

GUEST COLUMNIST

Connecting & Communicating for the Future

Matt Polka, CEO and President, ACA Connects

What's in a name? A name helps define an organization. For ACA, it provides a clue about what we do, who we champion and what we stand for.

Therefore, when an organization decides to change its name, it is a big deal. ACA is doing just that. We are changing our name. Yesterday, the 26-year old American Cable Association becomes ACA – America's Communication Association, with the short form of the association to be known as "ACA Connects." The new name reflects a leading position for the association and its members in the fast-growing telecommunications industry, where technology is rapidly changing how information is provided to and used by consumers.

We realized that what our members deliver is more important than how they deliver it. Our association members, independent broadband companies, are in the business of communications. The distribution method and the technology may change, but our product and our commitment will not.

ACA Connects' new name further supports the idea that through communications the association is making connections with and for its members, and those members are making critical connections for their customers and communities.

ACA Connects reflects those connections. We make connections for our members on multiple levels—

with member companies, with customers, and with policymakers.

While the name may change, ACA Connects' mission remains the same—advocate and support the smaller and mid-sized independent members who serve smaller and rural markets, and competitive areas. The issues facing them and threats to their survival are real.



Matt Polka

We have so much more competition than we did in 1993 when our association was established as the Small Cable Business Association. We changed our name in 1999 to the American Cable Association to reflect the services our members provided all across America. But today the communications our members provide are essential and worth fighting for now more than ever. Our work may have expanded, but at its core, ACA Connects is in the business of ensuring small to mid-size operators have the freedom to do business and serve.

ACA Connects rolled out its new name during its 26th annual Summit March 20th in Washington, D.C. While the name was big news, the packed house was even more interested in how ACA Connects is positioning itself for the future... a future that is full of change, hard work, and hope.

We hope our name reinforces the message of this Summit, which is that ACA Connects is arming its members with insights they need to not only adapt, but also to survive and thrive as they connect and communicate in so many essential ways.

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