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Take it to the Bank: Summit Has Proven Value

Like our editorial, the Summit (April 28 – 30) keeps paying off

This issue has so much in it you could miss our short article entitled, "Running the Numbers for Fiber." In fact, it is more than an article. Check it out on page 55.

The piece explains a tool developed by investment banker Fred Cornwall of Municipal Capital Markets Group; download it as an Excel spreadsheet from our homepage at bbpmag.com. Cornwall's "FTTH analyzer" summarizes on one page the contents of thousands of lines of data, zeroing in on what lenders and investors look for when they evaluate proposals for FTTH builds. Anyone seeking to formulate an FTTH business plan should find it invaluable.

Cornwall is a speaker at our April Summit. His firm has a record of innovative financings and often takes on projects that are difficult to fund. Our Summit theme is, "Making the Business Case for Fiber," and we will include multiple examples of financings that were far from obvious. Such presentations, along with tools like Cornwell's analyzer, are examples of the kinds of information we tell readers they can take to the bank.

Take it to the bank. Figuratively, it refers to information that's the solid and verifiable truth. When we use it in regard to our editorial – and the value you get at the Summit – we often mean it literally: This is what bankers need.

We saw an acronym for those who might hurl the phrase. As one might use it: "Fiber to the Home is the gold standard: TITTB." It generated suggestions we order a batch of buttons for attendees with the phrase: *Summit 2008 – TITTB*. The idea proved to be fleeting, but what is not ephemeral has been the increasing value of the Summit.

The Summit is much more than a three-day occurrence. It is an investment that begins providing you with rewards the day you make a commitment to attend – and continues paying dividends long after the event concludes. When you register, you become part of the Summit community. As such you receive email alerts about additions to the schedule, advance access to important white papers, and special opportunities to send questions in advance to Summit experts with reputations you can take to the bank. These are tokens of our appreciation, but they are also part of a larger commitment on our part to make sure you get the very most out of the Summit. Other aspects of the Summit you can take to the bank:

- Attendance has doubled since we launched our Towns & Technologies series of conferences in 2004, with an increase in registrations from 2006 to 2007 of 22 percent, to 850.
- Attendees truly value our content. A post-Summit email survey in September showed 95 percent were "satisfied" or "very satisfied" with our sessions. Summit content is developed by editors passionately involved with the subject matter who use their skills to make sure material is both cutting-edge and presented in the most effective manner.
- As past attendees can attest, sessions are not sales pitches. The Summit is for those in the audience; vendors get their say in the bustling exhibit area. Sign up now. You'll benefit at once.

Take it to the bank.