

**California Wireless Association Official Newsletter**

**CalWA to Sponsor American Red Cross Disaster Preparedness Academy**

The year 2007 challenged Californians in way we have rarely seen. But nothing taxed our system last year like the fires that raged from north of Santa Barbara to the Mexican border.

CalWA was off to a great start with launches in Newport Beach and San Ramon and, as we considered our various goals, it quickly became apparent that supporting the local chapters of the Red Cross should be an central part of our efforts. The fires proved it.

This year CalWA has a unique opportunity to target its Red Cross support. The Orange County Red Cross has invited CalWA to be the Title Sponsor of its 21st Annual Disaster Preparedness Academy. The cost of sponsorship is \$10,000. "The money is well worth the effort," says CalWA President Jon Dohm. "Last year we donated \$5,000 to the Red Cross



PCIA CEO Mike Fitch (back left) and Charter Board Members of the California Wireless Association (ignore the two guys in sunglasses). Back left to right: Mike Fitch, Paul Choi, Robert Jystad, Daneen Wilder, Richard Statler, Stephen Garcia. Front left to right: Julian Quattlebaum, Angelique Stephens, Jon Dohm, Dan Smith, Sharon Myl, Mike Bemis. (Missing: Brett Spicer, Jim Kelly, Mike Kavanagh, Michael Shonafelt)

at the First Annual Golf Tournament, and then added a \$5,000 donation for the Red Cross's support of fire victims in Orange County and San Diego County."

The Disaster Preparedness Academy is a one day event at the Anaheim Convention Cen-

ter. This year the event will take place on October 1, 2008. For additional details, see the Red Cross web site at The Academy offers a day of workshops on emergency preparedness planning, mitigation, response skills and recovery operations. Presenters for the

**Talley Communications Agrees to 2008 Titanium Sponsorship Annual Sponsorships Are Still Available**

Sponsors were key to CalWA's success in 2007 and this year will be no exception. We are pleased to announce Talley Communications has agreed to be our top level "titanium" sponsor. Among other benefits, Talley will receive two free

passes to each CalWA Golf Tournament and two free passes to all other CalWA events this year.

CalWA's other 2008 annual sponsors include American Tower Corporation and Crown Castle. For more information

on sponsorships and benefits, visit the CalWA web site at [www.calwa.org](http://www.calwa.org).

**"The answer is not in the building"**

Find out what this means

— see inside.

Volume 1, Issue 1

March 25, 2008

workshop are recognized disaster preparedness experts.

CalWA will present the check and announce its title sponsorship at the Red Cross's Clara Barton Society Luncheon on April 9.

*Special points of interest:*

- Poppy Ridge Golf Course in Livermore has been selected for May 15, 2008 Northern California CalWA Golf Tournament
- CalWA Calendars Are Available (see inside)

*Inside this issue:*

Message from the President	<b>2</b>
CalWA Outlines 2008 Goals	<b>2</b>
Huntington Beach and Irvine Wireless Ordinances Held Invalid	<b>2</b>
Regulatory Going Regional	<b>3</b>
Announcing "Members' Corner"	<b>3</b>
Membership Survey Results!	<b>3</b>

**CalWA Mixer**  
**April 22, 2008**  
**BF's Brewery in Irvine**  
**13130 Jamboree**  
**6:00 pm**  
**SAVE THE DATE!**

*Message from the President***“Organizing” Our Organization—2008 and Beyond***By Jon Dohm, President*

To ensure that we started the year off right, CalWA's Executive Group conducted a retreat to discuss goals and objectives and to basically “get organized” for 2008. One of the most important goals was to enhance member communication.

CalWA has already taken several significant steps in this regard—we have committed to regular social gatherings in both Northern and Southern California; we have conducted our first Member Survey; we have begun regular updates to our website; and, we have published our first newsletter. We're definitely on our way.

CalWA's Committees—Steering, Regulatory, Education, Membership, Social and Public Relations—are all off to a great start as well. One of the critical needs, as described in this edition, is for Regional Co-Chairs to the Regulatory Committee.

CalWA is pleased to announce that our first major event of the year will be a 2-day educational conference and charitable golf tournament, held on May 14-15, 2008, in the San Ramon/Livermore area. Details on this event will be forthcoming soon. Please mark your calendars.

With respect to our support of charities, we are thrilled to be the Title Sponsor of the

Red Cross' upcoming “Disaster Preparedness Academy.” The details of this exciting development are in the cover article.



**One of many fearsome foursomes at Arroyo Trabuco Golf Club in Mission Viejo at the First Annual CalWA Golf Tournament.**

**Huntington Beach and Irvine Wireless Ordinances Ruled Unlawful**

In two important cases recently brought by NextG Networks and NewPath Networks against the Cities of Huntington Beach and Irvine, respectively, the Central District has ruled that the cities' wireless telecommunications ordinances (“WTO”) violated Section 253 of the Telecommunications Act of 1996. In both cases, the courts weighed the burdens imposed by each ordinance on applicants for wireless facilities against

Section 253's safe harbors for local jurisdictions and determined that, in combina-

“Moreover...the proper entity must make a series of patently discretionary findings regarding the facilities [sic] visual compatibility with surrounding areas.... The Court finds that these regulations are burdensome and prohibitive...”

