Free webinar:
Cooperatives and Community Broadband Needs
Date: September 27, 2018
Time: 12 - 1 p.m. CDT

Broadband access continues to be a challenge for many areas in Wisconsin. In the past, the cooperative model was used to successfully provide electric and telecom services to rural areas where low population densities could not provide the return on investment that larger Investor-owned utilities required.

Today, electric distribution and telecom cooperatives in the state are working to meet their member and community broadband needs in a variety of ways. Cooperatives are well positioned to pursue community-based partnerships. Find out how two cooperatives have used partnerships to meet broadband needs, and the challenges and successes they have encountered.

Who should attend? Economic and community development professionals, cooperative developers, and interested community members.

Presenters

Shannon Clark, Richland Electric Cooperative
Clark serves as the CEO & General Manager of southwest Wisconsin’s Richland Electric Cooperative, an electric distribution cooperative servicing approximately 4000 accounts. He is also the CEO of Genuine Telecom, a Wisconsin competitive telecommunications company owned by Richland and two neighboring telephone cooperatives. In his 27 years at Richland he has led efforts to position the Richland community as a leader in electrical and telecommunications services including automated metering infrastructure, demand side management, distributed generation including community owned solar, fiber to the premise, IP video and a host of other broadband services. In 2017 he was awarded the NRECA Region V Outstanding Service Award and the Wisconsin Electric Cooperative Association (WECA) ‘Ally of Cooperative Electrification (ACE)’ award- the highest award presented by the WECA.
Jerry Schneider, Marquette-Adams Telephone Cooperative, Inc.

Jerry Schneider is the CEO and General Manager of Marquette-Adams Telephone Cooperative, which provides internet, phone, and TV services to its members and customers. In 2017, NTCA-The Rural Broadband Association presented the cooperative with a Smart Rural Community award, which honors rural telecoms for deploying advanced technologies in areas where providing broadband via fiber presents geographic or financial challenges.

Register for the September 27 Webinar

Upcoming webinars in this series exploring cooperative solutions to challenges in rural and urban communities:

- Cooperatives and Community-Owned Businesses: October 17, 2018

All webinars will be held at 12:00 pm to 1:00 pm Central Time.

Webinars will be recorded. Past webinars in the series are available on the UWCC website.

For more information on cooperatives, visit the UWCC website

This webinar series is made possible through a USDA Rural Cooperative Development Grant.

For questions or further information about the webinar series, contact:

Lynn Pitman
University of Wisconsin Center for Cooperatives
pitman@wisc.edu
608-261-1355