

*2009  
Annual Convention  
February 23 - 25, 2009*



ZONE **TELECOM**, INC.<sup>SM</sup>

# GET BACK INTO THE GAME...

Please join us at our 2009 Winter Conference in Salt Lake City, Utah. You and your colleagues will hear from industry experts about expanding your business opportunities. Our own executives, Dan Boynton, Ken McCormack, Mike Ricks, and will join other telecommunication professionals presenting information you need to know to compete in the industry today. Additionally, you'll get the opportunity to network with industry vendors, peers, and friends throughout the convention.

## Hotel Rooms

We have rooms available at the:  
Salt Lake City Marriott  
City Center  
220 South State Street  
Salt Lake City, UT 84111  
Phone:  
1-866-961-8700 or  
1-800-266-9432  
[www.zonetelecom.com](http://www.zonetelecom.com)

## *Opening Session*

*8:00 - 9:00 a.m.*

It has been a challenging year in the telecommunication business. Challenge brings growth. Mike Ricks and Dan Boynton will discuss the dynamics of the current landscape in the industry and how it affects all of us. The goal of this session is to prepare us better for the future by understanding where we have been and where we are going.

**Capital B**

## *Breakout Sessions*

*9:00 a.m. - 12:00 p.m.*

*See descriptions on the next page...>*

## Convention Attire

Attire for all meeting functions and receptions is business casual.

## *Afternoon Sessions*

*1:00 - 3:00 p.m.*

**Capital B**

Utah Jazz Game on February 23rd attire will be casual.

## *Industry Update*

Derrick Owens from the Western Telecommunications Alliance (WTA) is a leading industry expert that works with ILECs across the nation. He will provide an update and new perspective on VoIP, mobile services, government regulations, Universal Service Fund, changing traffic patterns, consumers' telecom spending, and much more. Don't miss out on the big picture!

## Snow-mobiling

Take a ride over scenic, secluded, privately owned land. Guides, transportation, and helmets provided. Two hour and four hour tours available.

## *Rural Youth and Industry Leaders from a Variety of Telco's Panel Discussion*

This is a panel unlike any you have seen at other conventions. It will include youth from your rural area, where you actually sell services. What do you want to know about this technology using, money spending generation in your market? The industry leaders will let us in on the approach they are using on this generations needs. Find out what your neighbor LECs are doing and share in an upbeat, forward thinking panel discussion.

## *KeyNote Speaker*

Kasey Thompson is an Arbinger facilitatory who has established Arbinger principles and strategies with the Department of Defense and the private sector by providing long term group instruction and individual coaching. Kasey was part of a two person team that created, designed, and established the U.S. Air Force's Leadership Development Training Program located at Hill AFB, which uses Arbinger as the keystone for culture change and process improvement. He speaks to business, community, and religious groups numerous times each year; providing entertaining information designed to increase human effectiveness in all walks of life.

# LET'S MAKE IT FUN AGAIN!

## Breakout Sessions

9:00 a.m. - 12:00 p.m.

**9:10-10:00 a.m.**

- **Wireless Workout**

Shane Osmond of ZONE Telecom will be teaching how to add muscle to your wireless options and increase your team's workout game plan! Having a wireless plan is essential in today's ILEC and CLEC market. This session will give you a great understanding of the basics of MVNO and how to get it into your game plan. Shane will answer the following questions: Why is it necessary to offer a wireless plan? How do you get started? What do your customers want? What will it cost me?

*Amethyst 1*

- **MVP "Most Valuable Provider"**

Come and hear how to get off the bench and be the MVP of marketing. Why should customers purchase from your company? David Lewis will present this hard hitting presentation discussing how to position broadband application services or products as a major strategy for your company, highlight key marketing strategies during a recession, and what a MVP marketing role should or could look like.

*Amethyst 2*

**10:10-11:00 a.m.**

- **Wireless Play by Play**

ZONE is opening up their playbook to give you the play-by-play of wireless resell! We will get down to the X's and O's of implementing a successful wireless game plan. Provisioning, marketing, handsets, billing, etc.

*Amethyst 1*

- **Get Your Head in the Game**

Your one-time monopoly (known as the local telephone company), has now become a vibrant, competitive marketplace. Now your customers have more choices for their telecommunications products and services than ever before. You can't compete on price alone. The difference maker is the greatness of your team.

Get Your Head in the Game is a compilation of the winning philosophies of many business and organizational greats like Covey, Lencioni, Collins, and Arbinger, mixed in with some of our own tried and proven practices. Walk away with concrete ideas and tools to strengthen your team and create a happy and healthy office environment. The result will be a company that wins business based on company strength and reputation, not just on price.

*Amethyst 2*

**11:10 -12:00 a.m.**

- **Slam Dunk Customer Service**

This presentation by David Lewis of TCA, will focus on building "LOYALTY" which should be the strategic goal of all rural Telcos. With the competition starting to offer the same services as RLECs as well as having store fronts in rural communities, it is becoming more difficult to differentiate services/products. This presentation will emphasize the importance of having a "customer service mindset" not only for CSRs and technicians, but for every employee of your company. Specific actions/tactics will be covered on how to implement an effective customer service program.

