

DON'T MISS OUT!

# FISPA INVITATIONAL YEAR END MEETING

NEW ORLEANS, LOUISIANA  
OCTOBER 6 - 8, 2010

## Oct. 6, Wed. (early-arrival activities @ Hunt Telecom)

Noon Gathering Lunch @ Hunt Telecom  
1-2 Telco Data Center Tour @ Hunt Telecom  
2-5 Fiber Build Field Trip around Hunt Telecom  
5-9 Crawfish Boil @ Hunt Telecom

Hunt Telecom (504-832-0002 x0)  
106 Metairie Lawn Drive  
Metairie, LA

Hunt Telecom is 6.5 miles from the meeting hotel (Royal St. Charles) or the New Orleans Airport.

MapQuest directions from the hotel:  
<http://www.mapquest.com/mq/5-XJEARSiY>

MapQuest directions from the airport:  
<http://www.mapquest.com/mq/7-kfOIAb9Y3JnGsLUcmXzJ>

## October 7, Thursday @ Royal St. Charles Hotel

8-10 CLEC Therapy Continental Breakfast  
10 Welcome Message  
10:30-1 Session & Committee Mtgs.  
1-3 Vendor Corral Welcome Luncheon  
3-5 Sessions  
6-7 "Legacy Logo" Happy Hour  
7-10 Dinner Jazz Cruise

## October 8, Friday @ Royal St. Charles Hotel

9-10:30am FNAP Working Session with Caffeine  
10:30-Noon Keynotes  
Noon Keynote Luncheon  
1-4pm Sessions  
4pm General Assembly

MapQuest directions from the airport, 15 miles:  
<http://www.mapquest.com/mq/3-x2IZ1A7J>

### Where:

Hunt Telecom (Wednesday)  
106 Metairie Lawn Drive  
Metairie, LA  
504-832-0002 x0

Royal St. Charles (Thursday/Friday)  
135 St. Charles Ave.  
New Orleans, LA 70130  
800-455-3417

### To Register:

1. Go to <http://www.fispa.org/events.php> and click on October 6-8; or
2. Call 877-919-4521 x102

### Meeting Fee:

Guests & Late Members including all dinners/drinks/socials (15 available) \$459

*Team Discount save \$50 on each additional meeting fee*

**REGISTRATION (need help call 877-919-4521 x102)**

**1. Attendee(s) Information**

Full Name(s): \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email(s): \_\_\_\_\_

**2. Payment Options and Totals**

FAX FORM TO 704-844-2728

CHECK REMITTANCE

FISPA  
PO Box 2270  
Matthews, NC 28106

CREDIT CARD: MC \* VISA \* AX \* DSC (circle one)

*Write 'ON FILE' to use the credit card on file*

Name on Card: \_\_\_\_\_

Address of Card Holder: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Discount Code: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_ (cancellation charges may apply)

**3. Hotel & Conference Accommodations**

**Royal St. Charles  
135 St. Charles Ave.  
New Orleans, LA 70130**

**Reservations Made with Hotel**

**Call 800-455-3417**

**\$120.82 "FISPA" weekday rate (\$154.72 weekends)**

Available October 3 - 13

Single or Double

***includes all taxes & fees***

FREE Internet, FREE Valet Parking or Airport Shuttle,

FREE Copies, FREE Faxes

FREE 24x7 Fitness & Business Center Access

**4. Please answer the following to help us plan for your visit:**

— Will you need a ride from the airport to Hunt Telecom on October 6?

— Will you need a ride from Hunt Telecom to the Hotel on October 6?

— Will you need an airport shuttle (FREE with room) from the airport directly to the hotel?

— When (if you know, if not let us know later) Time \_\_\_\_?

— Will you need an airport shuttle (FREE with room) from the hotel directly to the airport?

— When (if you know, if not let us know later) Time \_\_\_\_?

— Will you be attending the crawfish boil (Wednesday)?

— Will you be attending the dinner Jazz cruise (Thursday)?

