

**JULY 25 - 26, 2012**

# **WCCA ANNUAL MEETING & CONVENTION**

## **ACCOMMODATIONS**



In order to assure your accommodations, please make your sleeping room reservations directly with the Milwaukee Hilton City Center prior to **Monday, July 2nd** by calling **(414) 271-7250**. Be sure to mention the Wisconsin Cable Communications Association for the special discount rate. If you prefer to make your reservations online, please go to [www.hiltonmilwaukee.com](http://www.hiltonmilwaukee.com) and type in **WCCA** for the discount.

Our room block will be released **Monday, July 2nd**. The hotel is booked and any unreserved rooms in our block **will** be released.

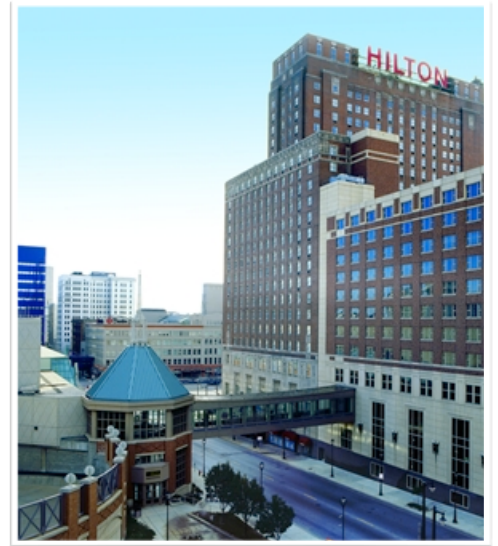
Hotel check-in begins at 3:00 pm.

## **REGISTRATION**

Name badges and packets of convention materials may be picked up at the registration table located outside the Regency Ballroom located on the fourth floor beginning on Wednesday, July 25th.

Everyone attending the convention must be registered and must be a member of WCCA. **There is an additional \$25 charge for registrations received after July 11th, 2012.**

PLEASE E-MAIL NANCY at [nmagestro@wicable.net](mailto:nmagestro@wicable.net) , FOR QUESTIONS REGARDING CONVENTION PRICING AND SPONSORSHIP OPPORTUNITIES.



## **ATTIRE**

Business casual attire is appropriate for the dinner Wednesday evening and Thursday's sessions.

## **WEBSITES**

[www.brewers.mlb.com](http://www.brewers.mlb.com)  
[www.hiltonmilwaukee.com](http://www.hiltonmilwaukee.com)  
[www.wicable.tv](http://www.wicable.tv)

## **QUESTIONS?**

If you have questions pertaining to anything about the convention, please contact Nancy Magestro at the WCCA office (800) 373-1683.

## **Join us Thursday evening for a Tailgate and Brewers Game**



Thanks to Fox Networks for sponsoring our tailgate and Brewers game on Thursday evening.

A limited number of tickets are available for this game so please be sure to RSVP by the July 11th deadline to ensure you can join us for this great event!





# 2012 WCCA Convention at a Glance



## Session Descriptions

### Wednesday, July 25th

4:00 PM Board Meeting

5:00 PM Cocktails & Dinner  
Recognition Awards  
Raffle/Auction

### Thursday, July 26th\*

8:00 AM Registration  
Continental Breakfast

8:30 AM Annual Business Meeting

9:00 AM Welcome

9:15 AM Boomer Project

10:30 AM Innovative Customer Service  
Strategies

12:00 PM Featured Luncheon Speaker  
Jeff Mayers, Wispolitics.com

1:15 PM Associate Member Meeting

1:30 PM Next Generation Digital  
Advertising

2:45 PM Speed Networking

4:30 PM Buses Depart the Hilton for  
Brewers Game

5:15 PM Tailgate ~ The Sausage Haus @  
Miller Park

7:00 PM Nationals vs. Brewers\*\* ~ Miller  
Park

#### ***The Boomer Project***

Experts in the Baby Boomer generation, the Boomer Project will provide respected demographic analysis into the generation which is the major driver of the US economy.

#### ***Innovative Customer Service Strategies***

Tom Adams, Regional Vice President, Operations, Time Warner Cable and John Birrer, Senior Vice President, Customer Experience, Charter Communications share valuable insights into next generation customer experience strategies and operations.

#### ***Featured Luncheon Speaker***

During the last 16 months, Wisconsin experienced an unprecedented political struggle for control of all branches of government. Jeff Mayers, founder of Wispolitics.com will provide an overview of these historic political events as well as a look ahead to the fall elections.

#### ***Next Generation Digital Advertising***

Randy Ripp, General Manager, Time Warner Cable Media and Stu Hopfensperger, Vice President, Charter Media explore the capabilities and opportunities reaching customers through digital advertising.

#### ***Speed Networking***

Back by popular demand, this session is designed for associate members and operator executives to connect through a series of brief meetings.

\*all times/sessions subject to change

\*\*tickets are limited so please RSVP by July 11<sup>th</sup>

# WCCA ANNUAL CONVENTION

JULY 25-26, 2012

Hilton City Center - Milwaukee, Wisconsin

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

STATE/ZIP \_\_\_\_\_ E-MAIL \_\_\_\_\_

TELEPHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

**Convention Fees:** *You must be a current WCCA member to attend.  
The non-member fee includes a one-year WCCA Membership.*

**Registration** **\$325** \$ \_\_\_\_\_

**Brewer Game** **\$ 75** \$ \_\_\_\_\_

Must be registered for the convention to attend the game.  
Please check if you wish transportation from the Hilton to Miller Park.

Busses depart Thursday at 4:30 pm.

**Non-Member/Renewal Fee** **\$200** \$ \_\_\_\_\_  
(contact Nancy with questions regarding your membership status)

Late Fee **\$ 25** \$ \_\_\_\_\_  
(after July 11)

**TOTAL** \$ \_\_\_\_\_

## Send Registration and Check

payable to: WCCA  
22 East Mifflin Street, # 1010  
Madison, WI 53703

Rec'd \_\_\_\_\_

Check # \_\_\_\_\_

Amount \_\_\_\_\_

(For WCCA use)

Please let us know if you prefer vegetarian meals \_\_\_\_\_

*If you have questions, please contact Nancy Magestro at the WCCA office - (800) 373-1683.*

**Deadline for registration is July 11, 2012. Late registration after July 11, add \$25.  
Registration cannot be processed without payment. No refunds after July 11.**

**Associate Member Registration Form**