

# New England Wireless Conference

**Wednesday, December 5, 2012, 9 AM–2 PM**

**Suffolk University Law School**

**120 Tremont Street, Boston, MA 02108**

**Keynote Speakers:**

**Jonathan Adelstein**

PCIA President, former FCC Commissioner, and RUS  
Administrator

**Mary Elizabeth Heffernan**

Secretary, Massachusetts Executive Office of Public Safety and  
Security

Panel 1: The Wireless Consumer's Perspective

Panel 2: The New England Wireless Ecosystem

Panel 3: Policy Implications for Wireless

**Sponsored By:**







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**GEOFFREY G. WHY**  
COMMISSIONER

December 5, 2012

Dear Attendees:

Welcome to the 2012 New England Wireless Conference. Today's event offers a great opportunity for representatives from industry, consumer advocacy groups, government, and academia to get together to explore and discuss important issues and developments concerning wireless service.

We are very pleased to have keynote addresses by Secretary Mary Elizabeth Heffernan of the Massachusetts Executive Office of Public Safety and Security, and Jonathan Adelstein, President and CEO of PCIA -The Wireless Infrastructure Association and former FCC Commissioner. Additionally, three moderated panel discussions will be featured. One will explore wireless service from the consumer's perspective, the second will examine the New England wireless ecosystem, and the third will address policy implications for wireless service.

Finally, I would like to thank our sponsors for today's conference: Suffolk University Law School's Rappaport Center for Law and Public Service, the Federal Communications Bar Association, the Boston Bar Association, the New England Conference of Public Utility

Commissioners, and the Massachusetts Office of Consumer Affairs and  
Business Regulation.

Sincerely,

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Geoffrey G. Why  
Commissioner

# **New England Wireless Conference**

## **December 5, 2012**

On December 5, 2012, the Massachusetts Department of Telecommunications and Cable (“DTC”) will host the 2012 New England Wireless Conference at Suffolk University Law School, 120 Tremont Street, Boston, from 9:00 AM to 2:00 PM. The conference is co-sponsored by the Law School’s Rappaport Center for Law and Public Service, the Federal Communications Bar Association (“FCBA”), the Boston Bar Association, the New England Conference of Public Utility Commissioners, and the Massachusetts Office of Consumer Affairs and Business Regulation (“OCABR”).

Keynote addresses will be presented by Secretary Mary Elizabeth Heffernan of the Massachusetts Executive Office of Public Safety and Security (“EOPSS”) and Jonathan Adelstein, President and CEO of PCIA-The Wireless Infrastructure Association and former FCC Commissioner. Three panel discussions will explore wireless service from the consumer’s perspective, the New England wireless ecosystem, and policy implications for wireless service. Representatives from industry, government, consumer groups, media, and academia will participate in these discussions and offer a broad perspective on these topics.

The conference will begin with welcoming comments from DTC Commissioner Geoffrey G. Why and OCABR Undersecretary Barbara Anthony. The first panel, moderated by Patricia Resende of the Boston Business Journal, will examine consumer choice, customer billing, Lifeline, emergency preparedness, and disaster response. Following this panel discussion, Secretary Heffernan will address the importance of the communications network to public safety as consumers transition from landline service to alternative services. The second panel will be moderated by DTC Commissioner Why and the panelists will examine the past, present, and future of wireless and discuss competition, build-out challenges, and accessibility.

Following lunch, PCIA President Jonathan Adelstein will discuss the current wireless infrastructure and the future of wireless. Finally, the third panel, moderated by Vermont PSB Commissioner John Burke, will explore important policy considerations for wireless and focus on public safety issues, NextGen 911 service, data privacy, spectrum, and rural build-out.

## **Program Schedule:**

- 9:00–9:30      Coffee & Refreshments
- 9:30–9:45      Welcome: Geoffrey Why/Greg Massing/Barbara Anthony
- 9:45–10:45      Panel 1: The Wireless Consumer’s Perspective  
Moderator:      Patricia Resende, Boston Business Journal  
Panelists:      Susan Crawford, Roosevelt Institute  
                     Jackie McCarthy, CTIA  
                     Michele Thomas, T-Mobile  
                     George Young, VT PSB
- 10:45–11:15      Keynote: Mary Elizabeth Heffernan, MA EOPPS Secretary
- 11:15–11:30      Break
- 11:20–12:15      Panel 2: The New England Wireless Ecosystem  
Moderator:      MA DTC Commissioner Geoffrey Why  
Panelists:      Ben Aron, Sprint  
                     Harold Furchgott-Roth, Hudson Institute  
                     Carl Povelites, AT&T  
                     Marc Rysman, Boston University
- 12:15–12:45      Lunch (provided)
- 12:45–1:15      Keynote: Jonathan Adelstein, PCIA President
- 1:15–2:00      Panel 3: Policy Implications for Wireless  
Moderator:      VT PSB Commissioner John Burke  
Panelists:      Thomas Ashe, State 911  
                     Vanu Bose, Vanu, Inc.  
                     Brian O’Hara, NARUC  
                     Joe Zukowski, Verizon