— Will you need parking at the hotel (FREE daily valet parking included with room)?

— **Are you willing to complete a confidential survey of your business(s) to contribute to FISPA's business profile, analysis, and aggregate buying power study?**

**Meeting Fee:** \_\_\_\_\_

**Guest and Late Members including all dinners/drinks (15 available) \$459**



## 2010 Year End Invitational Meeting

New Orleans, LA  
October 6 - 8

### Sponsors



Participating Vendor Members



Special Guests



Meals, Snacks, & Drinks Provided by our Sponsors

*"Thank You Very Much"*



## About FISPA

FISPA was founded in May 1996 to represent the interests of Internet Solution Providers. We call our members *Solution* providers because our members are companies who provide a whole range of services including Internet Access, Web Hosting, Web Design and an ever increasing number of other services all which use the Internet to facilitate a *Solution*.

- We offer our members education and a place to network and facilitate discussion.
- We provide discounts on products and services which we collectively use.
- We educate the public about the importance of the Internet industry.
- We support quality standards and practices for Internet Solutions Providers.
- We leverage our resources to present the concerns of the Internet industry.

**FISPA was created to meet these challenges.**

[www.fispa.org](http://www.fispa.org)  
<http://myfispa.portspaces.com>  
<http://www.fispa-wiki.com/>  
[events.fispa.org](http://events.fispa.org)

## Wednesday, October 6

Noon – 1 Hunt Telecom



### **Gathering Lunch**

Visit with other members and FISPA's Board of Directors during this gathering luncheon sponsored and hosted by Hunt Telecom and prepare for the afternoon's tour and field trip.

1-2 Hunt Telecom Technical

### **Telco Data Center Tour**

Tour Guide: Robert Liethman – Integrated Data Services/Hunt Telecom

ISP to CLEC, CLEC to Layer I provider. Participants on this field trip will tour a data center that provides network access and transport terminations and applications for a CLEC and 2 ISPs.

2-5 Hunt Telecom Technical

### **Fiber Field Services**

Tour Guide: Kevin Hunt – Hunt Telecom

Take a 'fiber field trip' to see fiber builds. How do you do a 'site survey' to determine how to install, what to install, how to estimate the cost, what equipment is needed, what are the safety issues, getting 'right of ways', and how to terminate and own and maintain Layer I. During this field trip participants will see many different installation types and have lots of time to ask questions and perhaps help on an installation.

5 - 9 Hunt Telecom



### **Crawfish Boil Dinner at the Hunt Telecom**

Suck the heads or suck some beers – either way this is one great networking event sponsored and hosted by Hunt Telecom. During the Boil, tours Hunt Telecom's data center will be open for guided tours and lots of time and expertise for questions.

9

### **Shuttle Bus to Hotel**

## Thursday, October 7

**8-10** Room Charles III Business Management  
**CLEC Therapy Breakfast**

Moderator: Kris Twomey – Law Office of Kris Twomey  
Panelists: FISPA CLEC Committee Members. Clay Colvin – Georgia Business Net, Troy Bourque – IDS/Hunt Telecom, Dean Parker – Callis Communications, Jason Hunt – Hunt Bros/Hunt Telecom

This session is to provide an opportunity for everyone to openly discuss the importance of evaluating a CLEC business plan and what it could mean to your company. As the incumbent carriers limit their wholesale programs in favor of their own retail operations evolving into a CLEC provides a Service Provider greater regulatory rights than wholesale agreements; but, it's not for everyone. Network and learn from other FISPA members to discuss the Pros & Cons of a CLEC and with the help of our moderator, Kris Twomey, hear about the regulatory requirements for CLEC/VoIP operations. If CLEC is on your mind - you need Therapy.

