



ENGINEERING DAY

Wednesday, June 18, 2014

Blue Harbor Resort, Sheboygan, WI

AGENDA

8:00 AM - 6:30 PM: Registration

8:40 AM: Opening Remarks, Michelle Vetterkind, WBA President & CEO

8:45 AM Session: Cyber Security, Inside and Outside Your Network

Malware and virus threats grow and reinvent themselves every day. An added threat is infiltration via a mobile app. The latest threats and how best to protect your company's IP assets will be covered in this session.

Speaker: Dick Ihlenfeldt, a Senior Network Engineer at Digicorp

9:30 AM Session: Are You Intruder Proof?

What would happen if an intruder came into your facility intending harm? How vulnerable is your facility and your staff? Anticipating and guarding against an intruder will be covered in this session. Speaker: Tom Kujawa

10:15 AM: Break

10:30 AM Session: High Voltage & RF Exposure Safety

There have been changes in the ANSI regulation rules for RF exposure. There is also a renewed consciousness about the reach and consequences of high voltage proximity. Learn how to remain "legal" and discover ways to protect yourself and the public. Speaker: Rich Wood, Resonant Results

11:15 AM Session: Maximizing Performance

There is more than distance, terrain, and fade margin to be considered when examining an RF link for any purpose. Even existing links may benefit from an effort to maximize performance. This session will discuss overall transmission efficiencies. Speaker: Jeff Welton, Nautel

12:00 PM: Lunch

1:15 PM Session: POTS is Gone, What Now?

Good old POTS lines are getting harder to come by when broadcasting remotely. Even ISDN is a fading technology. Can you broadcast over a smart phone? This session will examine the latest technology to get voice from remote to air. Speaker: Tony Peterle, WorldCast Systems

2:00 PM Session: Ask a Manager (Panel)

Did you ever wonder what goes on in your company's executive office and the affect that has on engineering resources? Do you have questions about how finances and budgeting are accomplished and how that affects what the company purchases? This session will have a panel of Broadcast Management and Financial Officers who will field questions from the audience.

Speakers: Kelly Radandt, Woodward Communications; Dean Maytag, Hearst Television; Duke Wright, Midwest Communications, Inc.; Ty Shea, Controller, Morgan Murphy Media Wisconsin

2:45 PM: Break

3:00 PM Double Session: Apps; We'll Show You Ours If You Show Us Yours!

This session is returning and expanding due to popular demand. Not only will we take another look at useful apps for all broadcast engineers, we will also explore useful Open Source applications. Then, we will invite the audience to talk about the apps they find the most useful to them.

Speakers: Chris Tarr, Apps Demonstration; Matt Sperling, WKBT TV, Open Source Resources; Audience Participation, Show Us Your Favorites

4:30 PM: End of Sessions

REGISTRATION IS AVAILABLE ONLINE AT WWW.WI-BROADCASTERS.ORG