*NewPath Networks, LLC v. City of Irvine et al.*  
(C.D. Cal., March 10, 2008)

tion, the application requirements, fees, public hearing requirements, penalties, and unfettered discretion to grant or deny permits amounted to effective prohibition of wireless telecommunications services. A key issue in both cases concerned the cities' discretionary authority over aesthetics. These cases are in line with a series of cases finding local ordinances in conflict with federal law.

**Executive Retreat at Trump National Leads to 2008 Goals**

CalWA's Executive Group (EG) convened at Trump National Golf Course on February 5 to identify a list of goals for 2008. The EG presented the following goals to the Board of Directors at its February meeting. The name in parenthesis below denotes the CalWA committee responsible for implementing the goal.

1. Increase carrier involvement at all levels of the organization (Steering)

2. Enhance communication with membership and provide opportunities for two-way dialogue (Membership)

3. Increase membership to 750 with an emphasis on adding to the Northern CA presence (Membership)

4. Establish CalWA as a political presence" (Regulatory)

5. Increase and enhance opportunities for publicity for the Association (Public Rela-

tions)

6. Increase gross revenues (Social)

7. Implement public education opportunities for both membership and public agency decision makers and staff (Education)

8. Begin dialogue with officials to influence legislative efforts to address collocation and other speed to market issues (Regulatory).



## 2008 Calendar

JANUARY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 NEW YEAR'S DAY	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 MARTIN LUTHER KING, JR. DAY	22	23	24	25	26
27	28	29	30	31		

FEBRUARY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14 VALENTINE'S DAY	15	16
17	18 PRESIDENT'S DAY	19	20	21	22	23
24	25	26	27	28	29	

MARCH						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 ST. PATRICK'S DAY	18 PASSOVER	19	20	21	22
23 EASTER	24	25	26	27	28	29
30	31					

APRIL						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11 MOTHER'S DAY	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26 MEMORIAL DAY	27	28	29	30	31

JUNE						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15 FATHER'S DAY	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JULY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4 INDEPENDENCE DAY	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 LABOR DAY	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13 COLUMBUS DAY	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31 HALLOWEEN	

NOVEMBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11 VETERAN'S DAY	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 THANKSGIVING DAY	28	29
30						

DECEMBER						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25 CHRISTMAS DAY	26	27
28	29	30	31			

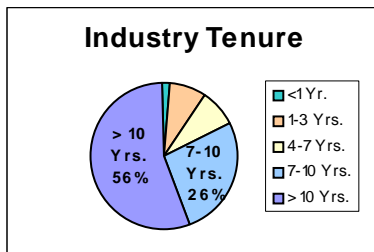
CALENDAR  
DESIGN BY  
J. FITZSIMMONS  
2008

## CalWA Membership Survey Results

Any marketer worth their salt will tell you that “the answer is not in the building” — an aphorism that means you have to get outside and learn about customer needs before you set your course of action.

In order to better understand its membership, CalWA recently engaged a market research team in Santa Barbara to survey our membership in order to better understand what you, our members, wanted and needed from CalWA — and the results we found were affirming and informing in equal measure. Here are a few highlights:

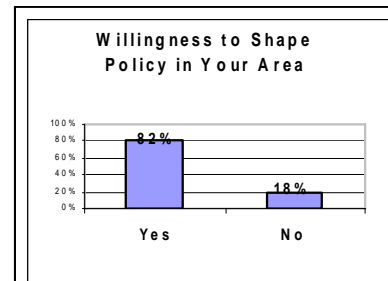
**Industry Savvy and Tenure:** 82% of CalWA members have more than 7 years



in the wireless industry, and 56% have more than 10 years of wireless industry experience. 47% stated they are an owner/principal or senior management.

**An Engaged Membership:** CalWA members view the organization as a “hub” for

networking, yet members want CalWA to increase its role as the hub for regulatory and industry news, and they are willing to participate.



(cont. on back page)

## Regulatory Committee Seeks Regional Leadership

The Regulatory Committee is seeking volunteers to serve as Regional Co-Chairs for various areas of the state.

The Regional Co-Chairs will be in charge of forming regional subcommittees to focus on gathering of information on developments in a particular geographical area of the state and coordination of the activities of the regional subcommittees in each region in furtherance of the mission of the

Regulatory Committee. The Regulatory Committee is also seeking volunteers with an interest in particular regulatory subject areas. If your activities are focused in a particular locale or area of expertise, please contact one of the Committee Chairs listed below.

