

# SOAR SUMMIT INTO THE FUTURE 2022 AGENDA

Appalachian Wireless Arena, Pikeville, KY • October 19 – 20



Presented By



Appalachian  
Regional  
Commission

## Day 1 • Wednesday, October 19

Programming  
Presented By



Kentucky Chamber

Production  
Sponsored By



arc  
Addiction  
Recovery Care

**7 a.m. to 5 p.m.**

### Registration

Appalachian Wireless Arena  
Main Street Entrance

Presented By



**7 a.m. to 8 a.m.**

### Breakfast

Appalachian Wireless Arena  
Concourse

Sponsored By



**11:30 a.m. to 1 p.m.**

### Lunch

Appalachian Wireless Arena  
Concourse

Presented By



**8 a.m. to 5 p.m.**

### Exhibit Hall Open

Sponsored By



**3 p.m. to 4:30 p.m.**

### Plenary Session

Appalachian Wireless Arena

#### Plenary Session

- Mark Rembert, Director Research & Knowledge, Center on Rural Innovation
- Colby Hall, Executive Director, SOAR
- Ben Ledo, VP of Enterprise Sales, MakeMyMove

**5 p.m. to 8 p.m.**

### SOAR Summit Reception

MountainTop Media Stage  
Appalachian Wireless Arena  
Main Street Entrance

Presented By



Find Your **focus**

Throughout the Summit you'll have the opportunity to attend Focus Sessions leading up to our afternoon Plenary Sessions. Enjoy these sessions and take time to visit the Exhibit Hall.



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# Find Your focus



FOCUS Sessions  
Presented By



## BROADBAND

### Community Planning for Broadband Deployment in Kentucky

Appalachian Wireless Arena  
Ballroom (2nd Floor)

Following completion of the training and with verified attendance on both days, county and city elected officials and employees will receive a certificate of completion for training hours through the Department for Local Government and the Kentucky League of Cities.

**8:15 a.m. to 9 a.m.**

**Electric Cooperatives and Broadband**  
Speaker to be announced

**9 a.m. to 9:45 a.m.**

**Forming Community Broadband Boards**  
Colby Hall  
Executive Director | SOAR

**9:45 a.m. to 10 a.m.**  
**BREAK**

**10 a.m. to 10:45 a.m.**

**Feasibility Studies and Broadband Mapping Data**

- Lonnie Lawson, President and CEO  
The Center for Rural Development
- Richard Taylor, Executive Vice President  
The Center for Rural Development

**10:45 a.m. to 11:30 a.m.**

**Prioritizing Broadband Projects in your Community**

Kyle Rosner  
Vice President of Government Affairs | All Points  
Broadband

**1 p.m. to 1:45 p.m.**

**Broadband Funding Sources**

Hilda Legg  
Founder | Legg Strategies

**1:45 p.m. to 2:30 p.m.**

**How to Write a Broadband Grant**

Kyle Rosner  
Vice President of Government Affairs | All Points  
Broadband



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### HEALTHY COMMUNITIES

**9:30 a.m. to 10:15 a.m.**

**Topic to be announced**

Foundation for a Healthy Kentucky  
*Appalachian Wireless Arena Floor*

**10:15 a.m. to 10:30 p.m.**

**Break**

**10:30 a.m. to 11:15 a.m.**

**Topic to be announced**

Foundation for a Healthy Kentucky  
*Appalachian Wireless Arena Floor*

### LOCAL FOOD

**9:30 a.m. to 10:15 a.m.**

**Farm Funding Workshop**

Speaker to be announced  
*Appalachian Center for the Arts*

**10:30 a.m. to 11:15 a.m.**

**Farm Fresh Website: Using the web to reach customers**

Speaker to be announced  
*Appalachian Center for the Arts*

### WORKFORCE

**9:30 a.m. to 10:15 a.m.**

**Second Chance Employment and Re-Entry**

Speakers to be announced  
*New Beginnings Fellowship Church*

**10:30 a.m. to 11:15 a.m.**

**EKY Remote: Establishing Remote Work as a Sector**

Speakers to be announced  
*New Beginnings Fellowship Church*

### SMALL BUSINESS & INNOVATION

**1 p.m. to 2:30 p.m.**

**Social Media Workshop**

Speaker to be announced  
*Appalachian Center for the Arts*



# SOAR SUMMIT INTO THE FUTURE 2022 AGENDA

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## Day 2 • Thursday, October 20

Programming  
Presented By



Kentucky Chamber

Production  
Sponsored By



arc  
Addiction  
Recovery Care

**7 a.m. to 9 p.m.**  
**Registration**

Appalachian Wireless Arena  
Main Street Entrance

Presented By



**11:30 a.m. to 1 p.m.**  
**Lunch**

Appalachian Wireless Arena  
Concourse

Sponsored By



**7 a.m. to 8 a.m.**  
**Breakfast**

Appalachian Wireless Arena  
Concourse

**8 a.m. to Noon**  
**Exhibit Hall Open**

Sponsored By



**1 p.m. to 4 p.m.**  
**Plenary Session**

Appalachian Wireless Arena

- Congressman Hal Rogers  
SOAR Co-Principal Officer
- Colby Hall, Executive Director, SOAR
- Nate Morris, CEO, Rubicon Global
- Bob Schena, Chairman, CEO and Co-  
Founder, Rajant Corporation
- Other speakers will be announced

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## Day 2 • Thursday, October 20

# Find Your focus

### BROADBAND

*All Broadband Focus Programming will be held in the Appalachian Wireless Arena Ballroom (2nd Floor)*

**8 a.m. to 8:45 a.m.**  
**Broadband Public-Private Partnerships & Legal Considerations**  
Speaker to be announced

**8:45 a.m. – 9:30 a.m.**  
**Communicating Community Broadband Plans Effectively**  
Speaker to be announced

**9:30 a.m. to 9:45 a.m.**  
**Break**

**9:45 a.m. to 10:30 a.m.**  
**What is Digital Equity and Why Does It Matter?**  
Jane Coffin  
Chief Community Officer | Connect Humanity

**10:30 a.m. to 11:15 a.m.**  
**Alternative Financing Options**  
Tom Coverick  
Managing Director | KeyBanc Capital Markets

### DOWNTOWN REVITALIZATION

**8 a.m. to 10 a.m.**  
**Center for Rural Innovation Community Ecosystem Workshop**  
Speaker to be announced

### SMALL BUSINESS

**9 a.m. to 10 a.m.**  
**How to Develop Your Pitch**  
Speaker to be announced  
*New Beginnings Fellowship Church*

**10:00 a.m. to 10:15 a.m.**  
**Break**

**10:15 a.m. to 11:30 a.m.**  
**Speed Pitch Competition**  
*New Beginnings Fellowship Church*

### STAY TUNED...

We'll be adding more sessions.

