Wireless U. Communications Policy Seminar

Provided by the National Conference of State Legislatures in Partnership with CTIA-The Wireless Association® and the University of Florida Public Utility Research Center

October 6-8, 2010

Intercontinental Hotel
888 Howard Street
San Francisco, California

Wednesday, October 6

6:00 pm – 8:00 pm  Opening Reception

LOCATION: Bar 888 on the Lobby Level of the Intercontinental Hotel

• A welcome reception and a great opportunity for legislators and instructors to meet before the educational program starts on Thursday morning.

Thursday, October 7

LOCATION: Unless otherwise noted in the agenda, all activities on Thursday, October 7, will convene in the Intercontinental Ballroom B&C on the Fifth Floor of the Intercontinental Hotel

7:00 am  Registration Opens

7:00 am – 8:00 am  Breakfast

7:45 am – 8:00 am  Welcome & Overview

Senator Don Balfour (Georgia), Immediate Past President, National Conference of State Legislatures
Representative Dan Eaton (New Hampshire), Chair, NCSL Communications, Financial Services, and Interstate Commerce Committee
Mark Jamison, Ph.D., Director, Public Utility Research Center, University of Florida
K. Dane Snowden, Vice President, External & State Affairs, CTIA-The Wireless Association

• Welcome, overview, and goals and objectives for the seminar

8:00 am – 9:15 am  Session 1: Wireless 101 – Understanding the Basics from A-Z

K. Dane Snowden, Vice President, External & State Affairs, CTIA-The Wireless Association
There is an alphabet soup of terms – LTE vs. WiMax, SMS vs. MMS, Wi-Fi vs. Broadband, GSM vs. CDMA….mHealth, smart grid, and spectrum. Don’t worry. You’ll not only find out what these acronyms and terms mean, but you’ll learn how it all fits together and how wireless works. This session is intended to set a foundation for all participants.

9:30 am – 10:30 am  **Session 2: CIO Roundtable – Wireless Revolutionizing the Workplace**

Bob Evans, Senior Vice President & "Global CIO" Director, InformationWeek  
John R. Dick, Senior Vice President & Chief Information Officer, Western Union  
Jackie Woods, Systems Manager, UPS  
Rusty Yeager, Vice President & Deputy Chief Information Officer, HealthSouth

- Learn how wireless technology is being used in the workplace from the foremost executives on the topic.

10:30 am – 11:45 am  **Tour of CTIA Enterprise & Applications™ Show Floor**

12:00 pm – 12:30 pm  **Lunch**

12:30 pm – 1:45 pm  **Session 3: The Impact of Wireless – Market and Industry Performance**

Mark Jamison, Ph.D., PURC, University of Florida

- Remember how this all got started: Motorola’s DynaTAC or its StarTAC and the role old Soldier Field? Do you know how we are really doing today? This session will cover the history, stories, and performance of wireless in the United States. You’ll discover how we arrived at where we are today, key lessons from history, and what these lessons mean for us today. Find out what triggered the explosive development of wireless, the turning points in the industry, the current state of the industry and the services it provides.

1:45 pm – 2:00 pm  **Break**

2:00 pm – 4:00 pm  **Session 4: Who is in Charge of What? … The Roles of Federal, State, and Local Governments**

Bryan N. Tramont, Esq., Partner, Wilkinson Barker Knauer, LLP

- Section 332, the ’96 Act, federal preemption, federal stimulus funding, public safety, smart grid… what does it all mean for a state lawmaker? This session will review the role of federal, state, and local government entities and laws governing wireless policies and regulation. Jurisdictional issues, including the historical roles of federal, state, and local government bodies, will be analyzed.

4:00 pm – 5:00 pm  **Explore the Enterprise & Applications™ Show Floor on Your Own!**

6:00 pm – 9:30 pm  **Reception & Dinner**

**LOCATION:**  **John’s Grill at 63 Ellis Street.** Convene in the Lobby of the Intercontinental Hotel at 5:45 pm to walk over as a group. From the Intercontinental Hotel, exit onto Fifth Street and take a right heading northwest
0.3 miles towards Market Street. Take a right onto Market Street, go approximately 150 feet and take a left onto Powell Street. Keep right and take the next right onto Ellis Street. John’s Grill will be in front of you on the right past the Urban Outfitters.

**Friday, October 8**

LOCATION: Unless otherwise noted in the agenda, all activities on Friday, October 8, will convene in the Union Square Room on the Third Floor of the Intercontinental Hotel.

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**8:00 am**  
*Registration Opens*

**9:00 am – 9:30 am**  
*Breakfast*

**9:30 am – 10:30 am**  
*Session 5: The Impact of Wireless in How We LIVE, WORK, and PLAY*

Julia Johnson, President & CEO, NetCommunications

- Why is the wireless ecosystem important to you, your constituents and the US economy? This session will explore the importance and critical applications of wireless for business and society. It will focus on wireless’ economic effect, discuss its significance in the U.S. and the world, its latest applications, and most importantly examine this innovative technology’s impact on your community.

**10:30 am – 10:45 am**  
*Break*

**10:45 am – 12:00 pm**  
*Session 6: Industry Crossfire*

K. Dane Snowden, External & State Affairs, CTIA-The Wireless Association  
Wayne Fontein, AT&T  
Jamie Hastings, T-Mobile USA  
Anne Perkins, Sprint  
Rick Salzman, TracFone  
Stacey Sprinkle, Verizon Wireless

- This session is designed for you to ask the burning questions you have about the wireless industry. Don’t hold back … let the questions and comments rip.

**12:00 pm – 12:30 pm**  
*Lunch*

**12:30 pm – 2:00 pm**  
*Session 7: Cases in Wireless Solutions*

Shahid Ahmed, Partner, Accenture  
Azita Arvani, Partner, Arvani Group  
Mark Jamison, Ph.D., PURC, University of Florida

- Wireless technology has moved beyond texting and talking. It is an integral part of our energy and health care systems, among others. Find out more about real world wireless solutions being used in smart energy and health IT initiatives.
2:00 pm – 2:15 pm  
**Break**

2:15 pm – 3:45 pm  
**Session 8: Financing Wireless Infrastructure – Who? How?**

Scott Mackey, Partner, Kimbell Sherman Ellis  
Raul Katz, Ph.D., Columbia Institute for Tele-Information at Columbia Business School

- How is wireless infrastructure financed today? What roles do state tax and regulatory policy play in wireless broadband deployment? Will the federal stimulus money be used for wireless networks? What is the proper role for governments in financing and facilitating the development of broadband infrastructure?

3:45 pm – 4:00 pm  
**Wrap Up**

Mark Jamison, Ph.D., PURC, University of Florida  
Neal Osten, DC Office Director, National Conference of State Legislatures

- We want your feedback! Tell us what you liked, what you didn’t, and what you’d like to see in the future.

6:00 pm – 9:30 pm  
**Closing Reception & Dinner**

✉ **LOCATION:** Epic Roasthouse at 369 The Embarcadero. Transportation is provided leaving from the Lobby of the Intercontinental Hotel at 5:45 pm.