

ASCENT Fall Conference & Networking Center

November 10-13, 2002

Orlando World Center Marriott
Orlando, Florida

www.ascent.org

CELEBRATING OUR 10th ANNIVERSARY!



SHOW GUIDE

EXCITING CHANGES!

New Floor Plan • New Networking Center • And More

Check out the ASCENT web site: www.ascent.org



Helping You Start, Stay and Succeed in Business



Welcome to the ASCENT Fall Conference and Networking Center.

At the conference this week, we want you to connect with potential buyers and sellers, be updated on the latest key developments in the industry, and make deals that will help you meet your business goals. Exhibitor booths will be available on an extended show floor schedule. The new Networking Center — a blend of the former Exhibit Hall and Cyber Lounge — will be open throughout the day, even in "Non-Prime Hours" when the Center can be accessed while the floor is closed.

As with all ASCENT shows, networking opportunities abound. Beginning with the Sprint Wholesale Golf Tournament on Sunday through the UNE-P Workshop on Wednesday, and with a multitude of events in between, the conference agenda offers attendees ample chance to initiate and nurture relationships that are so important to business success.

One of my top priorities in helping you

succeed has been the creation of the ASCENT Business Academy, an educational program designed to assist association members in their pursuit of business excellence across nine disciplines. We kicked off the Business Academy in June with a series of twice-monthly audio/web conferences, free to our membership, called "Start, Stay & Succeed Clinics." They're aimed at providing members with the practical information and tools you need to achieve your business goals.

Education also assists both companies and their employees by instilling best practices and reaping the financial and psychological benefits of training, all at no cost to ASCENT members.

During each brief, focused session, participants view web-based presentations and hear from leading subject matter experts. Topics include business plan development, sales and marketing strategies, human resource management, customer care and billing, among others. This education commitment is strengthened at the conference with capstone courses that complete sessions offered in the past months during previous ASCENT Clinics.

Because of the importance of the UNE-

Platform to so many of us, Wednesday is devoted to the 9:00 AM to 2:00 PM UNE-P workshop on the latest trends and developments. Speakers include some of the industry's leading authorities who will cover the subject from A to Z. Add to this the opportunity to hear luncheon speaker Gene Stanaland — often called the Will Rogers of Economics — share his views on the current economy. If your business plan relies on the UNE-Platform, you cannot afford to miss this event.

During or after the conference let me know your thoughts. I'll be around or drop me a note at wblackwell@ascent.org. And after the conference plan to attend a member breakfast in your region. I look forward to hearing from you on promoting the competitive carrier industry.

Enjoy the show as we help you start, stay and succeed in business!

Walt Blackwell
President of ASCENT

Agenda

Saturday, November 9

2 - 5 p.m. **Exhibitor Set-up**

Sunday, November 10

8 a.m. - 3 p.m. **The Sprint Wholesale Golf Tournament in memory of William G. Rodi**

Panther Lake Golf Course,
Orange County National Golf Facility
(Buses leave 7 a.m. sharp from Marriott World Center)
Beverage Carts Sponsored by PHONE+
Golf Hats Sponsored by Virtual Backoffice Software Inc.
Bronze Sponsor: CCMI
Hole Sponsors: CTI Group, Info Directions

11 a.m. - Noon

9 a.m. - 7 p.m. **Registration**

9 a.m. - 4 p.m. **Exhibitor Set-up**

6 - 8 p.m. **Welcome Reception**

Monday, November 11

8 a.m. - 6 p.m. **Registration**

9 - 10 a.m. **Keynote Address**
Clyde Fessler, Former VP of Business Development, Harley-Davidson Motor Company. Mr. Fessler played an integral part in their dramatic turnaround over the past 24 years.

10 - 11 a.m. **General Session Building Tomorrow Today**
Today's challenging business climate leaves many service providers reevaluating their business and expansion plans. Expert panelists will offer their predictions on the future direction of the telecommunications industry and suggest

the tools necessary for building a foundation for success.

