



## Featuring Speakers From:

- Association for Maximum Service Television, Inc.
- AT&T
- Bennet & Bennet PLLC
- Clearwire
- CTIA - The Wireless Association
- Ericsson Inc.
- Federal Communications Commission
- Hogan Lovells
- Medley Global Advisors
- Mintz Levin Cohn Ferris Glovsky and Popeo, P.C.
- New America Foundation
- Pisgah Comm Consulting
- Public Knowledge
- Public Safety Spectrum Trust Corporation
- Rural Cellular Association
- Sprint Nextel Corporation
- Stifel, Nicolaus & Co., Inc.
- T-Mobile USA, Inc.
- TerreStar Networks
- U.S. Cellular Corporation
- U.S. Senate
- University of Colorado
- Verizon Communications
- Wilkinson Barker Knauer, LLP
- Wiltshire & Grannis LLP

The Sixth Annual Comprehensive Conference on

# Spectrum and Wireless: National Broadband Plan Implementation

Policy priorities and today's most pressing issues

**Featuring FCC Commissioner Meredith Attwell Baker**

If you cannot attend  
-Live Webcast Available-

## October 18 & 19, 2010

Washington, District of Columbia

Walter E. Washington Convention Center

**Credits:** VA CLE 13.5 (call about others)

**Quick when/where:** 8:30 a.m., 801 Mount Vernon Place NW

## National Broadband Plan Implementation Conference

October 18 & 19, 2010 | Washington, District of Columbia  
Walter E. Washington Convention Center

### Yes! Please register me:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

What type of credits do you need? \_\_\_\_\_

For which state(s)? \_\_\_\_\_

### Register my colleague:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

What type of credits do you need? \_\_\_\_\_

For which state(s)? \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### If you cannot attend, check boxes to order:

- Homestudy Course with DVD     Course Materials only

To complete your registration, please send a check  
or complete the credit card information below:

(Fax to 206-567-5058 or register online at [www.lawseminars.com](http://www.lawseminars.com))

No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holder's Signature: \_\_\_\_\_



## LAW SEMINARS INTERNATIONAL

800 Fifth Avenue, Suite 101, Seattle, WA 98104  
tel (206)567-4490 or (800)854-8009  
fax (206)567-5058 | [www.lawseminars.com](http://www.lawseminars.com)

10BROADDC WS



8:00 Registration and Continental Breakfast

8:30 Introduction and Overview

Michele C. Farquhar, Esq., Program Co-Chair  
Hogan Lovells ~ Washington, DC

Kathleen O'Brien Ham, Esq., Program Co-Chair, Vice President  
Federal Regulatory Affairs  
T-Mobile USA, Inc. ~ Washington, DC

Dale N. Hatfield, Program Co-Chair, Adjunct Professor  
University of Colorado ~ Boulder, CO

8:45 Special Opening Addresses: Insights from Development of the FCC's National Broadband Plan and an Update on the Resulting Implementation Proceedings

Spectrum issues that arose in development of the plan and how they played out

Phoebe Yang, Esq., Senior Advisor to the Chairman on Broadband  
Federal Communications Commission ~ Washington, DC

Implementation proceedings; agency priorities; adjustments for responding to legislative developments

Ruth Milkman, Esq., Chief, Wireless Telecommunications Bureau  
Federal Communications Commission ~ Washington, DC

10:15 Break

10:30 Spectrum Inventory Project Findings: How It has Helped Shape the Issues

Spectrum needs of new and old players; possible new bands; feasibility of markets for leasing unused spectrum (such as TV broadcasting) and other approaches; voluntary and involuntary relinquishment possibilities; relocation plans

Dale N. Hatfield, Program Co-Chair

11:15 Congressional Developments and their Potential Impact on the Plan and Implementation Efforts

Update on bills passed and pending proposals, including the spectrum inventory and D Block bills; relocation of government spectrum for commercial purposes; cell phone jamming in prisons; handset exclusivity; impact on FCC vs. NTIA

Howard J. Symons, Esq.  
Mintz Levin Cohn Ferris Glovsky and Popeo, P.C.  
Washington, DC

