

2025 CalCom Conference & Expo



EVENT PROGRAM



October 13-15, 2025

at the Embassy Suites by Hilton – Sacramento Riverfront Promenade

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2025 CalCom Conference & Expo



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Welcome to the 2025 Fall Conference & Expo

On behalf of CalCom and CalCom's Board of Directors, it's our pleasure to welcome you to the 2025 CalCom Fall Conference & Expo!

We're very excited to once again be back in Sacramento and we have an exciting program for the Vendors, Trainers, CalCom Partner's, Executives and everyone in between! We're especially grateful to all our sponsors for your generous support, and prioritizing this conference! We could not have done it without you!

We hope this conference is not only Informative and profitable for you all, but also productive in building and expanding your relationships with attendees. Enjoy your time in Sacramento!

– **Eric Votaw**
*CEO, Varcomm
CalCom Chairman of the Board*

Local Points of Interest:

- State Capitol
- Historic Old Sacramento
- Golden 1 Center – Home of the Sacramento Kings
- Downtown Commons (DOCO)
- Crocker Art Museum
- California State Railroad Museum



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AGENDA



MONDAY, OCTOBER 13TH

- Conference Registration & Exhibitor Set-up** ————— **10:00am-6:00pm**
Atrium/Registration Desk
- Board of Directors Meeting** ————— **4:00pm**
Charles Crocker Boardroom
- Casino Night** ————— **6:30pm-9:30pm**
Terrace
- Karaoke** ————— **9:30pm til the cows come home**
Tower Bridge (A)

TUESDAY, OCTOBER 14TH

- Exhibitor Set-up** ————— **7:30am-8:00am**
Promenade Ballroom
- EXPO HALL OPEN** ————— **8:00am-4:45pm**
Promenade Ballroom
- Opening Remarks** ————— **8:00am-8:15am**
Promenade Ballroom
- Vendor Training: Maximizing PON Efficiency** ————— **8:30am-9:15am**
Tower Bridge (A)
(Steve Cromie, Calix) Essential functionalities designed to enhance reliability and streamline the deployment and operation of Passive Optical Networks (PON). We will cover the following technologies and more: **Modular Hardware and Software** – Facilitates flexible and scalable network architecture; **Hardware and Service Abstraction** – Simplifies network management by decoupling hardware from services; **ONT Mobility** – Supports the dynamic relocation of Optical Network Terminals; **IP Address Management Simplification** – Streamlines the allocation and management of IP addresses.
- Management: Industry Trends** ————— **8:30am-9:15am**
Tower Bridge (B)
(Ray Hernandez & Michael Mazer, W.G. Nielsen & Company) Discussion on M&A activity taking place in the industry. Topics will include recent mergers and acquisitions and where the industry is trending and heading.
- MORNING BREAK** ————— **9:15am-10:30am**
River City Ballroom
- Vendor/Management Training: Winning Customer Loyalty–Proven Strategies to Reduce Churn in Broadband** ————— **10:30am-11:15am**
Tower Bridge (A)
(Tammy Wellbrock, Nex-Tech) Focusing on practical approaches, including personalized customer engagement, targeted retention campaigns, and leveraging data analytics to identify and retain at-risk subscribers.