Moderator: *Walt Blackwell, President, ASCENT*

Panelists: *Art McDowell, Vice President Wholesale, Sprint*
Andrew D. Lipman, Vice Chairman, Swidler Berlin Shereff Friedman
Michelle Westich, Sr. Vice President Sales & Marketing, EPIK
Judy Reed-Smith, CEO, Atlantic-ACM

General Session II
Creating a CLEC from Scratch: And Generate Positive Net Income and Free Cash Flow in Less Than 5 Years!

Whether you're already in the local market or thinking about jumping in, you'll benefit from the lessons learned and strategies used by one of the leaders in the industry on how to build a CLEC from the ground up and expect to generate not only positive net income and free cash flow in less than 5 years but do so with a debt to total capitalization ratio of 35 percent.

Guest Speaker: *Arunas Chesonis, Chairman & CEO, PaeTec Communications*

Noon - 5 p.m.

ASCENT Networking Center "Prime Hours"
Restaurant/Snack Bar available on show floor, cash only

1 - 4 p.m.

ASCENT Business Academy "Capstone" Courses

Improving the Employee Selection Process
Do you know what employee turnover costs your company? It is estimated that losing an employee costs on average, one year of the employee's salary and more for highly compensated employees. Do the calculation yourself—take your annual turnover rate and multiply that by your average annual salary. You get the point. The simple truth is most of this turnover can be prevented.

Adjunct Faculty Instructor: *Robert Wohlfarth, Vice President of Business Development, TD Madison & Associates*

Agenda

Course II

Maximizing Money: Starting Up, Keeping Going, And Getting More In A Down Market

A compilation of three "Start, Stay & Succeed" clinics offered by the ASCENT Business Academy, this course covers all aspects of what it takes to secure initial working capital for your business, how to use it efficiently and effectively and what you need to do when you need more capital.
Adjunct Faculty Instructor: Glen Garret, Partner, Mann and Garret, L.L.P.

5 - 6 p.m.

New & Prospective Member Reception

Tuesday, November 12

8 a.m. - 5 p.m.

Registration

8:30 - 9:30 a.m.

Concurrent Sessions

Session 1

Successful Business Models: They Do Exist!

To hear some pundits all telecom business models are flawed but amidst the criticism there do exist sustainable and profitable examples that are being executed today. Learn what it takes to be a survivor during these tumultuous times and discover the key factors for long-term success.
Moderator: Martin McDermott, President & CEO, Management Profiles, Inc.

**Presenters: Andy Kowalik, Director, TYCO Telecommunications
Brian Metherell, President, General Telecom**

Session 2

International Wholesale:

How to Prosper in Tough Times

Demand for bandwidth is falling and margins are shrinking, what's a carrier to do? From dusting off old models that seem to fit today's environment to trading exchanges and market entry strategies, this panel of experts will take a look at those carriers that are prospering and how they are doing it.

Moderator: Chuck Smith, President, ComoreTel Ltd

Presenters: Mirka Jamiczky, Sr. Manager Wholesale services Verestar, Inc.

Janet Matulia, Sr. Vice President, Americas Regional Sales and Services, France Telecom Long Distance

Steve Davis, Sr. Vice President, Marketing & Strategic Accounts, Arbinet-thexchange

9:45 - 10:45 a.m.

Concurrent Sessions

Session 1

Six Myths about Hackers That Can Destroy Your Business

Internet crime is growing at an exponential rate. Unfortunately, many businesses are completely unaware of how often their networks are attacked or the financial risks they face as a result of these attacks. This session will explain those unseen risks in an entertaining way with a number of real-world examples and live demonstrations of hacking techniques. Mr. Cunningham also will recommend several ways to increase your revenue stream by offering network security solutions to your customers.

Presenter: Bob Cunningham, Principal, Summit Communications Group.

Session 2

The Back Office Isn't What It Used To Be: Profit Driven & Cost Cutting Practice

The Back Office isn't just for provisioning and billing anymore. Integrated systems provide a wealth of information about network costs, product profitability and other important data used by executive management in critical decision making. Learn how to get the most out of your back office and you just might increase revenue and cut costs in the process.

