

CASF Grant Applicant Workshop: Navigating the Hurdles

Hosted by: California Communications Association
Date & Time: **Wednesday, June 5, 2013** - 9:00am-4:00pm
Location: Moss Adams Training Room, Stockton
Fee: \$175 per person

Workshop Overview:

A special one-day workshop for California Advanced Services Fund Grant Applicants to provide a productive forum for meaningful discussion on what to expect in a post-award environment. The purpose is to share our collective experience, knowledge and resources with the applicants as they attempt to navigate the hurdles associated with the build-out and operation of broadband to un-served and under-served areas of California. The workshop will address critical deployment issues ranging from construction management to reporting and administration.

Topics:

- **Business Planning**
 - Feasibility
 - ROI
 - Capital acquisition
 - Marketing Plan
 - Competitive analysis and benchmarking
 - Adoption
 - Pricing and promotion
 - Branding, positioning, and messaging
- **Engineering**
- **Environmental**
- **Construction**
 - Costs
 - Environmental compliance
 - Terrain
 - Drop lengths
- **Accounting**
 - Reporting requirements
 - Administration
- **CASF Staff will present a general overview on the following:**
 - General selection rules
 - What to expect if you are awarded
 - Update on when funding will be granted

Please contact the CalCom office to register for this seminar.
Phone: (916)567-6700, Email: mariann@calcomassn.org





California Communications Association

CASF Grant Applicant Workshop

Wednesday, June 5th, 9:00am-4:00pm

Seminar will be held at the Moss Adams training room

3121 W. March Lane Suite 100

Stockton, CA 95219

Lunch will be provided.

COMPANY:

COMPLETED BY:

PHONE:

FAX:

Seminar Registration (\$175 per person) the following person(s) will attend the seminar:

NAME	DEPARTMENT / EMAIL ADDRESS

___ I would like to be a SPONSOR! (\$250) All sponsors have the opportunity to place promotional materials featuring their products and services in the registration packet that each attendee will receive on-site. Sponsors will also be recognized during the event, and in promotional literature leading up to and following the event.

Check one:

___ A check in the amount of \$ _____ (\$175 per person) is enclosed.

___ Please send an invoice for _____ registrants to:

Company Name:

Address:

FAX your registration forms to (916) 922-3648

E-Mail your registration form to CalCom at: mariann@calcomassn.org

Mail your registration form to:

California Communications Association

1329 Howe Avenue, Suite 216

Sacramento, CA 95825

CANCELLATION POLICY: Registrations canceled within 48 hours of the seminar and “no shows” will be billed at the regular seminar fee.