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# CEOs, Industry Experts Fill Our Summit Agenda

Plus city leaders, service providers, innovators

**T**he lineup of speakers for our Summit — September 10 - 12 (Monday – Wednesday) in Dallas — keeps getting more impressive. Here's a glimpse at the bios of a few of these leaders. *Learn more on our website.*

**Steve Winn**, the CEO of RealPage, is among “the 30 most influential men and women in the multifamily industry” (says Multifamily Executive) and one of the “big players in the business.” More than 20,000 apartment communities use his company's software for functions ranging from market intelligence to facilities management. In fact, as ME once noted, it is “hard to find a product with which Winn's RealPage isn't involved.” Always an innovator, Winn's interest in the multifamily field caught fire some years back with his acquisition of RentRoll. He is continuing to expand into new areas, as you'll learn when you hear him speak in our IPTV session.

**Steve Christensen** is the CEO and Chairman of Broadweave Networks, which he started with an all-star founding team from Bain Capital, AOL/Time Warner, Hewlett Packard, and Novell. Broadweave built the first primary-line VoIP network, the first primary-line network to support voice, video, data over IP, and the first completely standards-based FTTH network. Broadweave has 50,000 units and 5 million square feet of commercial space under contract with expansion underway to add another 500,000 units. Don't miss his Wednesday morning keynote.

A major player in the multifamily universe is **David B. Cardwell**, Vice President of Capital Markets & Technology for the National MultiHousing Council. Check out his noteworthy background in government, real estate, and economic development on our Summit speaker's page. A speaker on our provider panel on MDU verticals, William Pirtle, VP Sales for Shentel, is responsible for sales activity in all of Shentel's lines of business, including FTTH and converged services to MDUs. As you'll discover on Tuesday afternoon, Willy knows his stuff. **Mark C. Ellison** is senior vice president of business affairs for

the National Rural Telecommunications Cooperative, where he is also general counsel. NRTC provides telecommunications services to over 1,400 rural electric and telephone companies, CLECs and other affiliates. His efforts developing an IPTV service for NRTC's rural telcos culminated in 2007 with IP PRIME delivering over 250 channels.

**Ashley Phillips**, Director of Network Engineering at EATEL, is responsible for the company's advanced all-fiber optic phone, Internet and television network. Last November, Phillips authored a cover story for us on best practices for independent telcos building FTTH networks. It was loaded with valuable advice on working with developers and on marketing, technology and business strategy — a harbinger of the enlightening presentation you'll be hearing.

**Joseph Franel** is Director of Information Technology for the City of Ashland, Oregon, and is responsible for rescuing the Ashland Fiber Network, a municipally owned and operated broadband telecommunications company. His session on broadband strategies for cities will be worth your trip to Texas.

A member of our blue-ribbon panel on the Exaflood, **Larry Irving** is co-chairman of the Internet Innovation Alliance. Irving served for almost seven years as Assistant Secretary of Commerce for Communications and Information and as Administrator of the National Telecommunications and Information Administration, where he was a principal advisor to the President, Vice President and Secretary of Commerce on domestic and international issues. His work spurred development of advanced telecommunications and information infrastructures in rural and under-served areas. Newsweek Magazine named him one of the fifty most influential persons in the 'Year of the Internet'.

See the full roster of speakers and the complete agenda at [www.bbpmag.com](http://www.bbpmag.com).

A handwritten signature in black ink that reads 'Scott DeGarmo'.