**8 - 10** Room Warwick Users Group  
**ATT User Group**

Presenter: Sheila Pyle - ATT

This session is open to members that are leveraging FISPA's ATT agreements and for those that are thinking about ordering circuits under these agreements. Besides answering your questions this session will formally address Ordering, Request Statuses, Escalations, Disputes and we'll review the online information available in the [www.fispa-wiki.com](http://www.fispa-wiki.com) and on ATT's private web pages on <http://www.fispa.org/memberarea>

**10** Room Bourbon  
**Break & Snacks**

**10:30** Room Bourbon/Royal Business Management  
**Evolve or Die, Innovate or Expire, Move Forward or Get Run Over**

Presenter: Jim Hollis – FISPA

Sometimes you need to hear the hard things to understand where your business and you personally stand in our industry. Join FISPA's Executive Director revisit his 15 years of Service Provider experience, including 6 as a FISPA member or Executive Director, and his feelings on what his crystal ball tells him about the Service Provider future.

## Thursday, October 7

**10:30** Room Warwick  
**Vendor Committee – Closed Meeting**

Chairman: Bill Heinz – PBX Change

This is a FISPA vendor member only session for vendor members to meet with FISPA's elected Vendor Board Member Bill Heinz – PBX Change and is intended to help vendors position their products and services with FISPA's membership and develop and participate in programs that are cost effective and beneficial.

**11** Room Bourbon/Royal Executive Leadership  
**Executive Briefing – Emerging VoIP Markets**

Jonathan Lieberman – ISN Telecom, ipfone, & Cloud Communications Alliance

Join long-time FISPA member and current Board member as he reviews the evolution of the VoIP industry and how he's positioned, and repositioned again his VoIP solutions to capture a piece of the emerging VoIP markets.

**Noon** (repeats at 2pm) Room Bourbon/Royal Sales & Marketing  
**LIVE! A 60 Minute Complete Hosted VoIP Implementation**

Presenters: Dan Williams – Xpedeus, & Bill Heinz – PBX Change

Watch a REAL-TIME presentation illustrating:

- 1) how to become a hosted VoIP Provider;
- 2) sell the customer;
- 3) order equipment;
- 4) configure the softswitch;
- 5) configure the local phones / switch / router; and,
- 6) invoice the customer.

This session will help you see that becoming your own "phone company" is easier than you think, as we actually complete the entire process LIVE during the session. Eliminate the perceived barriers of technology, partnering or business difficulties and realize your consulting practice can duplicate this model. The speaker in this session has been successful in selling and implementing hosted VoIP solutions for 5 years. Watch as he shares his experience. Leave ready to start your hosted VoIP practice!

## Thursday, October 7

Noon (Repeats @ 3pm in the Royal room) Room Charles III Sales & Marketing  
**Selling SIP Trunking & Hosted PBX: Is your Sales Team ready?**

Presenter: Kay Butcher @ B-Lynk

The transition from traditional phone service and a premise-based PBX to a SIP trunking and a hosted PBX solution is a dynamic shift for most small business owners or IT Managers of small businesses. Is your sales team prepared for commonly heard objections? Do they understand how to connect features and functionally to business process improvement? Guest vendor Katie Butcher from B-Lynk will address those objections, site examples and situations and help you to understand if you have equipped your sales team with the tools and training they need to translate new features and functionality into a value-added sale.

Noon Room Warwick User Group & Committee  
**CLEC Committee – Closed Meeting**

Committee Members: Jason Hunt – Hunt Telecom; Troy Bourque-IDS; Dean Parker-Callis Communications; and Clay Colvin – GABN.

This ‘closed’ committee meeting is only open to FISPA members who are certificated CLECs and have an interconnect agreement(s) with an ILEC(s). The CLEC may be either facilities or non-facilities based.

1 Room Bourbon  
**Vendor Corral Welcome Lunch Buffet**

2 (repeat of Noon session) Room Bourbon/Royal Sales & Marketing  
**LIVE! A 60 Minute Complete Hosted VoIP Implementation**

Presenters: Dan Williams – Xpedeus, & Bill Heinz – PBX Change

Watch a REAL-TIME presentation illustrating:

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This session will help you see that becoming your own “phone company” is easier than you think, as we actually complete the entire process LIVE during the session. Eliminate the perceived barriers of technology, partnering or business difficulties and realize your consulting practice can duplicate this model. The speaker in this session has been successful in selling and implementing hosted VoIP solutions for 5 years. Watch as he shares his experience. Leave ready to start your hosted VoIP practice!