## **Jonathan S. Adelstein, PCIA President**

Jonathan S. Adelstein assumed the role of President & CEO of PCIA-The Wireless Infrastructure Association on September 17, 2012. He comes to PCIA after serving as the 17<sup>th</sup> Administrator of U.S. Department of Agriculture's Rural Utilities Service, a position for which he was nominated by President Obama and unanimously confirmed by the U.S. Senate in July 2009. Adelstein previously served as Commissioner of the Federal Communications Commission from 2002 to 2009. A life-long public servant, Adelstein has dedicated his career to fighting for the public interest. As RUS Administrator, Adelstein oversaw a \$60 billion portfolio of rural electric, water, and telecommunications infrastructure loans. As part of the Recovery Act of 2009, he spearheaded the strategic investment of \$3.5 billion into rural broadband infrastructure expansion to stimulate economic development and provide new or improved broadband service to millions of residents, businesses, and community facilities across rural America. Adelstein has long been a strong advocate to improve rural telecommunications and broadband. As an FCC Commissioner, he sought to secure access to communications for everyone, including those left behind by the market. Before joining the Commission, Adelstein held a number of senior staff positions in the U.S. Senate. Adelstein received an MA in history and a BA with Distinction in political science from Stanford University and is a graduate of Phillips Academy, Andover, Massachusetts. Adelstein was born and raised in Rapid City, South Dakota.

## **Mary Elizabeth Heffernan, MA EOPPS Secretary**

Mary Elizabeth Heffernan was appointed as Massachusetts Secretary of Public Safety and Security by Governor Deval Patrick in January 2010. As the Secretary, she is responsible for the policy development and budgetary oversight of secretariat agencies, independent programs, and several boards which aid in crime prevention, homeland security preparedness, and ensuring the safety of residents and visitors in the Commonwealth. Prior to her appointment, she served as the Undersecretary of Criminal Justice within the Executive Office of Public Safety and Security ("EOPSS"). In that role she supervised the functions and administration of the Department of Correction, Sex Offender Registry, Parole Board and served as the Liaison to the Massachusetts Sheriffs. She has more than 20 years of criminal justice and governmental affairs experience. Prior to joining the administration, Secretary Heffernan served as the Associate General Counsel and Director of Intergovernmental and Regulatory Affairs at Beth Israel Deaconess Medical Center in Boston. She has also served as the Corporate Director of Government Relations for CareGroup Health Care Systems, the Executive Director for the Massachusetts District Attorneys Association, an Assistant District Attorney for Middlesex County, and in a wide array of other public and private sector legal and governmental positions. Secretary Heffernan is a member of the Framingham State College Board of Trustees (her alma mater), and she is a graduate of Suffolk University Law School and Suffolk University School of Management, where she received her master's degree in public administration.



## **Panel 1**

### **The Wireless Consumer's Perspective**

#### **Susan Crawford, Roosevelt Institute**

Susan Crawford is a Fellow at the Roosevelt Institute, where she leads the Institute's work on making high-speed Internet access a universal, affordable resource for all Americans. Crawford is the (Visiting) Stanton Professor of the First Amendment at Harvard's Kennedy School, a Visiting Professor at Harvard Law School, a professor at Cardozo Law School, and a contributor to Bloomberg View and *Wired*. She served as Special Assistant to the President for Science, Technology, and Innovation Policy during 2009 and co-led the FCC transition team between the Bush and Obama administrations. She is a member of Mayor Michael Bloomberg's Advisory Council on Technology and Innovation. In 2012, Yale University Press will publish her book, *Captive Audience: The Telecom Industry and Monopoly Power in the New Gilded Age*. She was a member of the board of directors of ICANN from 2005 to 2008 and is the founder of OneWebDay, a global Earth Day for the Internet that takes place each September 22. One of Fast Company's Most Influential Women in Technology (2009); IP3 Awardee (2010); one of *Prospect Magazine's* Top Ten Brains of the Digital Future (2011); one of *Newsweek's* 100 Digital Disruptors (2012). She is a member of the boards of Public Knowledge and TPRC as well as a faculty co-director of the Berkman Center.