How spectrum and other telecommunications issues are fitting into current policy priorities on the Hill

Matthew Hussey, Legislative Assistant to Senator Snowe  
U.S. Senate ~ Washington, DC

12:15 Lunch (on your own)

1:30 Technological Drivers and their Real-World Influence on Implementation of the Plan

New engineering and conceptual developments, and potential impacts on spectrum management policy; FCC's view on the most promising new developments likely to result in policy changes

Jon Peha, Ph.D., Chief Technologist  
Federal Communications Commission ~ Washington, DC

Stagg Newman, Ph.D., Principal  
Pisgah Comm Consulting ~ Candler, NC

Steve Sharkey, Chief Engineering and Technology Policy  
T-Mobile USA, Inc. ~ Washington, DC

2:30 Title II and the New Regulatory and Competitive Framework Relating to Spectrum Use: Network Neutrality, Handset Exclusivity, Roaming and the SkyTerra Conditions

Hot topics on the wireless regulatory side and where the FCC seems to be headed

Bryan N. Tramont, Esq.  
Wilkinson Barker Knauer, LLP ~ Washington, DC

Ari Q. Fitzgerald, Esq.  
Hogan Lovells ~ Washington, DC

Gigi B. Sohn, Esq., President and Founder  
Public Knowledge ~ Washington, DC

Christopher Guttman-McCabe, Vice President, Regulatory Affairs  
CTIA -The Wireless Association ~ Washington, DC

3:45 Break

4:00 The New Wireless Ecosystem: How the Players View the Broadband Plan and the New Policy Direction for the FCC

Rebecca Arbogast, Esq., Moderator, Managing Director  
Stifel, Nicolaus & Co., Inc. ~ Washington, DC

Established carrier perspective; how the changes in spectrum policy need to adapt to changes in markets

Joan Marsh, Esq., Vice President, Federal Regulatory Affairs  
AT&T ~ Washington, DC

Rural carrier perspective

Caressa D. Bennet, Esq., Managing Principal  
Bennet & Bennet PLLC ~ Bethesda, MD

New technology/applications company perspective

Chris Murray, Vice President, External Affairs  
Clearwire ~ Washington, DC

Barbara A. Baffer, Vice President, Public Affairs and Regulations  
Ericsson Inc. ~ Washington, DC

5:30 Continue the Exchange of Ideas: Reception for Faculty and Attendees Sponsored by Hogan Lovells and T-Mobile, USA, Inc.



About the Conference



LAW SEMINARS INTERNATIONAL

Live Seminars

Sometimes you just have to be in the same room

www.lawseminars.com

One of the most urgent topics facing communications policymakers and the industry today is the need for more spectrum. The FCC's National Broadband Plan has heightened the calls for spectrum inventories, faster access to spectrum, better spectrum management, more flexible spectrum use, and new auction tools to incentivize incumbents to relocate or return their spectrum. These, and other spectrum policy debates, are now front-burner issues before Congress and the FCC.

As a result, the commercial wireless "ecosystem" faces increasing regulatory scrutiny, and wireless broadband deployment has moved to center stage within the Administration. Prompt action is necessary because new spectrum-based applications, devices, and business models have put additional strain on the nation's spectrum resources. The dramatically increasing and competing demands for radio spectrum among the different industry segments -- wireless carriers, broadcasters, cable operators, satellite providers and emerging unlicensed services, as well as the public safety community, have highlighted the critical importance of spectrum management and related spectrum issues and proceedings.

This conference presents a comprehensive look at the full range of issues surrounding spectrum policy, including the focus of the Administration and Congress, the role of spectrum in wireless broadband deployment, potential new spectrum bands and new players, new competitive frameworks for assessing the wireless "ecosystem", new technologies, applications and business models, spectrum interference issues, and the latest public safety broadband network proposals. Learn from key government decision-makers, legal practitioners, industry representatives, analysts, technical experts, public safety representatives and others about the latest emerging spectrum issues confronting the FCC, the Administration, Congress and the marketplace.