## Thursday, October 7

2 (repeats Friday 11:30am)  
**IPV6**

Room Bourbon

Technical

Presenter: Kevin Hunt – Hunt Telecom

What impact will IPV6 have on your customers and your network? Join FISPA member Kevin Hunt in another valuable roundtable discussion on the technical aspects of IPV6.

2

Room Charles III

Business Management

**ATT User Group: Understanding ATT's Services under FISPA's Agreements**

Presenters: Sheila Pyle – ATT, Jim Hollis – FISPA, Board of Directors – FISPA

This is a must attend session for any member interested in or currently have circuits under FISPA's ATT commercial agreements to review FISPA's Special Price Agreement, order processing, and a "Transfer of Contract" form required to buy services from ATT through FISPA's agreements. Users may also express their concerns and needs moving forward.

3 (Repeat of the noon session)

Room Charles III

Sales & Marketing

**Selling SIP Trunking & Hosted PBX: Is your Sales Team ready?**

Presenter: Kay Butcher @ B-Lynk

The transition from traditional phone service and a premise-based PBX to a SIP trunking and a hosted PBX solution is a dynamic shift for most small business owners or IT Managers of small businesses. Is your sales team prepared for commonly heard objections? Do they understand how to connect features and functionally to business process improvement? Guest vendor Katie Butcher from B-Lynk will address those objections, site examples and situations and help you to understand if you have equipped your sales team with the tools and training they need to translate new features and functionality into a value-added sale.

3

Room Bourbon

Sales & Marketing

**Cloud Computing**

Presenter: Joe Pennavaria-CoreBanc

Learn how you can get a piece of the sky. Cloud computing was estimated to be a \$46.41B market in 2008 which grew to \$56.3B in 2009 (+21.3%) and is projected to reach \$150.1B by 2013 (Source: Gartner). This session provides: A Quick Overview of the types of cloud computing (in plain English!), How CoreBanc's premiere offering, CompleteCloud, is differentiated; and CoreBanc's Channel Partner Program and how you can grow recurring monthly revenue.

## Thursday, October 7

**3** (repeats Friday 10:45am)                      Room Charles III                      Sales & Marketing  
**Selling Cross Lata Services Leveraging ATT's MIS & LDPL Solutions**

Presenter: Sheila Pyle – ATT

ATT Long Distance Private Line (LDPL), Ethernet access to Managed Internet Service (EaMIS) WAN Services. FISPA's newest ATT offering, private line service, T1 up to OC12, crosses LATA and State boundaries, available throughout the domestic USA. Help FISPA decide if we want to renegotiate these agreements. We've already met our initial financial commitments and needs to see if you can sell more to get greater discounts.

**3:45**                      Room Bourbon  
**Break & Snacks**

**4:15**                      Room Royal/Bourbon                      Business Management  
**Dealing with Your Underlying Carriers**

Presenter: Kris Twomey – Law Office of Kris Twomey

What can you do to protect yourself if your underlying carry(s) fail to perform and makes claim against you. Are you prepared? How do you get prepared? FISPA vendor member Kris Twomey will address how to handle various disputes from billing to network performance, as well as general suggestions as to recordkeeping/potential evidence gathering. In Kris's experience, "I spend a substantial amount of my time dealing with these types of issues and too often the ISPs aren't properly prepared, or do not react as they should."

**5 – 6**                      Room Bourbon/Royal                      Business Management  
**Taking Ownership of the Regulatory Process**

Presenter: Steve Coran – Rini Coran, PC

Aside from executing and growing your business day-by-day, an effective leader must also be aware of the regulatory process and the rules that create opportunities and risks. As the National Broadband Plan is implemented and competitors look to gain advantage, your ability to guide your company becomes even more critical. This session discusses the ways you can participate in the process and the issues that you need to be focused on if you are to continue to succeed in a challenging business.

