

CalWA Proudly Supports



FCC Getting Aggressive on Infrastructure: Broadband Notice of Inquiry; New Pole Attachment Order

By Robert Jystad

2011 has become the Year of Infrastructure. Following his proclamation that December 2010 was Critical Infrastructure Protection Month, the President commenced a campaign highlighting wireless internet access as the new interstate highway system. The FCC immediately followed up the pronouncement with a Broadband Acceleration Conference (BAC) at which Chairman Genachowski specifically referenced the tower siting process as an impediment to deployment. Following the BAC, a Technical Advisory Committee was formed that issued recommendations, including a recommendation that work be commenced to reduce the time required for tower siting applications.

At the BAC, the FCC announced that a Notice of Inquiry would be commenced regarding wireless facilities siting issues. The NOI was released in April and the comment period has just closed. The NOI noted that "access to poles, towers, and other infrastructure is essential to 'spatial reuse' of our nation's spectrum resource." Both PCIA and CTIA



Industry's best and brightest turned out for the 2011 Annual CalWA Golf Tournament. Pictured above from left to right are John Orbrite, Charlie Mischel, Sean Scully, and Ryan D'Agostino.

submitted comments in the NOI detailing trouble spots around the country in which deployment efforts were stalled or impeded by aggressive local bureaucrats. PCIA's comments detailed recommendation to the FCC to issue interpretations of Sections 253 and 332 of the Telecommunication Act to support collocation by right and, in addition, proposed various amendments to the FCC Shot Clock including deemed approved permits for violations. The comments named several problem California cities and counties including Glendale, Pasadena, San Luis Obispo, San Diego, Irvine, San Francisco, and Los

Angeles County. Several of these entities filed comments protesting the characterization.

In addition to the NOI, the FCC also released its final order on pole attachments. This long awaited ruling facilitates interactions between DAS and wireless carriers and utility companies by setting definite rules for pole attachments requirements. The ruling does not directly affect California, which has preempted the FCC's authority over pole attachment regulations. But it sends a strong message to the state regulators that wireless attachments should be treated like other utilities. ‡

WHO Controversy: Reclassification of Cell Phones?

In May 2011, the World Health Organization's International Agency for Research on Cancer concluded that cell phones should be reclassified as "possibly" carcinogenic. The decision prompted concern that the IARC had found new evidence of a link between cell phone use and brain cancer. Not so, says Dr. Jack Rowley, Director of Research for GSMA who attended the WHO conference in Lyon, France. Rowley said the new classification was not the result of any new evidence. He notes that after thousands of studies, the number of brain gliomas has been constant despite the dramatic increase in use of cell phones. According to Rowley, the new classification places cell phones on the same level of risk as talcum powder. The National Cancer Institute, in response to the IARC report, says there is no biologically plausible mechanism or animal evidence for how cell phone use might cause cancer. ‡

Message from the President



By Jon Dohm

The last month certainly presented a couple of great opportunities to visit and catch up with many of you.

On September 22nd, CalWA hosted our 5th Annual Charity Golf Tournament, with a significant amount of the proceeds benefiting the American Red Cross. It was great to see so many of you at the tournament. Between the tournament and the cocktail and dinner event, CalWA hosted over 200 people at the Arroyo Trabuco Golf Club. Less than two weeks later, I was able to attend PCIA's annual Wireless Infrastruc-

ture Show at the Hilton Anatole in Dallas, where again I saw many of you socializing and taking part in PCIA's educational sessions.

After getting back to my office that following Monday, I thought a lot about all the people I talked to over the past two weeks. While it has been an up and down year for our industry, most of you seem very optimistic about 2012 and as important, everyone still seems to thoroughly enjoy working in this industry and spending time with one another. It is still an exciting and fun business.

Although these social and networking functions are an important aspect of our industry, don't be mistaken to think that CalWA is largely a social organization. If you do, you're simply unaware of all the tremendous work the Regulatory, Education, Public Relations and other committees accomplished by CalWA this year on your behalf and in support of our carrier's deployment efforts. Please take the time to read about some of these in this Newsletter.

Certainly, the Board of Directors realizes that your impressions of CalWA can only be based on what you see and hear. To

that end, we are committed to better communication with our membership in 2012. How should we improve our communication with you? We certainly welcome your opinions on this, but also have a few initiatives in motion. First, we have over 900 members on LinkedIn—this is more than any other SWAP in the country. This is a great way to provide you with updates and we owe a big "thank you" to Esteban Garcia for coordinating this effort. Second, we intend on increasing the frequency of email blasts, particularly blasts directly from our Committees and Board describing our work. Finally, and most significantly, we are very close to launching our new, updated, CalWA Webpage. I know you've heard this before, but we are very close after a solid year in production. The complete redesign of our Webpage has been quite an effort by many people, but Daneen Wilder and Mike McPherson have led the charge and really made this happen. In addition to simply being more visually appealing and easier to navigate, the new Webpage is tremendously more functional, allowing the Committees to freely communicate and update (*cont.*)

CalWA Regulatory Committee Active on Federal, State and Local Levels

By Sean Scully, Co-Chair

CalWA Regulatory Committee Update_ 4Q 2011:

The CalWA Regulatory Committee (CRC) continues to actively engage with all levels of the regulatory landscape.

