

PTA/NYSTA

12th Annual Showcase and Conference

October 1-3, 2008

The Penn Stater Conference Center
State College, Pennsylvania

WEDNESDAY, October 1, 2008

8:00 AM REGISTRATION

EDUCATIONAL WORKSHOPS

9:00 AM **Competing Successfully With New Services; IPTV and Carrier Ethernet** Room 106
Presenter: *Wayne Walters*, Director, Americas Marketing ECI

To deliver IPTV and triple-play services, service providers' networking infrastructure must accommodate higher bandwidth requirements, services flexibility, and QoS guarantees cost-effectively. The key is to control costs by maximizing network performance and capacity, while supporting legacy cash-cow services and migrating over time toward a packet optical architecture in the transport network. This presentation examines strategies for networking solutions for IPTV services while supporting legacy services and leveraging the installed base, building upon next-generation Ethernet and packet-optical alternatives as an effective migration strategy. Reconfigurable optical add/drop multiplexers (ROADMs) in metro DWDM, together with carrier-grade Ethernet and MPLS transport, improves the flexibility of the optical layer and enables carriers to quickly provision better and faster IPTV services. This presentation examines these developments, with a focus on strategies for a smooth evolution from legacy SONET/SDH systems, accommodating growing traffic levels in the access, metro, and transport segments.

10:00 AM **CDL and DOT Requirements** Room 107
Presenter: *Buddy Mauger* U.S. Department of Transportation Consultant

Former Pennsylvania State Trooper Buddy Mauger will conduct a presentation on CDL and DOT requirements, weight limits and safety items.

11:00 AM **Security Vulnerability Assessments for Business** Room 109
Presenter: *Shawn Mell*, PA State Trooper PA State Police

Shawn will explain what a Vulnerability Assessment is and how you could request an assessment free of charge at your place of business. This is an excellent service they provide at no cost to companies.

Noon **LUNCH** for all Conference Registrants..... Deans Hall
Lunch sponsored by Henkels & McCoy, Inc.

INFOMERCIALS

1:00 PM **Fiber Characterization: Advanced Testing Methods for High Speed Networks** Room 106
Presenter: *Deron Leight*..... Celerity Integrated Services, Inc.

An overview of 5 basic tests of Fiber Characterization: OTDR Testing, Power Meter Testing, ORL Testing, Chromatic Dispersion Testing and Polarization Modal Dispersion Testing

Cost Containment/Revenue Assurance & Quintrex Data Systems Room 107
Presenter: *Kathy Sweatman & Todd Henecke*..... Quintrex Data Systems Corp.

Quintrex Data Systems (QDS), a Telecommunications Information & Billing System company understands that your company costs are rising while the competition is affecting your revenue streams. Whether your company chooses to provide Fiber to the Home, CATV, Wireless or Long Distance to your customers; QDS has your billing, marketing and financial solution. When you combine all of the Quintrex 70 highly-integrated modules, we guarantee a powerful system for all your Billing, Customer Care, Marketing, Plant and Financial needs in any area of your business.

GPON in Practice: Where, When, How?..... Room 109
Presenter: Randy Schmid..... Motorola

Many Telcos have opted in principle to deploy Gigabit Passive Optical Network technology to bring fiber to the home, but there are plenty of pitfalls when deciding how to roll it out in a real-world network. This presentation looks at best practice for GPON deployments and considers some of the key strategic, design, and engineering issues when choosing central office and splitter sites. It also considers rollout strategy, including greenfield vs brownfield deployment, MDU vs SFU deployment, and urban vs suburban environments.

2:00 – 4:00PM **AFTERNOON BREAK** *sponsored by Adtran* InfoMercial Area

2:00 PM **Nortel Ethernet Fiber Access FTTH WDM PON Solution** Room 106
Presenter: *Alysha Godin*..... Nortel

Fiber based access is becoming a hot topic in the industry in order to overcome the limitations of the copper network. This is true for the residential domain (where copper cannot deliver a HDTV based service, for example) and business services which require fiber access based on a packet paradigm for lower cost and better performance. Other access technologies, such as GPON, attempt to provide a fiber solution but have clear intrinsic issues (scalability, shared uplink capacity, traffic asymmetry, need to link engineer etc...). WDM PON technology, now introduced by Nortel, totally changes the industry landscape and resolves all the above issues in order to provide a truly scalable, future proof infrastructure for residential, business and wireless backhaul services. Many industry analysts and carriers agree that the access network will evolve to a WDM PON technology because of its advantages. This presentation will cover the basics of WDM PON technology as well as the Nortel products and network offer.

IPTV – A New Generation of On Screen Services Room 107
Presenter: *David Hunt*..... Conklin-Intracom

Examining the current state of available IPTV technology and services as well as what's on the horizon.

The 40-Year PON (Passive Optical Network) Room 109
Presenter: *Guy Swindell*..... OFS

It is a common and reasonable expectation that an outside plant infrastructure deployed today should remain viable for the next 30 to 40 years. In days gone by, longevity was achieved in the last-mile if the infrastructure remained mechanically sound enough to support POTS. In the world of IP, it is only achieved if the infrastructure remains both mechanically sound and capable of supporting an exponentially increasing demand for bandwidth. Even the most conservative bandwidth projections indicate that today's G-PON and E-PON technologies will need to be replaced long before the outside plant has ended its lifecycle. This presentation looks at some of the potential next-generation PON technologies, and examines the impact of those technologies on the last-mile infrastructure. Specifications and design options will be proposed to help insure the maximum life-span for today's investment.

