
Agency—Population > 50,000	$750	Student	$ 85
Additional Agency Member	$100		

Legislative/Regulatory Assessment

NATOA makes an annual assessment for its Legislative/Regulatory Fund in addition to the annual membership dues. The recommended amount of contribution is based on the type of membership.

Individual	$100	Agency <50,000	$ 500
Associate Non-Profit.....................................	$100	Agency >50,000	$1,000
Associate Profit	$250		

PAYMENT INFORMATION

Membership Type

Dues Amount: $

Annual Assesment Amount: $ Amount Enclosed $

PAYMENT METHOD

❏ Check   *Mail checks to NATOA, PO Box 826127, Philadelphia, PA 19182-6127*
❏ Credit Card ❏ Visa ❏ MC ❏ AmEx   *Mail to 1800 Diagonal Road, Suite 495, Alexandria, VA 22314; Fax: (703) 519-8036*

Card No.   Exp. Date

Name on Card

Signature of Cardholder

Government Purchase Order Number *(invoice will be mailed)*

How did you hear about NATOA?

Natoa

The Telecommunications Conference for: (please route)
- City and County Telecommunications Administrators
- Elected and Appointed Officials
- City and County Managers
- City and County Attorneys
- Planning and Public Works Directors
- Budget and Finance Directors
- Cable and Communications Industry Representatives
- Government Programmers
- Government CIOs and Web site Managers