The Regulatory Committee has scheduled regular meetings to be held on the first and third Thursdays of each month at 10:30

a.m. by conference call. Anyone who wishes to join us should contact one of the Committee Chairs listed below for the call-in info.

Stephen Garcia - [stephen@cityplanningsolutions.com](mailto:stephen@cityplanningsolutions.com)

Julian Quattlebaum - [jq@channellawgroup.com](mailto:jq@channellawgroup.com)

[Matt Yergovich - myergovich@fmhc.com](mailto:Matt.Yergovich@fmhc.com)

## Welcome to the CalWA Members' Corner

In this inaugural issue of the CalWA newsletter, the Board would like to welcome comments, articles, and suggestions from our members. Every quarter, the board will select an article to include as part of this column.

If you have any desire to put your thoughts to paper, please submit your article for consideration. All submitted articles should be original and on a topic related to the Wireless Telecommunications Industry

that would appeal to CalWA members. This is a great opportunity to contribute your knowledge and share your experiences with all CalWA members.

The deadline to submit an article for consideration to be published in the next quarterly newsletter is May 31, 2008. Please submit your article to Sharon Myl at [Sharon.myl@parsons.com](mailto:Sharon.myl@parsons.com) or Robert Jystad at [rjystad@channellawgroup.com](mailto:rjystad@channellawgroup.com)

## CalWA Web Site Job Bank COMING SOON!

CalWA is excited to announce a partnership with an new online talent search portal called The Wireless Workforce ([www.thewirelessworkforce.com](http://www.thewirelessworkforce.com)). As its name indicates, this new job bank is targeted specifically at the employment pool in the wireless industry. Watch for a link to the CalWA web site at [www.calwa.org](http://www.calwa.org).

COMING SOON!

CalWA Newsletter Editorial Committee:  
Robert Jystad, Sharon Myl, Lisa White, Jon Dohm, Scott Longhurst

Send submissions to:  
Robert Jystad  
[rjystad@channellawgroup.com](mailto:rjystad@channellawgroup.com)  
Sharon Myl  
[Sharon.myl@parsons.com](mailto:Sharon.myl@parsons.com)  
Lisa White  
[lwhite@wes-tec.com](mailto:lwhite@wes-tec.com)

We reserve full editorial control copyright over all submissions.  
Submission is not a guarantee that material will be printed.

California Wireless Association  
2008 Executive Committee

Jon Dohm — President  
Robert Jystad — Vice President  
Daniel Smith — Treasurer  
Stephen Garcia — Secretary  
Julian Quattlebaum — Assistant Secretary

Send queries to: [Info@calwa.org](mailto:Info@calwa.org)



## California Wireless Association Mission Statement

The California Wireless Association (CalWA) is a non-profit professional association that brings a unified voice to the wireless industry as we find ourselves facing the uniquely challenging marketing, operations and regulatory terrain of our state.

In addition to providing general awareness of the wireless industry, educating consumers and public officials about the wireless industry and the critical role it plays in California, CalWA cultivates and fosters relationships among the members of the wireless industry and conducts fundraising for several charitable organizations.

## CalWA Membership Survey Results (*cont.*)

(*cont. from p. 3*)

**Willingness to Activate:** 82% were willing to help shape local zoning and policy issues if CalWA notified them.

**Joined for Networking:** 53% stated that networking was the primary reason for joining.

**Interested in CalWA Updates and Communication:** A majority stated they'd like to see more information and communication tools available on the CalWA website.

**Corporate Sponsor Benefits:** Sponsors rated recognition at CalWA events as their key reason (58%) for supporting CalWA.

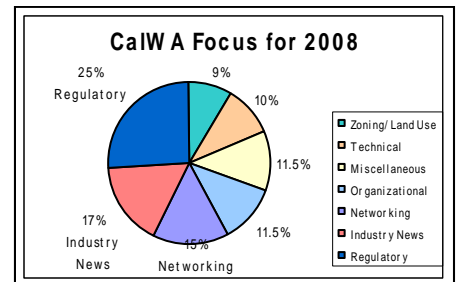
**Statewide, Regional, and Local Events:**

**Statewide Events on Track:** 59% approved

of the current format for statewide events (primarily focused on business/ educational topics with some networking component). 76% (very likely and somewhat likely combined) were willing to travel to attend a two day conference.

**More Regional and Local Events:** 92% (very likely and somewhat likely combined) are interested in attending regional/local educational and networking events.

**2008 Focus:** The data and the verbatim responses indicates a desire to have CalWA provide more updates on regulatory and industry news, create additional and more consistent events, and promote greater regional collaboration and participation. 52% stated they wanted CalWA to focus on and provide educational seminars



on regulatory updates, industry news, and zoning issues.

We'll be implementing this great feedback for our 2008 calendar and program. We always welcome your participation, and encourage you to join us on our regular Board conference calls.

© 2008 California Wireless Association  
All Rights Reserved.