

California Wireless Association Official Newsletter

2008 San Ramon Conference and Golf Tournament a Hit

CalWA began 2008 with another first. Reaching beyond our single event comfort zone, the Board plunged into a full two day event on May 14-15 that included an afternoon of training sessions followed by a day of golf at Poppy Ridge Golf Course.

For the training sessions on May 14, speakers came from across the country to address Rev G, radio frequency issues, DAS deployment, and the changing legal landscape in California.

Dave Brinker, Vice President at Rohn, offered a compelling discussion of the regulatory and practical concerns that led to Rev G rules governing ice and wind loading, soils, corrosives and other variables affecting a structure's reliability. Rich Biby, CEO of AGL Magazine, gave an entertaining and down-to-earth presentation on



Poppy Ridge Golf Course offered a challenging round of golf with most participants hovering around par and only the most able scoring well under-par. But with holes named after the region's best varietals (Merlot, Zinfandel and Chardonnay), all the participants were winners.

radio frequency issues, highlighting the importance of microwave links for high bandwidth backhaul needs.

The DAS Forum presented next, with Bob Gundermann from Crown, Nicole Mason from NextG and Jackie

McCarthy from PCIA discussing the challenges of deploying distributed antenna systems. Finally, Michael Shonafelt joined Jackie McCarthy and gave us an update on regulatory developments impacting the industry.

CalWA Welcomes New Board Members

CalWA is very excited to announce the acceptance of four new Board members, all of whom have shown tremendous commitment and skill ensuring the success of CalWA's first two years. Joining the Board in 2008 are Lisa White, VP of Business Development at Wes-Tec, Lauren Go, Business De-

velopment Specialist at Lyle, Jim Fitzsimmons, Daly International, and Matthew Yergovich at FMHC.

Lisa White co-founded Wes-Tec in 2003 and has served as the company's Vice President of Business Development since its inception. She is responsible for the company's world-



New CalWA Board Members Jim Fitzsimmons and Lisa White.

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Save the Dates!!

- Fall Golf Tourney: Arroyo Trabuco Golf Club set for September 18, 2008
- Holiday Mixer: December 11, 2008
- CalWA Calendars Are Available (see inside)

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**Second Annual
CalWA Golf Tournament
Arroyo Trabuco Golf Club
September 18, 2008**

**WATCH FOR
SIGN-UP NOTICES!**

wide sales, marketing, and customer relations efforts. Lisa also serves on Wes-Tec's Board of Directors and is currently Co-chair of Public Relations for the California Wireless Association.

(cont. p. 2)

*Message from the President***Energizing Northern and Southern California***By Jon Dohm, President*

California is a big state that presents challenges for any organization attempting to represent members that are spread out throughout its geographical and political boundaries. Certainly, the sheer size of California, and the variety and volume of wireless issues facing California, has presented its challenges for CalWA.

In order to ensure that Northern and Southern California are adequately represented, CalWA located its first event in 2008 in the incredible wine country in the East Bay around San Ramon and Livermore. This first event presented its own challenges in that it was our first 2-day event—a one-day

educational session followed by our second golf tournament. Additionally, CalWA is pleased to welcome two new Board of Directors, both of whom reside and work in Northern California—Matt Yergovich and Lauren Go. The addition of these two individuals will greatly help CalWA to stay focused and connected in Northern California. Finally, CalWA is continuously encouraging its members to step forward and volunteer to serve on our various committees. In particular, we are seeking additional members from Northern California to help Matt on the Regulatory Committee.

As you can see from this edition of the newsletter, CalWA looks forward to a very busy second half of 2008. In addition to

being the Platinum Sponsor for the Red Cross' Disaster (*cont. on p. 4*)



Lois Rawlins (right), one of CalWA's active NorCal representative, joins me with Board members Sharon Myl and Bob Jystad for a quick photo-op.

Red Cross Disaster Preparedness Academy Coming October 1

The Orange County Chapter of the American Red Cross presents the 24th Annual Disaster Preparedness Academy. Our mission is to provide information to the community regarding preparedness planning, mitigation, response skills and recovery operations. The Academy is a unique venue in that we target all audiences in our community. This public-private collaboration is essential for emergency/disaster

preparedness and business continuity. CalWA's Scott Longhurst is heading a panel of wireless carrier representatives and will focus on the importance of wireless communications in disaster preparedness. The panel will discuss network infrastructure, how it is integrated into the national communications network and services provided to customers and first responders. The panel will also discuss how

the carriers have responded to disasters in the past as well as plans they have for ensuring their networks function in future emergencies and disasters.

Date/Time: Wednesday, October 1, 2008, 7:30 AM to 4:30 PM

Location: Anaheim Convention Center, Third Floor, Anaheim, CA

More on New Board Members

(cont.) **Jim Fitzsimmons** is a Project Manager for Daly International providing zoning and site development services to major carriers in the Southwest. His education includes a Certificate in Project Management from UCI, an MBA from Pepperdine University and a BA in Philosophy from California State University, Northridge. Jim is Co-Chairman of the CALWA Membership Committee.

Lauren Go brings new energy and enthusiasm to CalWA and the wireless industry. She is the business development specialist for The LYLE Company, a leading wireless infrastructure solutions provider based in Northern California. Lauren has been ac-

tively involved in both CalWA and the Women in Wireless Leadership Forum (WWLWF), working to grow and develop their presence and reputation within the wireless arena. Before entering the telecom industry, Lauren spent six years doing business development and sales in the health and finance industries, working for Citigroup and the National Academy of Sports Medicine. She graduated from UC San Diego with BS degrees in business/finance and psychology.