Moderator: Randy Minervino, Vice President Sales & Marketing, Profitec

Presenters: Andrew Feinberg, CEO, NetCracker Technology

11 a.m. - Noon

Session 1

**Ron Whaley, Vice President Sales & Marketing, OSG Billing Services
Becky Dancy, Executive Director, Business Development, Abiliti Solutions**

Concurrent Sessions

IP Convergence: How to Build, Bill & Benefit

Network efficiency, cost reduction, feature-rich infrastructure and enhanced revenue streams. Too good to be true? Not with the expanding IP network and convergence of services. Hear from the experts on how to build, bill and benefit from the convergence of technologies.

Moderator: Stephen Trotman, Vice President, Industry Relations, ASCENT

Presenters: Van Phung, Chief Architect, Siemens Carrier Networks

Charles Rice, President, CEO, CNM Network, Inc.

James Brown III, President & CEO, InvisibleHand Networks

Session 2

Capital Markets For Telecom:

Show Me the Money

As the drought of capital investment in our industry continues some feel we are in the midst of a telecom "dust bowl". But there may be some rain in your forecast if you just know how to seed the clouds. Financial experts will discuss which competitive telecom models are attractive to capital investors and why.

Moderator: Bernie Fried, President, Fried Consulting, Inc.

Presenters: John Patton, Managing Director, MCG Credit

Gretchen Gordon, Director, Textron Financial

Noon - 5 p.m.

ASCENT Networking Center "Prime Hours"

Restaurant/Snack Bar available on show floor, cash only

5 - 9 p.m.

Exhibit Tear Down

6 - 8 p.m.

Closing Reception

Wednesday, November 13

9 a.m. - 2 p.m.

Post Conference Workshop with Luncheon Speaker

UNE-P From A to Z:

Building a Successful Strategy

The "unbundled network element-platform" holds the promise of securing competition and offers service providers an attractive means for entering and serving the local market. This "how-to" workshop will take a critical look at what it takes to build a successful UNE-P strategy. From analyzing margin opportunities to understanding zone, based pricing this workshop will cover everything it takes, from A to Z, to build a successful UNE-P strategy.

Co-moderators: Sue Platner, President, The Northridge Group

Bill Tucker, President, CCG

Presenters: Peter Karoczka, Sr. Vice President, InfoHighway

Heather Gold, Principal, KDW Group

Gary L. Mann, Partner, Mann & Garret LLP

Jim Folk, Sr. Vice President, Broad:Margin

Karin Bennett, Vice President Business Development Apriori Technologies, Inc.

Albert Pedrinan, President, Apriori Technologies, Inc.

Genevieve Morelli, Counsel, PACE Coalition

Andrew Isar, President, Miller Isar, Inc.

Carey Roesel, Consultant, Technologies Management Inc.

Noon - 1 p.m.