~ Program Co-Chairs: Michele C. Farquhar, Esq., Kathleen O'Brien Ham, Esq. and Dale N. Hatfield



8:00 Continental Breakfast

8:30 Introduction and Overview

Michele C. Farquhar, Esq., Program Co-Chair
Kathleen O'Brien Ham, Esq., Program Co-Chair
Dale N. Hatfield, Program Co-Chair

8:45 Implementing Wireless Broadband Service Expansion in Rural Areas: How Rapidly Can We Expect Deployment?

What policy decisions and actions the FCC could take to secure rapid build out of broadband to rural America; the real challenges on the ground to build out; FCC's new rule and "shot clock" for tower siting applications

Michele C. Farquhar, Esq., Program Co-Chair, Moderator
Steven K. Berry, President and CEO Rural Cellular Association ~ Washington, DC
Grant Spellmeyer, Esq., Senior Director Legislative and Regulatory Affairs U.S. Cellular Corporation ~ Chicago, IL

10:00 Break

10:15 Anticipating the Next Set of Issues Arising from Competing Spectrum Interests: Broadcasters, Satellite and Terrestrial Wireless Carriers, and Unlicensed Spectrum Users

Who wants/needs what: Spectrum needs for various industries; unlicensed spectrum user perspective

Michael Calabrese, Esq., Vice President and Director Wireless Future Program New America Foundation ~ Washington, DC

Broadcast industry perspective

David Donovan, Esq., President Association for Maximum Service Television, Inc. Washington, DC

Satellite industry perspective

Douglas I. Brandon, General Counsel TerreStar Corporation ~ Reston, VA

Cellular industry perspective

Charla M. Rath, Vice President of Public Policy Verizon Communications ~ Washington, DC

12:00 Lunch (on your own)

1:15 Special FCC Policy Address: Today's Most Pressing Spectrum and Wireless Issues

The Hon. Meredith Attwell Baker, Esq., Commissioner Federal Communications Commission ~ Washington, DC

1:45 Smart Energy Grids, Wireless Telehealth Care and Other New Applications: New Institutional User Players and What Concerns Will They Bring to the Policy Table?

The promise of mHealth and the policy, regulatory, and legal issues that lie ahead

Paul Margie, Esq. Wiltshire & Grannis LLP ~ Washington, DC

Energy savings through wireless Smart Grid technologies

John Horn, National Director, M2M T-Mobile USA, Inc. ~ Draper, UT

2:45 Interference: Who Will do the Policing, and How?

Cramming more use into smaller space: Technical challenges and potential legal issues in the FCC's approach to spectrum enforcement; the challenge of accommodating new technologies and services

Richard B. Engelman, Director, Government Affairs-Spectrum Sprint Nextel Corporation ~ Reston, VA

David H. Solomon, Esq. Wilkinson Barker Knauer, LLP ~ Washington, DC

3:30 Break

3:45 Public Safety, Broadband, and the D Block: Building a Robust Public Safety Network With More Efficient Use of Spectrum

D Block as auctioned commercial spectrum with strings attached for public safety; alternatives and perspectives on the pluses and minuses of the various proposals

Jeffrey Silva, Moderator, Senior Policy Director Telecommunications, Media and Technology Medley Global Advisors ~ Washington, DC

Kathleen O'Brien Ham, Esq., Program Co-Chair

Jennifer A. Manner, Esq., Deputy Chief Public Safety and Homeland Security Bureau Federal Communications Commission ~ Washington, DC

Trey Hanbury, Director, Government Affairs Sprint Nextel Corporation ~ Reston, VA

Chief Harlin R. McEwen, Chairman Public Safety Spectrum Trust Corporation ~ Washington, DC

5:00 Evaluations and Adjourn



Registration & Other Conference Information

To Register:

Call us at: 800-854-8009 or 206-567-4490

Fax the registration form to us at: 206-567-5058

Email us at: registrar@lawseminars.com

Web site: www.lawseminars.com

Mail the registration form on the front page.

Walk-ins are welcome, subject to space availability.

Registration is complete when we receive payment or agree to later payment.

Tuition: Regular tuition for in person or webcast attendance for this program is \$1245 with a group rate of \$1095 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$945. For students and people in their job for less than a year, our rate is \$622.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Make checks payable to Law Seminars International.