Matthew Yergovich is a project manager at FMHC Corporation where he provides leasing, zoning, site acquisition and site management services in California and

Nevada. Matthew is a member of the California State Bar and is a licensed Real Estate Broker in California.



New CalWA Board members Matthew Yergovich and Lauren Go.

CalWA and tWWF Join Forces To Highlight Wireless Job Bank

The California Wireless Association, (CalWA), and Wireless WorkForce, Inc., developer of the innovative, web-based job board created specifically for the wireless industry, www.theWirelessWorkForce.com, have announced that they are linking their websites in order to provide CalWA members a free and discreet means for managing their careers and wireless employers an economical means for quickly locating and hiring industry talent.

www.theWirelessWorkForce.com, (also www.tWWF.net), is essentially a direct portal between wireless talent and employers. It is designed to allow employers to quickly identify and contact wireless talent of all types in every market in the country. Differentiating tWWF from every other staffing website are three key elements:

1. Strictly Wireless: tWWF is exclusively for the wireless community so there is no need to wade through a bunch of irrelevant resumes,

2. Includes Employed as well as Unemployed candidates: so our candidate database is much larger and contains hard-to-find skill sets,

3. Compelling price: Employers post jobs and search resumes FOR FREE! There are no membership or access fees whatsoever. Employers pay only \$25 to be placed in touch with the candidates they wish to interview.. There is no further involvement from tWWF and the employer and the candidate are free to negotiate on their own.

tWWF is the only staffing resource that

offers access to employed persons as well as those actively seeking employment because it's **completely discreet**. All names and contact information are kept confidential until we are authorized to release it to an interested employer. tWWF will be launching two new features very shortly created specifically for consultants and vendors called KnowledgeBase and VendorBase. They will essentially act as a 'Yellow Pages' for the wireless industry.



CalWA Committee Corner

Membership Committee

The Membership Committee maintains our association database and recruits new members to our organization.

Members can update their contact information by re-entering their contact data in the Membership section of our CalWA website: www.calwa.org. Click the "Join Now" button and re-enter your information with any changes. We are in the process of modifying our website and will include a separate update option in the near future.

We would like to thank members and guests who attended our 2008 San Ramon Conference and Golf Tournament. We encourage guests to visit our CalWA website and complete our membership form so that you will continue to receive our newsletter and event updates.

We hope our members will bring an industry associate to one of our upcoming Southern California events.

Please send your comments and suggestions to Jim Fitzsimmons at: jfitzsimmons@sbcglobal.net

Public Relations Committee

The PR Committee is responsible for press releases, membership communications, the CalWA newsletter and web site content. We are looking for additional committee members! Contact Lisa White at lwhite@wes-tec.com or Robert Jystad at rjystad@channellawgroup.com for more information.

Regulatory Committee

The CalWA Regulatory Committee's goal is to shape public policy in favor of telecommunications by tracking and addressing regulatory issues throughout California. As a unified "voice of the industry" CalWA is better able to impact the California regulatory climate than any other single entity, and our committee spearheads this effort. Already in 2008, the committee responded to proposed wireless ordinance revisions in local jurisdic-

tions across the state including San Mateo County, El Monte and Richmond. We also filed an amicus brief in the 9th Circuit's en banc review of Sprint Telephony v. County of San Diego. The Regulatory Committee holds regular meetings via conference call every first and third Thursday of the month at 9 am. Contact Matt Yergovich at myergovich@fmhc.com.

Education Committee

The Education Committee is addressing Orange County Planning Commissioners at their Quarterly Luncheon on September 11, 2008; holding a panel discussion at the Red Cross Disaster Preparedness Academy on October 1, 2008; and speaking at the California APA Conference in Hollywood on September 24, 2008. We are also planning another educational seminar in late fall. Contact Scott Longhurst at slonghurst@trilliumcos.com.

See CalWA Calendars at back of this newsletter. Send calendar updates to Jim Fitzsimmons at:

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California Wireless Association
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Robert Jystad — Vice President
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Stephen Garcia — Secretary
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Send queries to: 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.

Poppy Ridge Golf Tournament — Tournament Results

Congratulations golfers!

1st Place with a score of -11 (61): Tom Cureton, Charlie Mischel, and Bob Gundermann

2nd Place with a score of -10 (62): Randy Henderson, Jim McFadden, Ryan Crowley, and Deirdre Danos

3rd Place with a score of -9 (63) Larry Chelens, Tom Shuler, John Mramow, and Todd Van Boxtel

Longest Drive: Tom Shuler

Closest to pin: Arnold Valencia

Well Done!



A hardy group navigates one of the treacherous Livermore varietals. This beautiful hole is Chardonnary No. 9.

(President's Message, cont. from p. 2)
Preparedness Academy, CalWA is also hosting an educational session at this event. Additionally, CalWA will be presenting wireless training to the Orange County Planning Commission and at the annual California American Planning Association Conference, both events being held in September. On top of these training and educational opportunities, CalWA is staying focused and involved in a number of regulatory issues throughout the state.

In order to handle this volume of activity, spread out in such a large state, CalWA continues to seek additional members, additional sponsorships and additional volunteers for our committees. Please contact CalWA if you desire to help.

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