Workshop Luncheon and Guest Speaker

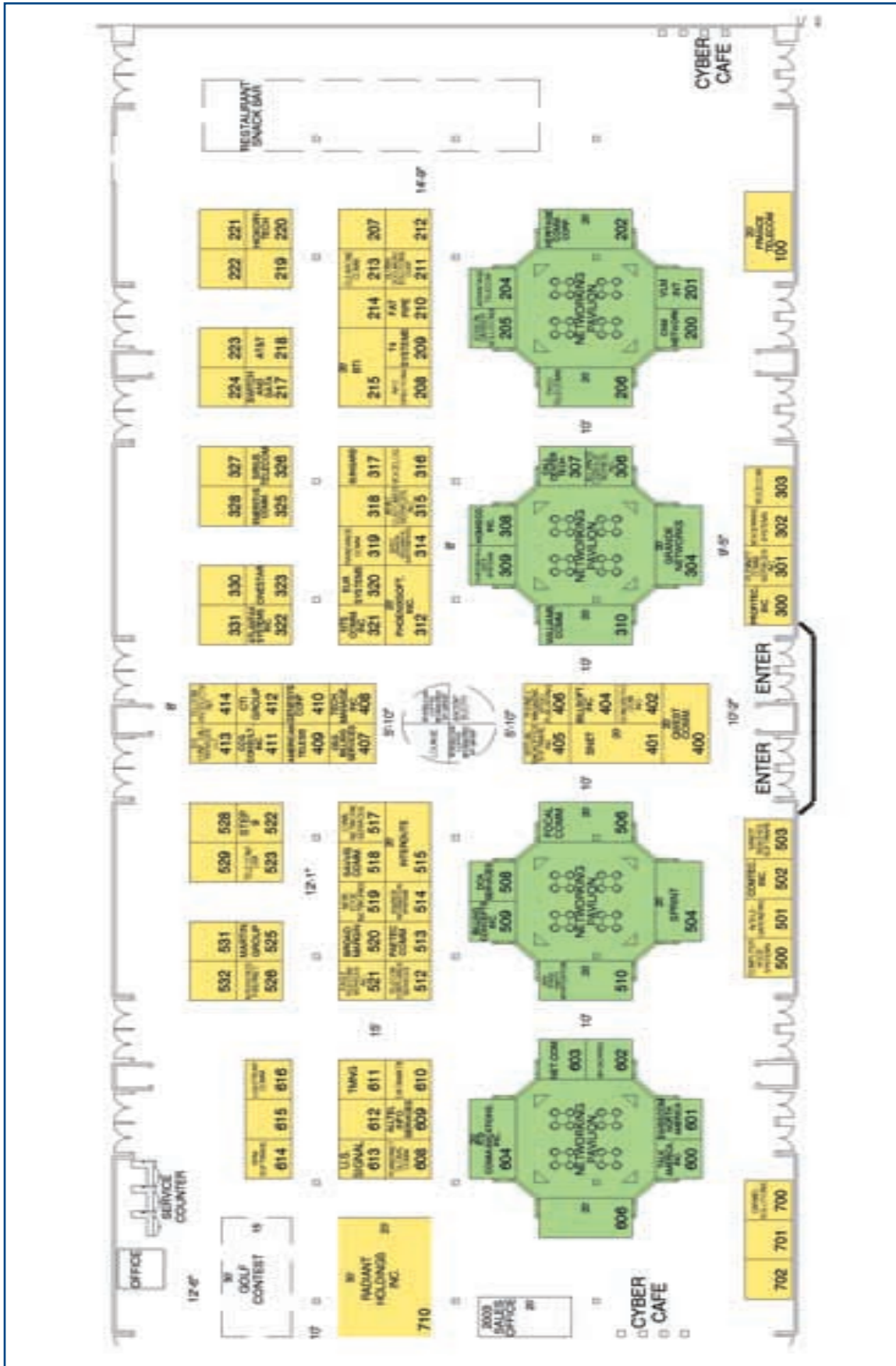
Dr. Gene Stanaland

Often referred to as "The Will Rogers of economics", he is both informative and entertaining. He candidly explains the ins and outs of how the system works so the layperson can easily understand the financial landscape and better interact with the financial community.

Sponsored by Talk America Inc.

Floor Map

Green — Networking Pavilion
 Yellow — Traditional Booths



November 10-13, 2002 • Orlando World Center Marriott • Orlando, Florida

Exhibitors

3PV Third Party Verification

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3PV Third Party Verification provides automated speech enabled, biometric and e-commerce third party verification (TPV) services to all business verticals. Our services blend new technologies with traditional live agent functions, yielding improved productivity, greater security, reduction in loss/churn and increased customer satisfaction. 3PV's verification services meet or exceed FCC requirements for carrier services.

Advantage Telcom

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Advantage Telcom is a minority-owned value-added distributor of LAN and WAN internetworking solutions. Our product suite includes technologies for convergence of voice, data and video communications. Additional services include; technical support and design, source procurement, custom kit assembly, product staging and forecasted inventory management. Advantage provides products and services to Carriers, ILECs, CLECs, ISPs, Integrators and other key vertical markets.

Alliance Group Services Inc.

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Alliance Group Services Inc., is a leading provider of wholesale network services. AGSI has negotiated competitive nationwide agreements for quality Tier 1 Network Services, Billing and Customer Support Services. With our pooled resources we can offer these services at competitive rates, allowing resellers to place their emphasis on sales, marketing and quality customer service.

ALLTEL Information Services

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American Telesis

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American Telesis is celebrating its tenth anniversary as a wholesale provider of Private Lines, Frame Relay and Internet services along with specialized Voice Circuits to the Agent and Reseller community. We pride ourselves on quick quote turn-around, timely installations and exceptional, round-the-clock customer service and support.

