



California Wireless Association Official Newsletter
SPECIAL SOUTHERN CALIFORNIA EDITION



WELCOME TO THE
SECOND ANNUAL
CHARITY GOLF TOURNAMENT

BENEFITING:



**Message from
the President**



By Jon Dohm

On behalf of the Board of Directors, welcome to CalWA's Second Annual Charity Golf Tournament. Again this year, this tournament has generated tremendous interest and excitement and we're glad you could all join us. Last year's event was so well received by all who attended that it was a relatively simple decision to return this year to the Arroyo Trabuco Golf Club.

We are pleased to report that some of the proceeds from this year's tournament are being allocated in support of the Red Cross' 24th annual Disaster Preparedness Academy, to be held at the Anaheim Convention Center on October 1st. The DPA is a forum to provide information to the community regarding emergency preparedness planning, mitigation, response skills and recovery operations. In addition to be-



Arroyo Trabuco Golf Club, Mission Viejo, California

ing the event's Platinum Sponsor, CalWA's Education Committee is presenting a panel discussion on the role of wireless during emergencies.

As you enjoy all aspects of today's event, please remember that none of this would have been possible without the generous support of our sponsors. Certainly, a special "thank you" goes out to BCI Communications, Inc., today's Event Sponsor. In recognition of all of today's sponsors, this special edition publication includes a Sponsor Profile section. Please take a moment to read through the Sponsor Profiles to see how these companies can help you with your wireless needs.

CalWA has had an extremely active and productive year so far. In addition to promoting networking opportunities amongst our membership through events such as this tournament, CalWA has been extremely busy in many important areas, particularly with respect to weighing-in or Federal, State and Local regulatory matters. Please take a moment to review the summary of the Committee's activities that follow this message and please consider volunteering your time and talents on one of CalWA's six Committees. With the growing number of local regulatory issues confronting the deployment of

wireless networks in California, the Regulatory Committee in particular is seeking additional members in an effort to be responsive as issues surface.

Have great day on the golf course today and we'll see you at the Mixer and Awards Ceremony afterwards.

Save the Date!

CalWA Holiday Social
Island Hotel
Newport Beach
December 11, 2008
6:00 p.m.

Details To Follow

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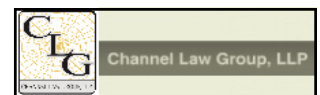
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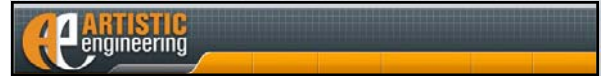
Contact: Robert Jystad or Julian Quattlebaum
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Contact: Todd Byers
 General and Construction Manager
 (760) 613-7442

Not included: Inland Valley Construction, Allen Cadillac

Thanks to Everyone for Their Support!!

CalWA Regulatory Update: Ninth Circuit Reverses Sprint, Auburn

This summer, CalWA has been working with the wireless industry to address numerous regulatory issues throughout the state. Industry cooperation is especially needed in light of this week's 9th Circuit Court of Appeals *en banc* decision in *Sprint Telephony PCS, L.P. v. County of San Diego et al.* (9th Cir., September 11, 2008) in which the court reversed its well established and widely accepted precedent interpreting Section 253 of the Telecommunications Act of 1996, *City of Auburn et al. v. Qwest Corporation*, 260 F.3d 1160 (9th Cir. 2001). This latest decision significantly impacts the industry's ability to challenge new wireless ordinances without first enduring the delays and uncertainties of what may be a harsh and burdensome process. As local jurisdictions look to this decision in structuring and implementing wire-

less policy, CalWA will continue to vocalize the rights and needs of the wireless telecommunications industry.

Here are just a few of the issues throughout California that CalWA is involved with:

- **Proposed FCC Shot-Clock:** In July, The Wireless Association ("CTIA") petitioned the FCC to establish a "shot-clock" for all wireless land use permit applications: 45-days for collocations and 75 days for new sites. If implemented, the shot-clocks would help prevent jurisdictions from unreasonably delaying wireless permitting. CalWA is filing a brief supporting the industry in favor of these shot-clocks.
- **San Francisco DAS Permitting:** In response to federal court decisions involving distributive antenna system permitting

in the public right of way, the City is re-writing its administrative code and setting precedent that will likely provide a model for jurisdictions statewide. CalWA has weighed in on these revisions and is helping to promote predictable and efficient DAS permitting.

- **Ordinance Revisions:** Most recently CalWA has been involved with the City of Irvine's telecommunications ordinance revisions and we have responded to ordinance revisions in San Mateo, Butte, and Lake Counties, as well as the cities of Richmond and El Monte.

CalWA invites you to participate in its regulatory affairs by contacting co-chairs Matt Yergovich at (myergovich@fmhc.com) or Julian Quattlebaum at (jq@channellawgroup.com).

Reminder that Orange County Red Cross Disaster Preparedness Academy Is Coming October 1



[Reprint] 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 infra-



structure, 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

Keynote: Lucy Jones, PhD, USGS

Save the Date!
CalWA Holiday Social at the Island Hotel
in Newport Beach, California.
Date: December 11, 2008. Time: 6:00 p.m.
Details To Follow

[CalWA recently appeared in the Sacramento Business Journal (pub. date: August 15, 2008, reprinted with permission)]

What's the key to a successful association? Value

Must have purpose, common goal before hiring staff, recruiting

by [Cynthia Kincaid](#) Correspondent

Are you thinking about starting an association and wondering if it's a good idea and how to go about it?

