



## MACTA to host 2022 Mid-America Cable Show in Tulsa in September

(TULSA, OK) – The Mid-America Cable and Telecommunications Association is excited to launch the 2022 Mid-America Cable Show (also known as “MACS”) in Tulsa. Hosted at the Hyatt Regency Downtown Tulsa on September 13-14, 2022, the two-day show will consist of various cable-industry topics and plenty of networking opportunities for industry members to enjoy.

Founded in 1958, MACTA will return to its roots by kicking off the show at the retro-inspired bowling alley, Dust Bowl Lanes. The theme for this year’s show is “Rooted in Innovation,” - with industry experts and partners coming together to share big ideas for the future. Some of the most significant industry ideas are born when MACTA members and partners enjoy an evening of networking.

During various panels and breakout sessions at the Hyatt Regency on Wednesday, attendees will hear from industry leaders throughout the day. Lou Borelli joined the NCTC as CEO in 2021, and ACA Connects CEO Grant Spellmeyer began his tenure in June 2022. The two organizations have a long-standing industry partnership. Attendees will hear from both Borelli and Spellmeyer during the CEO Panel on the industry challenges and opportunities. They’ll share where we have been and what’s next for their organizations and the industry.

Additional sessions will feature table topics for member-oriented discussion, three breakout sessions focusing on Wireless Broadband Services and Devices, Investing in People - Should Customers Come Second?, and a marketing session hosted by Sarah Connole of Trouville Creative. Adena White, founder of Blackbelt Media, will present Storytelling for Social Change, and the sessions will close with the annual Pathfinder Q&A.

Lunch will feature the Customer Service Excellence awards, MIDI awards, and scholarship presentations. Wednesday evening features a vendor-hosted happy hour, and the evening networking event and silent auction will benefit the Weary Scholarship Fund. The reception will host dinner, the local Tulsa band - the Hi-Fi Wi-Fi Hillbillies, and attendees should prep with their dictionaries for a retro-inspired spelling bee to close the event.

**Registration is now open at [www.midamericacableshow.com/macs](http://www.midamericacableshow.com/macs). The room block will close on August 15, and registration fees will increase on September 1.** Please get in touch with Kylie Schildt at [kylie@youraam.com](mailto:kylie@youraam.com) if you have any questions regarding sponsorships or attending.

The Mid-America Cable Telecommunications Association, Inc. is an industry association formed to help telecommunications providers in the Midwest promote technical excellence, superior customer service, exemplary marketing, and student scholarship. We partner with providers, vendors, sponsors, and other associations to support our membership. Each year the MACTA hosts the Mid-America Cable Show, the premier educational and networking event for providers in the Midwest.

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