APAC Customer Services Inc.

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APAC Customer Services Inc. (Nasdaq: APAC) is a leading provider of customer interaction solutions for market leaders in financial services, insurance, telecommunications, healthcare and logistics. APAC partners with its clients to deliver custom solutions that enhance bottom line performance. Founded in 1973 and headquartered in Deerfield, Illinois, the company employs about 16,000 people and 50 customer interaction centers across the nation. For more information, call 1-800-OUTSOURCE.

AT&T

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AT&T's global network connects over 230 countries and territories, carries over 18 billion minutes annually and includes more than 400 correspondents and suppliers worldwide. AT&T Wholesale Services can provide your customers with security, availability and a full suite of voice, data and IP services supported by expert continuity planning.

Atlantax Systems Inc.

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Atlantax Systems Inc. is an eleven year old privately held company with offices in Atlanta, Georgia and Torrance, California specializing in tax compliance for the telecommunication and retail industries. We offer outsourced federal, state and local tax compliance solutions, tax rating services and Dial-Around-Compensation Clearinghouse Services. Atlantax also offers consulting expertise to clients. We invite you to stop by our booth and meet our newest Senior Account Executive, Wendy Rand and discuss how Atlantax can be of service to you in this important area of your business.

Billing Concepts Inc.

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Web: www.billingconcepts.com

Contact: Sharon Gallardo

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As the largest provider of billing clearinghouse and information management services to the telecommunications industry, Billing Concepts offers outsourced billing solutions through a wide range of proprietary LEC bill-processing products, including USBI® for direct dial calls using 1+, Zero Plus Dialing® (ZPD) for calls dialed using 0+ and Enhanced Services Billing Inc.® (ESBI)

Billsoft

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BillSoft provides EZTax, the highest performance and most comprehensive telecommunications taxation package available. EZTax taxes transactions in excess of 1.5 billion per hour and is available for 76 countries. In addition, BillSoft is partnered with many billing/OSS providers, providing communications companies with a one-stop approach for a seamless billing/taxation system.

broad:margin

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Broadwing Communications, a wholly owned subsidiary of Broadwing Inc., combines unparalleled customer service with the industry's most advanced Internet, Data, Voice and IT solutions for companies worldwide. Spanning 18,500+ miles, our all-optical network and award-winning IP backbone provide companies the bandwidth, reliability and security needed to succeed in the competitive digital marketplace.

BTI

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BTI is a facilities-based Integrated Communications Provider (ICP) that has provided communications services

Exhibitors

since 1983 with a reputation for agility, innovation and technology. Our commitment to high-quality, cost effective network services enables us to provide the "Whole Solution" to the wholesale marketplace.

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Carmel Solutions

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Carmel Solutions, a leader in telecom back office solutions since 1989. From call center to collections, from billing to financial management. Whether on a service bureau basis or utilizing the TELEPRO turn-key system, Carmel Solutions provides the most cost effective back office strategies in the market today.

CCG Consulting Inc.

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CCG is a consulting firm specializing in all areas of telecommunications, especially competitive opportunities. CCG helps clients develop feasibility studies, business plans, marketing programs, market assessments, billing analyses, engineering, as well as training and wireless opportunities. Douglas A. Dawson, Michael S. Fox and William H. Tucker are the principal owners.

ClearOne Communications

Booth 213

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ClearOne's Conferencing Services offer exceptional audio, video and web technologies for clear connections and unsurpassed features. With an extremely reliable infrastructure designed with fail-safe redundancies, your calls are always connected.

CNM Network Inc.

Booth 200

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Computer Voice Systems

Booth 500

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COMTEC Inc.

Booth 502

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Established in 1992, COMTEC provides customized printing, inserting and mailing services including graphic design, custom application programming, high-speed printing, intelligent inserting and automated mailing. Customer documents may be one-to-one targeted to achieve measurable ROI objectives and to significantly reduce operational and Customer Service costs. Primary services include dynamic high highlight color and roll-fed printing, bill imaging for Customer Service viewing and Electronic Bill Presentment and Payment.

Concretio.Com Inc.