Substitution & Cancellation:

You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we receive

your cancellation by 5:00 p.m. on Tuesday, October 12, 2010. After that time, we will credit your tuition toward attendance at another program or the purchase of a Homestudy. There is a \$25 cancellation fee for Course Materials orders and \$50 for Homestudy orders.

Seminar Location: The conference will be held at the Walter E. Washington Convention Center at 801 Mount Vernon Place NW in Washington, DC 20001. Check the Convention Center website at www.dconvention.com, Visitors/Visiting DC, for a list of area hotels; or, call them directly at (202) 219-3000.

Continuing Education Credits:

This program qualifies for 13.5 VA CLE credits. Upon request, we will apply for CLE credits in other states and other types of credits.

If You Cannot Attend: Our complete Homestudy Course, consisting of a DVD recording and the course materials (either a binder or searchable CD), is available for \$1255. The course materials alone are available for \$100. We will ship your Homestudy order via UPS ground within two weeks after the seminar or from the date we receive payment.

## Faculty: National Broadband Plan Implementation Conference

**Michele C. Farquhar**, *Program Co-Chair*, partner, Hogan Lovells, specializes in wireless communications, spectrum management and telecommunications regulation. Previously she was Chief, FCC, Wireless Telecommunications Bureau and Acting Deputy Assistant Secretary and Chief of Staff, NTIA.

**Kathleen O'Brien Ham, Esq.**, *Program Co-Chair*, Vice President, Federal Regulatory Affairs, T-Mobile USA, Inc., was on the FCC's Spectrum Policy Task Force and Deputy Chief of both the Office of Strategic Planning and Policy Analysis and Wireless Bureau.

**Dale N. Hatfield**, *Program Co-Chair*, independent consultant and Adjunct Professor, Interdisciplinary Telecommunications Program, University of Colorado, is also Chairman of the Commerce Spectrum Management Advisory Committee.

**The Hon. Meredith Attwell Baker**, *Special Address*, Commissioner, Federal Communications Commission, was previously Acting Assistant Secretary and Administrator at NTIA.

**Ruth Milkman, Esq.**, *Special Address*, Chief, Wireless Telecommunications Bureau, Federal Communications Commission, was Special Counsel to the Chairman's office.

**Phoebe Yang**, *Special Address*, Senior Advisor to the Chairman on Broadband, Federal Communications Commission, leads the transition team for Connecting America: The National Broadband Plan.

**Rebecca Arbogast**, *Moderator*, Managing Director, Stifel, Nicolaus & Co., Inc., advises institutional investors on legal issues affecting the communications industries, including spectrum and antitrust.

**Jeffrey Silva**, *Moderator*, Senior Director, Telecommunications, Media and Technology, Medley Global Advisors, is a telecom high-tech policy commentator.

**Barbara A. Baffer**, Vice President, Public Affairs and Regulations at Ericsson Inc., is Ericsson's primary liaison to the FCC.

**Caressa D. Bennet**, Managing Principal, Bennet & Bennet PLLC, represents rural wireless carriers, telephone companies, cellular carriers, PCS providers and CLECs before the FCC.

**Steven K. Berry**, President and CEO, Rural Cellular Association, represents rural and regional wireless telecommunications providers that cover more than 80 percent of the U.S.

**Douglas I. Brandon**, General Counsel, TerreStar Networks, manages all legal matters and corporate development.

**Michael Calabrese, Esq.**, Vice President and Director, Wireless Future Program, New America Foundation, oversees improving management of public airwaves and affordable wireless broadband access.

**David Donovan** is President, Association for Maximum Service Television, Inc., national association of television stations leading the transition to digital service and quality of free over-air TV.

**Richard B. Engelman**, Director, Government Affairs-Spectrum Resources, Sprint Nextel Corporation, was Chief Engineer in the International Bureau at the FCC.

**Ari Q. Fitzgerald**, partner, Hogan Lovells, focuses on wireless, satellite, international communications and Internet issues, including telecommunications and spectrum-related issues.

**Christopher Guttman-McCabe**, Vice President, Regulatory Affairs, CTIA -The Wireless Association, focuses on regulatory mandates and homeland security.

