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**Contact:** 800-542-5040

Joe Madagan, SCTE•ISBE Editor, Marketing & Communications, [jmadagan@scte.org](mailto:jmadagan@scte.org)

Paul Schneider, PSPR, Inc. for SCTE•ISBE, [pspr@att.net](mailto:pspr@att.net), 215-817-4384

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### **NTCA, NCTC, AND ACA CEOs TO KICK OFF INNOVATION THEATER AT SCTE•ISBE CABLE-TEC EXPO® 2018**

#### ***Bloomfield, Fickle, Polka to Share Views on Small, Mid-Size, and Rural Markets***

**MAY 21, 2018 (Exton, PA)**—Technology and policy issues that will shape the future of small, mid-size and rural cable and telecommunications providers will be on the agenda when CEOs of three leading industry groups confer this fall at SCTE•ISBE Cable-Tec Expo®, the Society of Cable Telecommunications (SCTE) and its global arm, the International Society of Broadband Experts (ISBE), announced today.

The opening session of the Innovation Theater on Tuesday, Oct. 23 will feature a panel entitled “Off The Beaten Path: Strategies For Success In Small, Midsize and Rural Markets,” featuring:

- Shirley Bloomfield, CEO of NTCA–The Rural Broadband Association;
- Rich Fickle, president and CEO of the National Cable Telecommunications Cooperative (NCTC); and
- Matt Polka, president and CEO of the American Cable Association (ACA).

A cornerstone of Expo’s expanded focus on smaller service footprints, the panel will discuss the critical role operators in those markets play in broadband availability, as well as the unique technology, policy and competitive scenarios they face. In addition, it will address the evolution of the competitive landscape, new services that are under consideration, and technology innovation that is helping operators to maintain leadership in their markets.

“Small, mid-size and rural service providers are essential to fulfilling the promise of ubiquitous broadband coverage,” said Mark Dzuban, president and CEO of SCTE•ISBE. “NTCA, NCTC, and ACA are well-positioned to share their members’ needs with the Expo audience, as well as how that translates into future technology roadmaps.”

Bloomfield, who has represented the country’s smallest independent telecom operators for more than three decades, is an expert on the role of federal communications policies in sustaining the vitality of rural and remote communities and the benefits that rural broadband networks bring to the national economy. Fickle spent almost 30 years with AT&T Broadband, Ascent Media, and Deluxe Entertainment before joining NCTC in 2011. A member of the Cable Television Pioneers, Polka, a lawyer and 25-year veteran representing independent companies in Washington, is responsible for the highly effective representation of nearly 800 small and mid-size independent video and broadband providers before Congress and the FCC.

The three executives join a burgeoning list of premier Expo speakers that includes: Pat Esser, president of Cox Communications; Michael Powell, president and CEO of NCTA–The Internet and Television Association; Phil McKinney, president and CEO of CableLabs®; Mark Dzuban, president and CEO of SCTE•ISBE; and Tony Werner, president, Technology and Product, Comcast Cable. Esser will deliver keynote remarks during the Oct. 23 Opening General Session; Powell, McKinney and Dzuban will share the stage for an Opening General Session panel moderated by Werner.

SCTE•ISBE Cable-Tec Expo® is renowned as the pre-eminent venue that combines the thought leadership, engineering innovation, and deal-making that power the technological future of broadband telecommunications. As a nexus for content and service providers, technology partners, and industry experts, Expo provides rich insights into technologies, products, and services that can generate revenue, streamline operations, and increase customer satisfaction.

Under the leadership of 2018 Program Chair Kevin Hart, Executive Vice President and Chief Product and Technology Officer for Cox, Cable-Tec Expo has continued to grow in scope. This year's event has attracted 260 abstracts for Fall Technical Forum workshops produced in association with NCTA and CableLabs®, as well as Innovation Theater sessions. In addition, the Cable TV Pioneers will conduct their annual banquet in conjunction with Expo, on Monday, Oct. 22.

Early-bird registration for SCTE•ISBE Cable-Tec Expo® 2018 is now available at [expo.scte.org/attendee-registration](http://expo.scte.org/attendee-registration). Attendance, exhibit, and sponsorship/advertisement information about Expo is at <http://expo.scte.org>.

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*The **Society of Cable Telecommunications Engineers (SCTE)** is part of a unique ecosystem that has the power to prepare the workforce to meet the ever-changing demands of the Telecommunications Industry. Our members can realize streamlined delivery of products and services, improved customer satisfaction, and increased employee retention rates directly impacting business results. In cooperation with our partners, CableLabs® and NCTA, SCTE prepares tomorrow's telecommunications leaders by communicating new Industry trends and technology, developing standards, and delivering relevant training and certification programs to enhance members' expertise and professional development. SCTE and its global brand, the International Society of Broadband Experts (ISBE), build value for corporate, vendor, and individual members by creating peer networking opportunities, professional mentoring, and communication of Industry information. Visit [www.scte.org](http://www.scte.org). Connect with SCTE at [www.scte.org/socialmedia](http://www.scte.org/socialmedia).*

140 Philips Rd. Exton, PA 19341-1318 USA 800-542-5040 | 610-363-6888  
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