Federal Efforts: Multiple coordinated activities are ongoing between the CRC and PCIA's external affairs in response to the FCC's Notice of Inquiries (NOI's) regarding the FCC's efforts to understand the "impediments to broadband deployment" and the current Senate Bill working its way through the halls of congress to permit "collocations by right".

State/CPUC Efforts: As 2010 came to a close the California Public Utilities Commission (CPUC) issued their own "order" that initially ruled that local jurisdictions had no "discretionary" authority to regulate DAS within the public right-of-way. That recent action by the CPUC is now maneuvering through the "rehearing" process and is currently "stayed" but we are continuing to keep a close eye on this one.

Local Efforts: Not a week goes by that the CRC is not asked to address and engage with another local jurisdiction as they endeavor to wrestle with their zoning regulations concerning the siting of wireless

communications facilities. The committee continues to work to educate and inform the local public sector planning professionals, City Attorney's/County Counsels, appointed and elected officials and all those that play a role in the shaping of these critical regulatory documents that so significantly impact this industry. The CRC continues to focus its message at the local level to encourage local decision makers to take a "broader" and more "balanced", "tolerant" and "equitable" view of this critical land use as part of their decision making process. Currently the CRC is actively working the following local jurisdictions:

San Diego County;
Los Angeles County;
Ventura County;
The City of Los Angeles;
The City of San Francisco;
The City of Inglewood;

The City of Monrovia;
The City of Agoura Hills;
The City of Aliso Viejo;
The City of Richmond;
The City of El Cerrito;
The City of Redlands;
The City of Burlingame;
The City of Covina;
The City of Long Beach;
The City of San Jose;
The City of Calabasas;
The City of Burbank;
The City of Lawndale;
The City of Huntington Beach; and
The City of Banning.

We continue to make progress with all levels of government as we also work to better understand all the various interests of our constituents in this industry. The CRC meets regularly, one (1) hour meetings twice a month, to discuss the current priorities, strategies, issues, that our legislators, decision makers, and staffers in the public sector need to hear as they continue to deliberate on the regulations that affect this land use. As we close out the year we will be revisiting our "strategic plan" in preparation for Q1 2012!

Please join us as we continue to engage throughout the remainder of this year and into the next with all levels of government. We have a lot of work that needs to (*cont.*)

**RED CROSS DISASTER
PREPAREDNESS
ACADEMY
WEDNESDAY,
OCTOBER 26, 2011**



CalWA's New Web Site Soon To Be Reality

The long awaited unveiling of the new web site is right around the corner. Mike MacPherson and Daneen Wilder at TowerCo stepped up and managed the Board's divergent ideas and opinions and have produced an elegant, informative and easy to follow web design that will definitely catch everyone's eye. The membership database will permit updates and members blog section will allow us to converse on important issues. The state association programs often look to CalWA for leadership and innovative thinking and the web site lives up to that high standard. Well done!

Fifth Annual CalWA Golf Tournament: Tournament Results

CalWA enjoyed another great golf event this year with 144 participants and 180 dinner guests.

Congratulations to the winners!

1st Place: Kevin Klein, Nick Ono, Eric Chavez, Bob Gunderman

2nd Place: Craig Flemming, Matt Dostal, Jody Estes, Tom Reece

3rd Place: Chris Glade, Jake Sowers, Art Nelson, Vic Liera

Closest to the Pin: Dick Ricketts
Most Accurate Drive: Rick Busch
Longest Drive: Ishmael Ramirez

PCIA Collocation by Right Bill Gains Traction in Congress

The Strengthening Public Safety and Enhancing Communications Through Reform, Utilization, and Modernization Act (the "SPECTRUM Act") S. 911 (the same bill in the House is H.R. 2482), is gaining momentum in Congress and legislators look for mechanisms to spur the economy and create jobs. PCIA's recommendation that removal of impediments to collocations on existing sites could be a key factor in the effectiveness of the bill caught the attention of the bill's sponsors, John D. Rockefeller

RCR Wireless and CalWA Join Together for Year-End Symposia

RCR Wireless is bringing its Global Tour and Conference Series to California and CalWA has joined with RCR for two major events in California this fall.

The first event is scheduled for Thursday, November 10 at the Orange County Hilton in Costa Mesa. The event focuses on Small Cell Technology and Offload Solutions to address growing coverage and capacity demands and additional issues related to need for increased data throughput. Panels will discuss strategic placement, offload strategies, LTE and public safety, regulatory impediments, in-building solutions and advances in chipset technology. To register go to: <http://www.rcrwireless.com/orangecounty>. The event begins at 10 am and closes with a networking event at 6 pm.

The second event is December 6, 2011 at the Four Seasons Hotel in San Francisco. Go to www.rcrwireless.com/events for further details.