Booth 402

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Concretio.com licenses the leading UNE-P and Resale Local provisioning application to CLECs, ICPs and ISPs throughout the United States in every major ILEC territory. It allows companies to electronically bond to the ILECs OSS system and perform all the Pre-Order and Ordering functions needed to acquire new customers quickly and efficiently.

CTI Group

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CTI Group provides next generation billing management, telemanagement and bill analysis software solutions and services for providers and users of today's evolving telecommunications. CTI Group solutions are uniquely designed to address the prevailing pain points in telecommunications today and into the future and have been recognized by industry experts and leaders. The company's solutions already are used by many of the top service providers in North America and the United Kingdom.

CustomCall Data Systems

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CustomCall Data Systems provides information systems and billing services for the telecommunications industry. CustomCall's software and complete, state-of-the-art, Internet billing and customer interface system can be purchased or employed on a service bureau basis. Plus, our AS/400 Platform guarantees that you will never need to migrate to a larger architecture.

DATAMATX

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DCA Services

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DCA Services provides outsourcing solutions for back office administration, provisioning, customer care, billing, print and mail, consulting and accounts receivable management through either an ASP or service bureau model. DCA's mission is "to create partnerships with our clients by rapidly responding to industry changes, providing legendary customer service, empowering employees and facilitating opportunities for greater returns."

Exhibitors

Eagle Teleconferencing Services Inc.

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Eagle Teleconferencing offers quality, cost-effective audio, video and web conferencing to companies of all sizes.

Early, Lennon, Crocker & Bartosiewicz

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Early, Lennon, Crocker & Bartosiewicz, P.L.C. provides regulatory, strategic and transactional legal services to over one hundred public and private telecommunication and technology companies nationwide.

ECI Conference Call Services LLC

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Edison Carrier Solutions

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Edison Carrier Solutions, (ECS) is a Metropolitan access carrier, providing Broadband and services to ISPs, ASPs and CLECs throughout Southern California. Our products include; SONET, Wavelength and Dark Fiber services. The ECS network consists of over 2400 route miles of fiber, connecting over 100 carrier PoPs, tandem/end office switch locations.

eMeritus Communications

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eMeritus Communications provides voice, data and Internet services to businesses throughout the U.S. With a diverse customer base spanning vertical markets, eMeritus is focused on delivering personalized communications solutions to fit customers' specific needs. eMeritus' experienced customer service professionals provide the highest level of support to ensure customer satisfaction.

Equinix Information Systems

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Equinix Information Systems is a global provider of software solutions for the telecommunications industry. Providing a full range of software applications, we offer solutions in areas critical to profitability and network efficiency, including mediation, fraud detection, CDR and switch administration, network management, as well as custom application development.

eStreamingMedia

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ezCast is a solution ASCENT members can sell and private brand to generate new revenue streams from high-value corporate applications, such as distance training and briefings. Think of ezCast as the next generation of Web conferencing where viewers can decide when they want to connect - anytime and anywhere.

EUR Systems

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Since 1960, EUR Systems has been pioneering innovative billing and revenue management solutions provided through outsourcing or licensing. We support some of the world's foremost communications providers, with end-user customer care and billing, inter-carrier billing, wholesale billing solutions and a wide variety of business and technical support solutions.

FAT PIPE

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FAT PIPE is a magazine for executives who buy, build, package, market and sell communications products through various distribution channels. Its editorial content emphasizes product creation, channel development, pricing, market demand and trend forecasting.

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Focal Communications Corp. is a leading national communications provider. Focal offers a range of solutions, including local phone and data services, to communications-intensive customers. Nearly half of the Fortune 100 use Focal's services, in 23 top U.S. markets.

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Heritage Communications Corp.

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ICG Communications Inc.

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Info Directions

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New Edge Networks

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NTS Communications Inc.

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NTS Communications Inc. is a total Telecommunications Company providing Switched Termination, Toll Free, ATM/Frame Relay, DS1, DS3 and OCN Level Services Nationwide. Internet, CLEC and CAP Services in selected markets.

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Switch and Data

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Williams Communications enables global connectivity via its fully lit, next-generation broadband and network, the largest in North America. We offer a comprehensive portfolio of innovative products and services and our global service platforms are the most extensive in the industry. Williams Communications delivers the serious bandwidth businesses depend on.