*Amethyst 1*

- **ZONE's Game Plan**

With all the different game plans, come and hear the ZONE All-Star players plan of attack! Are you aware of all the products and services that ZONE has to offer? Are you looking to offer products developed from leading technologies? ZONE's products list includes SIP Trunking, IP PBX Services, Passport Services, IP Data Services, Audio and Web Conferencing, Marketing Services, Long Distance Products, and our new ZONE Mobile. Join ZONE Telecom's VPs, Ken McCormack and Mike Ricks, for a more exclusive look at what ZONE provides you.

*Amethyst 2*

## Shopping

You can find almost anything you're shopping for right in Salt Lake City. The city has every kind of shopping imaginable--malls, outlets, antiques, crafts, and much more.  
<http://www.utah.com/saltlake/shopping.htm>

## Skiing

Ski the "Best Snow on Earth" at Snowbird Ski Resort.

\$58.00 not including rentals.

Snowbird Ski Resort  
<http://www.snowbird.com>

# Agenda at-a-glance...

## Monday, February 23, 2009

2:00 - 3:00 p.m. Registration  
5:30 - 10:00 p.m. Utah Jazz vs. Atlanta Hawks at the Energy Solutions Arena

Audiences worldwide are taking notice of Jon Schmidt. His fan base defies demographics as his music touches people of all ages and cultures. Often labeled "New Age" Jon has created a hybrid of music that is equal parts classical, contemporary and rock and roll. It redefines the New Age genre.

## Tuesday, February 24, 2009

7:00 - 8:00 a.m. Registration  
7:00 - 8:00 a.m. Breakfast  
8:00 - 9:00 a.m. Opening Session

9:10 - 10:00 a.m.	Wireless Workout or MVP "Most Valuable Provider"
10:10 - 11:00 a.m.	Wireless Play by Play or Get Your Head in the Game
11:10 a.m. - 12:00 p.m.	3...2...1...SWISH or Zone's Game Plan

12:00 - 1:00 p.m. Lunch  
1:00 - 3:50 p.m. Industry Update  
Panel Discussion  
Closing Session  
4:00 - 5:00 p.m. Closing Keynote Speaker  
7:00 - 9:00 p.m. Banquet and Entertainment

With over 3 million downloaded songs, seven highly popular albums, seven volumes of original piano scores that fly off the shelves and a highly rated television special, Jon's music has proven itself to be a hit.

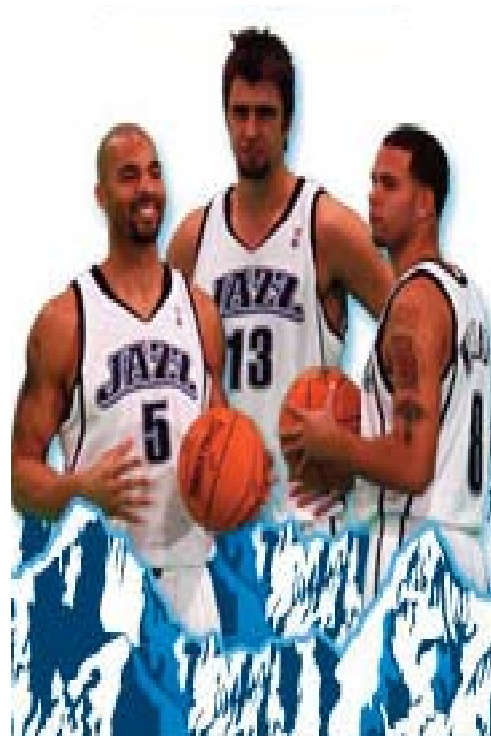
Jon spends the year playing to sold-out audiences within the western U.S. with performances spanning the globe. His performances showcase the unique blend that is Jon Schmidt as he transitions from the dramatic and reflective into his show stopping, pyrotechnic-laced back flip. He leads his audiences on a rollercoaster ride of emotions.

Jon Schmidt's music, and performance, will astonish you. Best put by British fan, Reuben Evans, "It's the sort of music that stops you dead and demands that you listen." Check out Jon's website at [www.jonschmidt.com](http://www.jonschmidt.com) for the latest news, mp3s, free sheet music and much more.



## Wednesday, February 25, 2009

Enjoy the day skiing, shopping, snowmobiling, or touring with our team!



## Grab your ticket for the game!

**ZONE Telecom has a skybox reserved for the Utah Jazz vs Atlanta Hawks game on February 23, 2009. We will be dining and enjoying the game from the skybox. We will be heading over to the Energy Solutions Arena at 5:30 p.m. from the Main Lobby of the Marriott, so don't be late!**

**Call Sue Justesen for more details.  
435-462-7523 - 801-554-7131  
[sue@zonetelecom.com](mailto:sue@zonetelecom.com)**