Agenda subject to change



TUESDAY, OCTOBER 14TH

- Management: Leadership Development** _____ **10:30am-11:30am**
 (Camille Christensen, Baker Tilly) Discussing key components companies should consider including in their leadership development programs today to foster tomorrow's class of executives. **Tower Bridge (B)**
- NETWORKING LUNCHEON** _____ **12:00pm-1:00pm**
Terrace
- Vendor Training: Fixed Wireless 101** _____ **1:30pm-2:15pm**
 (Shaun Plummer, RSM West/Director of Wireless Solutions, Core Telecom Systems) How does fixed wireless work and operate? Compare unlicensed vs. licensed and what are the different frequencies. What interferes with fixed wireless and WIFI? Finally, what is the latest with WIFI technology, including WIFI7. **Tower Bridge (B)**
- Washington DC Updates: Panel Discussion** _____ **1:30pm-2:30pm**
 (Derrick Owens, WTA; Mike Romano, NTCA; Chad Duval, Baker Tilly; and Patrick Rosvall, BRB Law Group) Join our panel of regulatory and legal experts and gain a better perspective of how what's happening in DC affects us here in the Golden State. We will discuss everything from Mid-term elections to USDA and the future of USF. **Tower Bridge (A)**
- Vendor Training: On-Hands Fiber Training** _____ **2:30pm-3:15pm**
 (Mark Dykes and Anthony Garcia, FiberTel LLC) Tips, tricks, and troubleshooting in an interactive setting including Cable closures preparation, loose Tube, ADSS, OPGW. Splice & test, Fiber restoration scenarios, restoration tooling and considerations. **Tower Bridge (B)**
- Sacramento Updates** _____ **2:30pm-3:30pm**
 (David Nelson, Capitol Regions Consulting; Audra Hartman, Public Policy Advocates, LLC; and Pam Loomis, Loomis Advocacy Solutions) Join our panel of Sacramento insiders to discuss the changes afoot in Sacramento that affect our business operations. We will discuss mid-term elections, possible redistricting, potential gubernatorial candidates, and where California is headed in 2026. **Tower Bridge (A)**
- Afternoon Break and Robert Ringman Scholarship Fund Silent Auction** _____ **2:30pm-4:45pm**
River City Ballroom
- Associates Cocktail Hour** _____ **4:45pm-5:45pm**
Atrium
- EXHIBITOR TEAR DOWN** _____ **4:45pm**
Promenade Ballroom
- Punch Bowl Social Fun** _____ **6:00pm-10:00pm**
 Association Dinner at Punch Bowl Social with bowling, billiards, and arcade games!
(This is a separate ticketed event that is off-site and rideshare is recommended. Tickets must be purchased in advance). Visit [Punch Bowl Social](#) for more info. **Punch Bowl Social**
(Off-site)

AGENDA



WEDNESDAY, OCTOBER 15TH

- Mimosas & Bloody Mary Morning Mixer** ————— **8:00am-9:00am**
Atrium
- CalCom Annual Meeting** (*Telco Members Only*) ————— **8:05-8:20am**
Stagecoach
- KEYNOTE SPEAKER: AI. Riding the Wave or Tumbling Under the Rushing Water** ————— **8:30am-9:30am**
Stagecoach
- (Alan DiCicco Vice President Calix) AI is fundamentally changing the world at a pace that is moving faster than any technology adoption curve ever seen. And, as with most things that happen in a hurry, there are few guardrails – “Go fast, we’ll solve security and privacy later”. For the broadband service provider, reckless abandonment of subscriber data is not acceptable. The value of agentic AI is the business problems you ask AI to help you solve—in a trusted and secure way. Alan DiCicco will explore what it means to embrace, thrive, and lead in an AI-driven service provider world.
- Alan DiCicco is the vice president of solution and product marketing at Calix. Alan leverages a breadth of marketing and systems design experience in software platforms, optical access, Wi-Fi, and managed services to bring value to service providers and ecosystem partners. An early advocate for hybrid cloud+systems software architectures, he now explores the practical application of artificial intelligence for broadband service providers.
- Management: Positioning for the Future** ————— **9:45am-11:00am**
Stagecoach
- (Douglas Meredith, JSI) The FCC has many Notices of Proposed Rulemaking intended to streamline and eliminate regulations. We will examine how rural carriers can best position themselves for success in the future in this uncertain era.
- Closing Remarks** ————— **11:00am-11:10am**
Stagecoach
- To Go Box Lunch** ————— **11:15am**
Atrium
- Hotel Check Out** ————— **11:30am**
Front Desk

NEED A BREAK? Take a load off in the **River City Ballroom** — Open from 8:30am-5:00pm on Tuesday, Oct. 15th.



DON'T MISS the following exhibitors in the **EXPO HALL** on **TUESDAY, OCTOBER 14th**

Adams Cable Equipment	Irby Utilities	PowerlinX
Adtran	JSI	PLP
Altec Industries	KGP Co.	R&M USA
American Power Systems	Lightera (formerly OFS)	Rally Rep
Blue Diamond Industries	Logic Networks	Repcom
Calix	Lynn Electronics	Repcom
Channell Commercial Corp.	Mid America Computer Corp. (MACC)	Repcom
Clearfield, Inc.	Millennium	Ribbon
Com-Tech Sales	MP Nexlevel	S&S Solutions
Core Telecom Systems	Nex-Tech	TelCom Sales Group
Corning	NISC	Tempo Communications
Ekinops	Nor-Cal Battery	Tii Technologies Inc.
ePlus Technology	NRTC	Underground Sales
Fiber Optic Supply Inc.	NTCA	Vantage Point Solutions
Fibertel LLC	Performance Utility Supply, Inc.	Veritel Technologies LLC
GCG Telecom Solutions	Power & Tel	Zyxel
Hubbell		

PROPERTY MAP

THANK YOU FOR JOINING US.
See You Next Year!

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SACRAMENTO WATERFRONT
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