

Joseph Franell

34010 Beach Shore Dr. Hermiston, OR 97838

jfranell@eotnet.com

CHIEF EXECUTIVE OFFICER

Full P&L Responsibility/Executive Leadership/Turnaround Management

PROFESSIONAL ACHIEVEMENT

Eastern Oregon Telecom, LLC.

October 2008 to Present

General Manager and Chief Executive Officer

Responsibilities include:

- Board relations.
- Strategic goal development and implementation.
- All operations for a rural telecommunications company providing voice and data services to two counties in Eastern Oregon and parts of Southeastern Washington.
- P&L responsibility.
- Public relations and customer service.

Major accomplishments:

- Increased revenues annually in spite of the loss of Inter-Carrier Compensation (ICC).
- Acquired and rebuilt an abandoned analog cable system which now provides 100 Mbps cable modem service to three communities and parts of rural Umatilla County. Selected to beta test Huawei's DOCSIS 3.1 Distributed CMTS in Q1 of 2017.
- Launched a Fiber to the Home (FTTH) initiative in Hermiston, Oregon. Now serving approximately 700 homes with Internet speeds up to 1 Gbps.
- Selected and launched a fixed wireless Internet solution which now provides service to more than 1350 residential and business customers. Residential speeds offered are up to 20 Mbps and business speeds are up to 1 Gbps.
- Successfully acquired another CLEC's customer base resulting in a 15% overall customer growth.
- Reworked core network to eliminate single points of failure and increased capacity to enable continued growth.
- Appointed by the Governor to the Oregon Broadband Advisory Council, the State's legislative advisory council on all matters pertaining to the deployment, adoption, and utilization of broadband. Currently in third term and sixth year as chairman.
- As Chairman of the Hermiston Chamber of Commerce Board of Directors, founded and facilitated the West Umatilla County Economic Development Group.
- Co-founded the Northwest Telecommunications Association, which serves the interests of CLECs in the Pacific Northwest.
- Mediated the resolution of a land use dispute between the Port of Umatilla and the City of Umatilla (2015).

City of Ashland.

March 2006 to October 2008

Director of Information Technology

Responsibilities include:

- Strategic goal and objective development and implementation.
- All operations for a municipally owned broadband telecommunications company functioning as an open network.
- Management of public/private partnerships between the City and retail partners.
- Process & policy development/improvement and project management
- Annual budget development (capital and expense) and P&L management

Major accomplishments:

- Restructured the Ashland Fiber Network within the first six months of employment resulting in the enterprise being profitable and operationally cash flow positive for the first time since its inception.
- Converted the City from a legacy utility billing system to a new billing system with no operational downtime.
- Formed an IT Steering Committee of senior users from each department and drafted the City's first Technology Plan.
- Ashland was recognized in both 2007 and 2008 as one of the Smart21 Communities of the world. This is an international award from an independent think tank that recognizes communities that lead in the use of technology for economic development, conservation, sustainability, and the public good.

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Knology, Inc.

August 1998 to March 2006

Senior Manager of Operations

Responsibilities included:

- All operations for a broadband telecommunications company with more than 38,000 customers locally
- Recruiting, managing, and developing quality leaders and teams
- Process & policy development/improvement and project management
- Annual budget development (capital and expense) and P&L management
- Facilities (3300 miles of HFC network, two payment centers, two operations centers, and technical headend), fleet (104 vehicles, 50± generators, and two fiber splicing trailers), and safety management
- Emergency management and restoration
- Public relations and customer service

Major accomplishments:

- Selected to be the project manager for the acquisition of a new property five times as large as Knology's then largest division. My responsibilities included staffing more than 100 positions, organizing training for all new employees, managing operational details of the acquisition on-site. The end result was that 48 hours after closing on the purchase, the operation was fully functional.
- Launched a Scientific Atlanta digital overlay video system (one of the first in the country).
- Launched a facilities based telephone company (one of only two started in the US in 2004).
- As Knology's Division Restoration Manager (person in charge) for the Pinellas County, Florida operation during Hurricanes Charley, Frances, Ivan, and Jeanne:
 - Wrote the company Emergency Management Plan
 - Directed the organization of the local Emergency Operations Center (EOC)
 - Developed relationships with the county EOC and other utilities.
 - Prioritized repairs and assignment of assets (more than 200 employees and 50 contractors, greater than 100 technician and construction vehicles, 70+ generators, fuel and repair materials) resulting in restoration of services to 95% of customer base within three days.
- Reduced installation costs in Knology's Columbus, GA operation by more than 30% (lowest in the company) by moving all installation activities in-house and releasing all contract labor. This resulted in savings in excess of \$700,000 over the previous year's run-rate.
- Delivered the company's highest on-time and completion rates for installation of new services.
- Reduced total operational expenditures by more than 6%. Helped drive EBITDA growth of over five million dollars and customer growth of more than 30% annually over three years.

