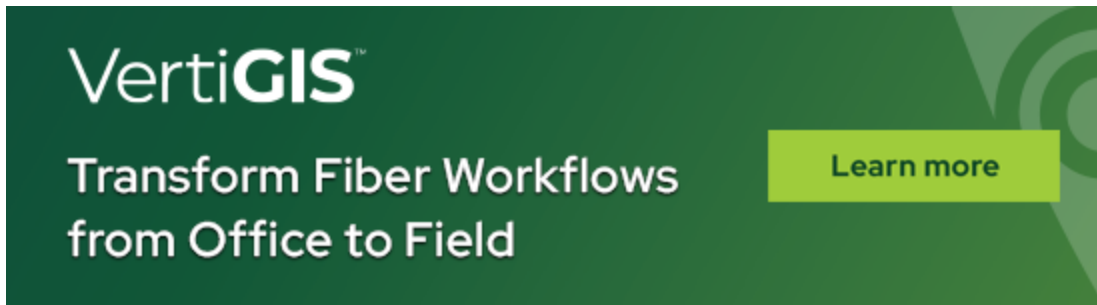


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NTCA DIGITAL NEWS DIGEST

June 28, 2024



Tell Your Story: Sen. Chuck Grassley (R-Iowa) met with representatives from Citizens Mutual Telephone Cooperative (Bloomfield, Iowa) to discuss the company's work and the importance of supporting rural broadband.



Smart Rural CommunitySM Fiber Field Day Showcases Broadband Deployment in Rural Missouri

Six Smart Rural CommunitySM (SRC) providers from across Missouri gathered Thursday to host Fiber Field Day, a unique experience to learn all things fiber broadband. Policymakers, industry partners and community stakeholders heard updates on ways the companies deploy fiber and the endless opportunities that are created through connectivity.

White House Director of Strategic Engagement Will McIntee joined the event and celebrated the providers for not only winning federal broadband grants, but also getting fiber into the ground quickly.

Field techs taught those in attendance how to splice fiber, and representatives from the Missouri Department of Economic Development and NTCA highlighted the importance of fiber connectivity for remote work, telehealth, distance learning, economic development and more for rural Missourians.

Participating Providers

- Chariton Valley Broadband, LLC (Macon, Mo.)
- Green Hills Telephone Corporation (Breckenridge, Mo.)
- GRM Networks (Princeton, Mo.)
- Kingdom Telephone Company (Auxvasse, Mo.)
- Northeast Missouri Rural Telephone Company (Green City, Mo.)
- Steelville Telephone Exchange, Inc. (Steelville, Mo.)

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NTCA Disaster Relief Clearinghouse Activated Following Flooding in Midwest

The NTCA [Disaster Relief Clearinghouse](#) has been activated in response to devastating flooding in parts of Iowa, South Dakota and Minnesota. We have heard from NTCA members in affected areas who need supplies. If your company can help, please visit the clearinghouse website for a list of requested items.

We will update the Disaster Relief Clearinghouse as we receive additional requests, and we will keep NTCA members updated as circumstances change in the coming days. Thank you for any help you can provide.



Game On: Could the application of gaming tools to non-gaming endeavors, also known as gamification, lead to better healthcare opportunities in rural America? NTCA Vice President of Policy and Industry Innovation Josh Seidemann wrote about the promise of gamification for rural users.

[READ MORE](#)



Run/Walk for Good

Registration for the Foundation for Rural Service (FRS) Rural Run/Walk, a virtual 5K fundraiser, is now open. Sign up to complete a 5K (3.1 miles) at your own pace in your neighborhood during September. Be sure to sign up by August 12 to get your Rural Run/Walk shirt in time for the event.

[SIGN UP](#)



Nominations for both cooperative and commercial seats on the NTCA Board of Directors representing the Central and North Central regions are **now being accepted** until July 15.

All eligible telecommunications carriers participating in the High Cost and/or Lifeline programs must file and certify **FCC Form 481** for 2025 by July 1, 2024.

Companies experiencing any impacts due to flooding in Northwest Iowa are asked to **email** the Cybersecurity and Infrastructure Security Agency by today at 5 p.m. ET.





A Time for Creative Thinking

I gather my friends and counterparts at the National Cooperative Services Corporation (formerly CFC/RTFC), the National Rural Telecommunications Cooperative, the National Information Solutions Cooperative and the National Rural Electric Cooperative Association at least once a year to compare notes and have critical conversations around areas where we might find agreement or ways to work together. It's just the way that I'm wired. I welcome the possibilities of what can be done when you bring others to the table.

[READ MORE](#)



NTCA CEO **Shirley Bloomfield** participated in the **National Child Care Innovation Summit** at the U.S. Department of Commerce in Washington, D.C.

NTCA Executive Vice President **Mike Romano** spoke about the future of broadband at Vantage Point's Leadership 2030 in Nashville. **Romano** also joined members in Iowa and South Dakota to tour their service territories following devastating flooding and to support strategic planning discussions going forward.

NTCA General Counsel and Vice President of Policy **Jill Canfield** spoke about cybersecurity regulation and CyberShare: The Small Broadband Provider ISAC at the Rural Wireless Association's Rural Wireless Infrastructure Summit in Park City, Utah.

NTCA Director of Government Affairs **Brendan Daily** gave a Washington, D.C., update at the Indiana Broadband and Technology Association Annual Convention in French Lick, Ind.

NTCA Manager of Strategic Communications **Taylor Holland** spoke about the Smart Rural Communities (SRC) program and the work of Missouri's six SRC providers at Fiber Field Day in Princeton, Mo.



A Platinum Anniversary: Did you know that each of the conference rooms and meeting areas in NTCA's Arlington, Va., office is named after one of the eight rural telephone systems that were NTCA's founding members? To continue the celebration of our **70th anniversary**, and the Foundation for Rural Service's 30th anniversary, we unveiled artwork that represents each founding member's service territory.

CISA Leadership on Making Your Mark in the Industry Presented by the NTCA Women in Telecom Thursday, July 25 | 1 p.m. ET

Join the NTCA Women in Telecom as they host a conversation with CISA Director Jen Easterly. She will discuss her path to become director and her efforts to help women attain leadership roles, as well as the current threat environment and the role that NTCA members play in it.

REGISTER



Virtual Curbside Consultation: Marketing Trends and Strategies Wednesday, July 31 | 2 p.m. ET

The ever-changing marketing landscape can make it tough to stay on top of the latest trends. Join the NTCA Marketing Committee for its next virtual “curbside consultation” to discuss the latest tips and strategies to bolster your company’s marketing efforts.

REGISTER



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