3:00 PM

ESA Switching for Evolving Networks Room 106
Presenter: *Lance Alexander* Aztek Networks, Inc.

Explores voice network survivability and NECA settlement advantages using new low-cost independent Emergency Stand Alone switches for traditional to next generation networks.

Fire Protection-Your Insurance for Keeping Your Facility On-Line Room 107
Presenter: *John Davis* Suppression Systems, Inc.

The presentation begins with a brief history of Fike Corporation & Local Pennsylvania distributor Suppression Systems, Inc. The presentation includes; brief suppression industry history, typical suppression system applications, Fike detection and control equipment, current clean agent suppression products, and the latest environmentally friendly fire suppression product.....Fike's new ProInert fire suppression system.

Understand Equipment & Content Rights for IPTV Systems Room 109
Presenter: *Christopher Lynch* IP Prime (SES Americom)

This session will provide attendees with an overview of how IPTV delivered video service works. We will also explore the technical requirements at the headend as well as content distribution services.

4:30 – 6:30PM

EXHIBITS AND RECEPTION.....President's Hall
Reception sponsored by Conklin-Intracom.....Door Prize sponsored by Power & Tel

THURSDAY, October 2, 2008

8:00 AM

REGISTRATION

9:00–11:00 AM

CONTINENTAL BREAKFAST *Sponsored by Motorola*..... Educational Workshop Area

EDUCATIONAL WORKSHOPS

9:00 AM **Ribbon Fiber: What Do I Need To Know and Why Should I Even Care?** Room 106
Presenter: George Mackie, Sr. Product Specialist Sumitomo Electric Lightwave

An open discussion on how ribbon fiber cables have become an effective option for fiber installations, taking it from the early days of loose tube cable use, to the benefits of ribbon cables today. We point out the features of the ribbon cables so that the end user can make the best choice for deployment of either ribbon or loose tube cables. As part of this relaxed, open discussion, we include hands-on opportunities for all attendees to work with ribbon fiber.

10:00 AM **Merging SS7 and IP** Room 107
Presenter: Steve DeVries Telecom Trainers

Signaling System 7 (SS7) is a widely deployed packet-oriented telephony signaling protocol. It is used today for many wireline and wireless applications. Transporting this protocol is now rapidly evolving to include high-speed and Internet Protocol (IP) methods. This brief course provides a basic understanding of how the SS7 protocol is transported over packet networks using IP. We will describe the family of protocols that provide reliable datagram service and user layer adaptations for the SS7 protocol. This protocol was originally intended to allow new Voice over Internet Protocol (VoIP) networks the ability to easily interconnect with legacy Public Switched Telephone Networks (PSTN) and utilize the services that customers need and expect. Those services rely heavily on the current SS7 signaling applications.

11:00-1:00PM **EXHIBITS AND LUNCH**.....President’s Hall
Lunch sponsored by Corning Cable Systems
Grand Prize Drawing for \$1,000 CASH sponsored by Farmers Union Insurance

1:00-4:00 PM **EXHIBITOR TEAR DOWN** (must be down by 4:00 PM).....President’s Hall

1:30-5:00PM **CONFERENCE** (see separate conference agenda)..... Deans Hall
Door Prize sponsored by Windstream Supply

2:00-4:00 PM **AFTERNOON BREAK** *sponsored by MetaSwitch*..... Deans Hall

5:30-6:30PM **RECEPTION** Senate
Sponsored by C&D Technologies, Inc.

FRIDAY, October 3, 2008

8:00 AM **REGISTRATION** (location change) Deans Hall

9:00 AM-Noon **CONFERENCE** (see separate conference agenda)..... Deans Hall

9:15-11:00 AM **CONTINENTAL BREAKFAST** *sponsored by Motorola*



CONFERENCE AGENDA

Dean's Hall

Conference segment begins at 1:30 on Thursday, October 2nd and continues Friday morning at 9:00

OCTOBER 2nd

1:30 p.m. **SCOTT SOBOLEWSKI**, *Account Manager*Innovative Systems, LLC

Topic: Today's Youth, Tomorrow's Telco Customer?

Are today's youth a lost cause when it comes to becoming the next generation of wireline users? Will their video and internet habits be enough to keep them your customer when they are out on their own and start careers and family? This session will interview youth up to age 25. Where possible, youth will reside or have previously resided in a rural exchange. The moderator will have a list of survey type questions for the youth to answer regarding their usage of telecommunications services. Time will be made available for session attendees to ask their own specific questions.

2:30 p.m. *BREAK*

2:45 p.m. **ANDY BROWN** Bennet & Bennet, PLLC

Topic: Update on Federal Issues of Interest

3:45 p.m. TBA.....AT&T

Topic: Perspectives From A National Carrier

OCTOBER 3rd

9:00 a.m. **ROD BALLARD**, *Manager/Applications Engineer* Power & Tel

Topic: IPTV Solutions For the IOC – Marketing Trends, The Business Case & Affordable Deployment

10:00 *BREAK*

10:15 a.m. **JAMES H. CAWLEY**, *Chairman* PA Public Utility Commission

Topic: PUC Perspectives

11:00 a.m. **John Becci/John Kuykendall** John Staurulakis, Inc.

Topic: FTC Red Flag Rules

12:00 a.m. Projected Adjournment