United States Army

December 1986 to November 1996

Officer

Responsibilities included: Filled various roles including Operations, Administration, Logistics, Communications, and Command. Army Commendation Medal (3rd Award), Army Achievement Award (4th Award), National Defense Service Medal, Humanitarian Service Medal, Air Assault Badge. Graduated the Combined Arms Service Staff School (1995).

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COMMUNITY/STATE INVOLVMENT

- Blue Mountain Community College – Computer Science Advisory Board Member
- Eastern Oregon Workforce Board – Member (representing Umatilla County)
- Hermiston Chamber of Commerce Board of Directors - Chairman Ex Officio, Current Senior Advisor.
- Oregon Broadband Advisory Council (Governor Appointed) – Chairman.
- Oregon Connections Telecommunications Conference - Master of Ceremonies.
- West Umatilla County Economic Development Group - Organizer/Facilitator.

EDUCATION

Bachelor of Science Degree, Dallas Baptist University

PRESENTATIONS AND PANELS

7/21/16 – NTCA Webcast: Land of Opportunity: Strategies for Bridging the Rural America Broadband Gap Presentation and Q&A.

11/16/15 – Quartz Conference on Connecting the Next Billion People: Featured guest at Executive Roundtable Breakfast discussion, NY, NY.

9/10/15 – CTIA: Hybrid Approach to Broadband Delivery in Rural Markets Presentation and Panel, Las Vegas, NV.

6/20/15 – NTCA NW/SW Regional Conference: Hybrid Approach to Broadband Delivery in Rural Markets Presentation and Panel, Portland, OR

4/27/15 – NTCA Marketing Conference: Gigabit Marketing Presentation and Panel, Austin, TX.

11/3/14 – National Association of Regulatory Utility Commissioners Annual Meeting: Municipal Broadband Panel, San Francisco, CA.

PUBLICATIONS

“Connecting rural broadband by utilizing hybrid approach.” July, 2016,
<http://www.telecomlead.com/broadband/connecting-rural-broadband-utilizing-hybrid-approach-70209>

“Is the Internet Living Up to Its Potential?” June 30, 2016,
http://www.telcotransformation.com/author.asp?section_id=399&doc_id=724430

“Why should you care about cyber security?” May 6, 2016,
<http://www.eastoregonian.com/eo/business/20160506/franell-why-should-you-care-about-cyber-security>

“A New Role for the Service Provider.” January 11, 2016,
http://www.telcotransformation.com/author.asp?section_id=399&doc_id=720319

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ON THE AIR

“Evolution of a Service Provider.” May 19, 2016,
http://www.telcotransformation.com/radio.asp?doc_id=723232

“The State of Broadband in the State of Oregon.” October 22, 2015,
https://www.google.com/url?q=http://www.blogtalkradio.com/gigabitnation/2015/10/22/the-state-broadband-in-the-state-of-oregon&sa=U&ved=0ahUKEwjEutyBkYrNAhVK5IMKHTI5C4UQFggFMAA&client=internal-uds-cse&usg=AFQjCNEt8R_1owwAFo_-36gU2ktmUVDtJA

IN THE NEWS

“WiFi at EOTEC: ‘It’s Like Building Fiber for a Small City’.” August 8, 2017
<http://neonow.com/wifi-at-eotec-its-like-building-fiber-small-city/>

“Rural Connector.” May 5, 2017
<https://www.oregonbusiness.com/article/tech/item/17742-rural-connector>

“EOT expanding fiber network in Hermiston.” April 6, 2016,
<http://www.hermistonherald.com/hh/business/20160406/eot-expanding-fiber-network-in-hermiston>

“A small Eastern Oregon town sets gigabit Internet pace.” March 9, 2016,
<http://www.bizjournals.com/portland/blog/techflash/2015/03/a-small-eastern-oregon-town-sets-gigabit-internet.html>

“EOT bringing ultra-fast Internet to Hermiston.” March 13, 2015, <http://www.hermistonherald.com/hh/local-news/20150313/eot-bringing-ultra-fast-internet-to-hermiston>

“Eastern Oregon Telecom: A Model for Rural Gigabit?” (Includes Videos), June 2, 2015,
<http://www.telecompetitor.com/eastern-oregon-telecom-a-model-for-rural-gigabit/>