IV (D- W. Va.) and Kay Bailey Hutchinson (R-Tx.). They agreed that collocation by right provisions that preempted local zoning requirements might be a major spur to new investment and to greater competition. The U.S Conference of Mayors and the National Association of Telecommunications Officers and Advisors oppose the collocation by right provision on the grounds that it negates local authority over siting.

The primary focus of the bill is the construction of a nationwide wireless broadband communications network for first responders and other public safety purposes. The bill also directs money from spectrum auctions to go toward elimination of the federal debt.

PCIA was instrumental in adding Section 528(a), the collocation by right provision, which prohibits a local agency from denying and requires approval of any "eligible facilities request" defined alternatively as collocation of transmission equipment, removal of transmission equipment or replacement of transmission equipment. *Contact your California Representatives today and urge their support!*

Don't Forget the Red Cross Disaster Preparedness Academy — Oct. 26

ONCE AGAIN CALWA IS A GOLD SPONSOR AT THE AMERICAN RED CROSS OF ORANGE COUNTY'S DISASTER PREPAREDNESS ACADEMY. THIS YEAR'S THEME IS "UNITED WE PLAN."

THE DP ACADEMY WILL BE HELD ON OCTOBER 26, 2011 AT THE ANAHEIM CONVENTION CENTER AND RUNS FROM 7:30AM TO 4:00 PM.

KEYNOTE SPEAKERS INCLUDE MATTHEW BETTEN HAUSEN, HOMELAND SECURITY DIRECTOR FOR AEG WORLDWIDE, AND SCOTT BROWN, BATTALION CHIEF, ORANGE COUNTY FIRE AUTHORITY.

FOR MORE INFORMATION CALL 714-481-5341.

CalWA Regulatory Committee (cont.)

get done. Our success depends on the help and support of those forward professionals willing to engage on a regular basis with our sometimes not so willing partners, local governments across the State.

The regulatory environment is getting more complex by the day. If you are engaged in "site development" activities, you should be intimately aware of the current regulatory environment. The CRC is here to help/assist you with all your deployment needs and is looking forward to continuing to make a difference. Please reach out to us if you have any interest in helping. Below is my contact information and the contact information of my colleagues that make up the leadership of the CRC.

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PR Committee Looking at YouTube Channel and Social Media Policies

Robert Jystad, PR Co-Chair

Phase II of the video project is encountering a couple bumps but we remain hopeful that we can put together a follow up to the first video. Several other state wireless associations have expressed interest in using portions of the first video to regionalize it for their locations. CalWA met with New York, Virginia and Maryland about how best to take advantage of the quality footage and graphics and add local interviews. We are also thinking about starting a CalWA YouTube Channel that has additional interview materials and may link with RCR or AGL or other sites with video content.

On another front, the PR Committee soon will be proposing social media policies to help ensure that CalWA is protected against intentional or inadvertent abuses that might occur on association blogs, our web site, on Facebook, LinkedIn, and if we start it Twitter. ‡

Education Committee Speaking at Red Cross DPA

Scott Longhurst, Co-Chair

The Education Committee is actively working on the development of PowerPoint Presentations and hand-outs that can be used by the membership when making presentations to community groups, planning commissions and city councils and they will be placed on the CalWA web site by the end of this year. We are also presenting a workshop on wireless networks and how they operate during emergencies at the upcoming Red Cross Disaster Preparedness Academy to be held at the Anaheim Convention Center.

The committee will be scheduling several workshops next year both in Northern and Southern California which will address relevant industry topics, recent updates and changes to laws affecting the industry as well as best practices and case studies. In addition, we are continuing our efforts to educate local jurisdictions, the California Chapter of the American Planning Association, the League of California Cities and the Association of California Cities - Orange County Chapter on the importance of having a robust wireless telecommunications infrastructure. Finally, we have been asked to participate in an educational project by the ACC-



CalWA Golf: The Winners!

Fifth Annual CalWA Charity Golf Tournament Benefits the Red Cross



Thanks to Lisa White and her crew (lower right) for organizing another great event.

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We reserve full editorial control copyright over all submissions.

California Wireless Association
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Daniel Smith — Treasurer
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Richard Statler — Advisory Board Chair

Send queries to: Info@calwa.org

California Wireless Association Mission Statement

The California Wireless Association (CalWA) is a nonprofit 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 charitable organizations.

President's Message (cont.)

their work easily and without all the restrictions imposed by our current webpage. We hope you like what you see and look forward to your feedback.

Finally, we hope to see again this year—we have two more educational conferences in conjunction with RCR in November and December, as described in this Newsletter.

It's hard to believe that we are approaching the 5-year anniversary of CalWA's launch in February 2012! Time flies when you're having fun. ‡



Education Cmte (cont.)

OC regarding the benefits of the wireless industry which will be videotaped and used by the member cities as an educational tool for their appointed and elected officials as well as their constituents. Copies of this presentation will be made available to the membership for their use.

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More golf photos....