Somewhere Over the Rainbow
Keys to Success

- Hope and Fear
- Who knows only their own generation remains a child
- Overcoming the Wicked Incumbents
- Will partners lead you to the Emerald City
- Follow the Yellow Brick Road
- We are not in XX anymore
Somewhere over the rainbow, way up high
There’s a land that I’ve heard of once in a lullaby.
Somewhere over the rainbow, skies are blue
And the dreams that you dare to dream,
Really do come true.
Timeline – know the history to get perspective

In the beginning – 1996 – 25 Years ago the Telecom Act that would unleash the power of competition – what happened – a lot for the cities not much for the rest of us

2000 – mild competition but not enough to get to a majority of homes

2001 Cellular – PCS gold Rush

2004 – WISPs and More

2008 – begging the incumbents to provide service – best we could get was 1.5 down and .8 up

2017 – local improvement district petition

2018 – Grant application - rocky beginning – denied because of maps & data

2020 – this is where we found the Yellow Brick Road (Grant Funding from the state) – we went from Black and White to Color
the process

Getting Started – Planning & Engagement
Building, Equipment and Construction
Permitting
Operations – how to meet expectations
Gaps - Supplemental service areas – this is tricky stuff – hard to reach areas
Partnerships for the future & expansion
overcoming obstacles

Many towns, unincorporated areas are rural pockets still left out of getting service:

- The people with the most to gain (homeowners) are the best resource.

Once you get momentum – be prepared and know how to execute:

- Once you go into service, expectations are high.
- Internet vs. Wi-Fi - Know the difference.

Getting to good decisions is not easy:

- Everyone wants to get on board.

Grass Roots effort.
The Secret Sauce for Success

- Engage with community, celebrate skills
- Be on the same team as your customers
- Learning curves and unforeseen issues are inevitable. Be transparent and learn together.
- Those who feel involved are more gracious when things don’t go according to plan.
A world of ...

- What we did
- How long to get there
- CBRS – why
- Cambium – Why
- Help with Network Installation & Monitoring
- Where do we go from here
Celebrate Key Milestones

CBRS & Technology – what no fiber?

Network – where we are – where to go
Demands – rewards and keeping it simple

Finding your way home – back to Kansas