## Thursday, October 7

6 – 7 (maybe earlier)

Room Bourbon/Royal



### **Rini Coran Legacy Logo Hospitality Reception**

If it's old, related to the technological evolution of the Service Provider industry and has a logo on it bring it to the reception and you may be a winner. Winners will be selected by our vendor members and may include: The Oldest Logo, The Tightest or Stretched Logo (think shirts); The Most Unique Item/Logo, The Ugliest Artwork, The Worst Theme, and/or the Best Legacy Logo and Item.



6:45

**Shuttle Bus Departs**

7-10pm

**Dinner Jazz Cruise**

Provided by our vendor members and sponsors, enjoy dinner and drinks aboard the Paddlewheeler Creole Queen for an evening cruise. Open bar for beer and wine and a Cajun menu that includes Tossed Mixed Green Salad, Cajun Braised Brisket, Shrimp Monica Pasta, Chicken Etouffee with Cheese Grits, Sautéed Seasonal Vegetables and finished with New Orleans Paddlewheeler Bread Pudding.

10

**Shuttle Bus Returns**





## Friday October 8

**10:45** (repeat of Thursday 3pm session) Room Charles III Sales & Marketing  
**Selling Cross Lata Services Leveraging ATT's MIS Solutions**

Presenter: Sheila Pyle – ATT

ATT Long Distance Private Line (LDPL), Ethernet access to Managed Internet Service (EaMIS) WAN Services. FISPA's newest ATT offering, private line service, T1 up to OC12, crosses LATA and State boundaries, available throughout the domestic USA. Help FISPA decide if we want to renegotiate these agreements. We've already met our initial financial commitments and need to see if you can sell more to get greater discounts.

**2** (repeat of Thursday 2pm session) Room Charles III Technical  
**IPV6**

Presenter: Kevin Hunt – Hunt Telecom

What impact will IPV6 have on your customers and your network? Join FISPA member Kevin Hunt in another valuable roundtable discussion on the technical aspects of IPV6.

**12:15** Room Royal/Bourbon Sales & Marketing  
**Browse in Haste. Repent at Leisure**

Presenter: Craig Hicks-Frazer

Providing internet connectivity has become a commodity and customers perceive 'good' Internet as simply big pipes. If you sell Internet solutions you must be doing more than just selling a 'big dumb' pipe! Attendees of this session will learn how to present and offer Internet solutions that address your customers' internal IT issues and help them run more successful businesses. You will be able to demonstrate to your customers the issues that need to be addressed to make their Internet safe and consider your solution, and you personally, as a trusted advisor so that you can obtain longer term contracts and higher rates. Join vendor member Zscaler's Craig Hicks-Frazer for an informative dive into the bad things that can happen to good people when browsing the Internet. Gain an understanding of the landscape & put yourself in a position to be able to advise your customers on what they need to do to tackle the issues faced by every business in the US today.

**12:15** Room Charles III Business Management  
**Tax Compliance Workshop**

Mark Lammert – CPA, President @ Compliance Solutions, Inc.

Join FISPA vendor member Compliance Solutions provide a update on sales/communications service tax, state and federal corporate income tax and FCC/FCC USF/State USF compliance issues and provide a valuable question and answer session to help you determine if your billing & tax rating systems can withstand a State Department of Revenue audit. We will cover various issues in the States but primarily this will be a question and answer session instead of a presentation.

## Friday October 8

**1pm** Bourbon

### **Luncheon Keynote with Broadvox**

Speaker: David Byrd – Vice President Sales & Marketing



**2:30** Room Royal/Bourbon Business Management  
**VoIP Therapy**

Moderator: Eric Johnson - IPiFony

Panelists: Bill Heinz – PBX Change, Scott Raymer – America Internet Sales Group, Katie Butcher – BLynk, Chet Zielinski - Broadvox

This open, interactive session is for Service Providers that want to learn more about VoIP in a roundtable question & answer format. At the end of this session we'll all be smarter.