People who decide to create an association come together for the purpose of uniting around a common industry, profession or cause, said John Graham IV, president and chief executive officer of the American Society of Association Executives, or ASAE.

Deciding what kind of association you want is critical to success. There are as many kinds of associations as there are industries, including business and trade associations, medical associations and even philanthropic associations.

Associations are also formed to enhance professions or industries through regulation and legislation, Graham said, or in many cases to set industry standards. "Many standards are decided by associations, who are studying those standards in terms of best practices," he said. "So standard-setting is huge."

And many associations begin as informal coalitions, coming together to mount a campaign for or against an issue. These issue-oriented associations tend to grow into more formal associations as more people become involved and the coalition grows.

In some cases, an association can get too large and then subspecialties of the association can form. "When the group becomes too large and people can't really network effectively, they form splinter groups around a subdiscipline within a discipline," Graham said.

National associations can also splinter into geographic subgroups. The California Society of Association Executives is part of the ASAE. It formed out of independent groups, said Jim Anderson, president and CEO of CalSAE.

"A predecessor to CSAE was formed in 1987, and that organization went through a merger in 2002 because there were

multiple independent societies scattered throughout the state," he said. "CalSAE was the name given to the merged organization."

And the **California State Wireless Association**, one of the state's newest groups, was formed at the behest of a national wireless association after several smaller attempts that didn't take off.

"It's a little bit unusual," CalWA vice president Robert Jystad said. "There's a national association that decided it would be a good idea to form state level organizations, and it embarked on a fairly aggressive campaign to do so. A couple of us were approached by them to see if we were interested, and from our perspective it was an association that was long overdue."

The group's board of directors worked for six months to get the association started, and CalWA had its first event in February 2007.

The Long Beach-based association now has more than 500 members and has kept marketing to a minimum, getting the word out through its Web site, e-mail blasts and events.

"We haven't done much marketing, which in a way shows how great the demand is for this organization," Jystad said. "California can be a very difficult place for deploying wireless networks. Many in the industry have experienced those challenges and recognize the value of a united approach."

Staffing up?

For those contemplating the creation of an association, the first step is usually registering with the state. "Even national organizations are registered in some state, typically where they were formed," Graham said. While different states have different laws surrounding the formation of a nonprofit organization, most states will specify what a new association will need as a minimum to start, such as a board of directors, officers and the specific business the association will be conducting.

"Then you take that same filing and apply to the IRS," Graham said. The IRS paperwork will go into nonprofit, charity or regular business status, outlining the regulations for tax-exempt status.

There are more than 2 million tax-exempt organizations and associations in the country today, Graham said, and most are run by volunteers. For associations just starting out, volunteers can provide the needed lift to get the entity off the ground.

"They will typically hire people to run the organization or contract with association management companies that run multiple smaller associations," he said. "Once they get to around \$1 million in revenue, they will start hiring staff." Fifty percent of ASAE's members have five or fewer staff, for example.

But associations account for almost 94,000 jobs in California, according to a 2006 report from the U.S. Bureau of Labor Statistics. While that's only 0.7 percent of total employment in the state, association jobs tend to pay better than the average private-sector wage. In 2006, the average private-sector wage was \$42,405, while the average business or professional association job paid \$58,465, according to ASAE.

CalWA will need to look at hiring staff to achieve its goals, Jystad said. The group has been board-driven so far he said, led by a number of people who are active in the industry.

Where to go

The location of the association can still be important, Graham said, but with the evolution of transportation and technology, a headquarters location is less of an issue.

"A hundred years ago, you had to associate with the people in your community or town because you didn't have the transportation systems or the technology systems that would enable you to do it in any other way," he said.

(cont. on last page)

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California Wireless Association
2008 Executive Committee

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

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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.

What's the key to a successful association? [SBJ] (cont.)

(cont.) Still, location can play some governing role. "If an association is interested in state regulations and state government, they will probably be domiciled near the state capital. If they're more interested in federal legislation, they are more likely to be domiciled in Washington, D.C.

"You might be a state association in California, and you might be domiciled in Los Angeles ... but if you are going to be effective in working the legislature in California, you're going to have to have a presence in Sacramento."

CalWA doesn't have an office in Sacramento at this stage, but it has been in contact with some legislators and with people in San Francisco.

"At this point I wouldn't say we're a full-fledged lobbying organization. The goal is to have an effective presence in California and to have the people in Sacramento know who we are," Jystad said.

The association also added two board members from Northern California, Matt Yergovich and Lauren Go.

While the advent of transportation, communication, and technological advances has dramatically changed the way associations operate, Graham pointed out that all associations, old or new, have to be aware of their value proposition.

"Years ago, associations were successful because they had information, and people had to join the association to get it. That was the value proposition." But in today's era of Internet and free information, people don't have to join organizations to have free access to that information.

"Associations are in the information business, so associations have to figure out their value proposition and how they can package that information to create value," Graham said. "If you create something of value, people will pay for it."

He added, "Associations are voluntary, and people walk with their feet. If they don't like what you're doing, or they don't find value, they'll go someplace else."

He added, "Associations are voluntary, and people walk with their feet. If they don't like what you're doing, or they don't find value, they'll go someplace else."

The wireless association has added value for its members by combining its educational components with charity work. The group is the platinum sponsor for the **Red Cross' Disaster Preparedness Academy**, and supported that organization during the Southern California wildfires last summer.

In May, the group hosted a seminar and charity golf tournament near San Ramon, where they discussed the changing legal landscape of wireless in California and held a golf tournament to support the Red Cross.

"We're beginning to establish ourselves within the industry as an association that has real potential," Jystad said. "We've got big plans."