**Trey Hanbury**, Director, Government Affairs, Sprint Nextel Corporation, focuses on spectrum and competition policy, wireless broadband regulation.

**John Horn**, National Director for M2M, T-Mobile USA, Inc., leads the M2M Channel and works with European partners on M2M programs for the U.S. and Europe.

**Matthew Hussey**, Legislative Assistant to Senator Olympia J. Snowe (R-Maine), U.S. Senate, advises on telecommunications, commerce and science matters, including cyber security and spectrum policy.

**Jennifer A. Manner**, Deputy Chief, Public Safety and Homeland Security Bureau, Federal Communications Commission, focuses on telecommunications.

**Paul Margie, Esq.**, partner, Wiltshire & Grannis LLP, focuses on telecommunications and technology law in communications, Internet and wireless.

**Joan Marsh, Esq.**, VP, Federal Regulatory Affairs, AT&T, manages their wireless and public safety/national security interests.

**Chief Harlin R. McEwen**, Chairman, Public Safety Spectrum Trust, is also Chairman of Communications & Technology, International Association of Chiefs of Police.

**Chris Murray**, Vice President of External Affairs at Clearwire, focuses on wireless telecommunications regulatory and congressional strategy. Previously he was Senior Counsel at Consumers Union and Vice President of Regulatory at Vonage.

**Stagg Newman, Ph.D.**, Principal, Pisgah Comm Consulting, was Chief Technologist, FCC, and rejoined the Broadband Plan Task Force to develop the National Broadband Plan.

**Jon Peha, Ph.D.**, Chief Technologist, Federal Communications Commission, and Professor, Carnegie Mellon University, was Associate Director of the University's Center for Wireless and Broadband Networking.

**Charla M. Rath**, Vice President, Public Policy, Verizon Communications, develops their wireless public policy positions, including those related to spectrum acquisition.

**Steve Sharkey**, Chief Engineering and Technology Policy, T-Mobile USA, Inc., previously was Senior Director of Regulatory and Spectrum Policy in Motorola Inc.'s Global Government Affairs.

**Gigi B. Sohn**, President and Founder, Public Knowledge (PK), is a communications attorney and chief strategist, fundraiser and public face of PK.

**David H. Solomon**, partner, Wilkinson Barker Knauer, LLP, was first Chief of the FCC's Enforcement Bureau. He focuses on telecommunications and media matters.

**Grant Spellmeyer**, Senior Director, Legislative and Regulatory Affairs, U.S. Cellular Corporation, leads their federal and state legislative and regulatory efforts.

**Howard J. Symons**, member, Mintz Levin Cohn Ferris Glovsky and Popeo, P.C., Communications Section, focuses on spectrum policy issues.

**Bryan N. Tramont**, managing partner, Wilkinson Barker Knauer, LLP, focuses on communications law and regulation and was Chief of Staff of the FCC.

October 18 & 19, 2010

Washington,  
District of Columbia

**Walter E. Washington  
Convention Center**

801 Mount Vernon Place NW  
(202) 249-3000

### Who Should Attend:

*Wireline and wireless carriers,  
Internet access providers,  
rural telephone companies and  
other service providers, federal  
and state officials, municipalities,  
attorneys, consultants and  
other telecommunications  
industry professionals*

### You Will Learn About:

- FCC's National Broadband Plan and implementation proceedings
- Congressional bills passed and pending proposals
- Technological drivers and their influence on spectrum management policy
- Wireless regulatory framework and future
- Wireless ecosystem players' views on the Broadband Plan
- New spectrum and wireless policy direction for the FCC
- Implementation in rural areas
- Institutional user players and what concerns they bring to the policy table
- Technical challenges and legal issues in spectrum enforcement
- Public safety, broadband and the D Block

### To Register:

#### Mail

800 Fifth Ave., Suite 101  
Seattle, WA 98104

#### Phone

(206) 567-4490  
or (800) 854-8009

#### Fax

(206) 567-5058

#### Email

registrar@lawseminars.com

[www.lawseminars.com](http://www.lawseminars.com)

©2010 Law Seminars International