**3:15** Room Royal/Bourbon Executive Leadership  
**Merger and Acquisitions**

Moderator: Jim Hollis – FISPA

Panelist: Milt Aiken – Net2Atlanta, Robert Liethman – IDS/Hunt Telecom

What's your exit strategy and are or will there any more Service Provider roll ups in our industry. This session will review 10 things that indicate that it might be time for you to exit and conclude with an interactive session between attendees to share their merger and acquisition thoughts.

**4pm** Room Royal/Bourbon  
**General Assembly, Door Prizes, & Adjournment**



## Speakers (partial list)

**David Byrd** - Vice President Marketing and Sales and is responsible for the Broadvox marketing and channel sales programs to SMBs, enterprises and carriers as well as defining the product offering. Prior to joining Broadvox, David was the Vice President of Channels and Alliances for Eftia and Telcordia. As Director of eBusiness Development with i2 Technologies, he developed major partnerships with many of the leaders in Internet eCommerce and supply chain management. As CEO of Planet Hollywood Online he was a pioneer in using early internet technologies to build a branded entertainment and eCommerce website company partnered with Planet Hollywood. Having over twenty years of Telecom sales and marketing experience, he has held executive positions with Hewlett-Packard, Sprint and Ericsson. Mr. Byrd holds a Bachelor of Music degree with a Mathematics Cognate from Michigan State University.



**Jonathan Lieberman** is a proven telecommunications industry entrepreneur who has served in various executive leadership roles since 1992. After starting his career as a corporate attorney in 1988, Mr. Lieberman left the practice of law to join a telecom start-up offering services in Latin America. He was hooked and has focused his career on helping companies communicate more effectively ever since. Since 1997, Mr. Lieberman has served as President and CEO of IPFone (f/k/a ISN Telcom). During his tenure, the Company has become the leading hosted and managed PBX and broadband solution provider in the Southeast. In recognition of this achievement, IPFone became a founding member of the Cloud Communications Alliance ([www.cloudcommunications.com](http://www.cloudcommunications.com))



**Katie Butcher** - CEO and Founder of B-Lynk, a hosted PBX training company, has a diverse career history making her leadership style and passion for providing extraordinary services and customer care one of a kind. Her experience in selling hosted PBX solutions has driven her develop and design over 20 courses and customized programs for BroadSoft Service Providers and other IP PBX vendors. Prior to starting up B-Lynk, she served as the Director of Sales at Telovations, the largest BroadSoft Service provider in Florida. She was responsible for bringing the company into the Small to Medium Enterprise market, where Telovations focuses their efforts today. Her most recent position at Telovations was Director of Client Services where she managed Provisioning, Customer Service and Field and Training Services. Katie is a graduate of Iowa State University where she obtained her B.S. degree with a major in Transportation and Logistics.



## Speakers (partial list)

**Mark Lammert** - CPA began his career in 1987 at Arthur Young & Company in their Tulsa, OK and Orlando, FL offices, where he was the lead auditor on Williams Communications Group (WilTel) audit and their acquisitions across the USA, among other engagements. He later joined for 7 years with Sprint / United Telephone (ILEC) as a tax manager, carrier services manager, and in charge of strategic business planning. He later joined Technologies Management, Inc. for 6 years where he was Director of Compliance Reporting and performed regulatory certifications (IXC, CLEC, OSP, etc). In 2002, he founded Compliance Solutions, where he is President of the company providing sales/CST/E911 tax compliance, FCC/PUC/USF compliance, tax rating services, product & service consulting/mapping for tax rating, federal and state corporate income tax services, Right of Way tax compliance, Property Tax Compliance, Gross Receipts/Franchise Tax compliance, Secretary of State compliance and Registered Agent Services.