#### **Jackie McCarthy, CTIA**

Jackie McCarthy is the Director of State Regulatory Affairs at CTIA-The Wireless Association®. Jackie works with public utility commissions and other state regulatory agencies, as well as NARUC and wireless coalition partners, on a variety of wireless policy issues, including broadband, intercarrier compensation, and smart grid. CTIA is a nonprofit membership organization, representing all sectors of wireless communications—service providers, manufacturers, wireless data, and Internet companies. Prior to joining CTIA, Jackie was the Director of Government Affairs at PCIA-The Wireless Infrastructure Association. Jackie earned a BS, with High Honors from Stetson University, and a JD with Honors from Emory University School of Law. Jackie is a co-chair of the Federal Communications Bar Association State & Local Practice Committee. She is also a member of the California Conference of Public Utility Counsel, and the Women's Wireless Leadership Forum. She serves on the Advisory Committee for the Bay Area (CA) Economic Council's Wireless Infrastructure Initiative.

#### **Michele K. Thomas, T-Mobile**

Michele K. Thomas is Managing Corporate Counsel-State Regulatory Affairs at T-Mobile USA, Inc. ("T-Mobile"). In that position, she represents T-Mobile's business and regulatory interests in state utility commission proceedings impacting T-Mobile and the wireless industry. In addition, Michele is

responsible for T-Mobile's advocacy on numbering policy issues at the state and federal level; and serves as the company's primary representative on the North American Numbering Council. From 1997 to 2002, she represented Omnipoint Communications and VoiceStream Wireless (companies acquired by T-Mobile) in regulatory proceedings at the Federal Communications Commission. Prior to entering the private sector, she was a senior advisor to U.S. Congressman Robert A. Roe, Chairman of the House Transportation and Infrastructure Committee. She holds both a MA and a BA degree from Marymount University in Arlington, Virginia; and a JD from Seton Hall University School of Law. She is a past co-chair of the New England Chapter of the Federal Communications Bar Association ("FCBA"), a current co-chair of the New York Chapter of the FCBA and serves on the Executive Committee of the FCBA.

### **George Young, VT PSB**

George Young is the Policy Director and Deputy General Counsel for the Vermont Public Service Board. He has been at the Public Service Board for 12 years, working on issues related to electricity, natural gas, telecommunications, and nuclear power. Prior to joining the Board, Mr. Young was employed for eight years by the Vermont Department of Public Service, working as Special Counsel and General Counsel. Mr. Young began his legal career in 1980 with the U.S. Environmental Protection Agency, specializing in water pollution control issues.

### **Moderator: Patricia Resende, Boston Business Journal**

Patricia Resende is a dynamic writer and editor who works with clients to generate compelling copy. Resende is the managing editor at Mass High Tech. She was an editor recently at Patch.com, an AOL company where she covered local and breaking news, led a team of freelance reporters and photographers, and collaborated with community leaders at the local, state, and federal level. Prior to joining Patch, Resende was Community & Education Outreach (Mitigation) and Research & Writing Specialist (External Affairs) with the Federal Emergency Management Agency (FEMA). She is also co-founder of the Excellent Writers Group, a team of writers and editors that works with clients on written publication, including newsletters, brochures, press releases, and annual reports. Patricia has more than a decade in the field working as a writer, editor, and photographer. Her work has appeared in the *Boston Herald*, *The Boston Globe* and *MetroWest Daily News*. She has also written for other niche publications, including the *Providence Business News*, *NewsFactor Network*, and *TWINS Magazine*. Patricia has written high technology, real estate, women's issues, and general business news. An engaging interviewer and aggressive researcher, Patricia gathers the crucial information to bring clients' stories to life. She has been a guest speaker and has appeared on New England Cable News' Business Day show. Patricia attended Northeastern University School of Journalism and is a member of the Society of American Business Editors and Writers.

## **Panel 2**

### **The New England Wireless Ecosystem:**

#### **Benjamin Aron, Sprint**

Benjamin Aron is a Counsel with Sprint's Government Affairs department, and he focuses on policy and regulatory matters in the Northeast region. He represents Sprint's interests before the public utility commissions of New England and several commissions outside New England. Mr. Aron has practiced before the FCC, the United States Court of Appeals for the District of Columbia, state trial and appellate courts, and public utilities commissions. Mr. Aron has broad experience representing both wireless and wireline carriers, facilities based and non-facilities based carriers, commercial and private carriers, broadcasters, and other communications industry businesses. On behalf of his clients, Mr. Aron has participated in spectrum auctions, spectrum sales and exchanges, interference mitigation negotiations, interconnection negotiations, asset transactions, spectrum leasing, site leasing, spectrum and tangible asset valuation, equipment authorization, spectrum licensing, and many other policy and regulatory matters. Mr. Aron is intimately familiar with wireless networks and the issues surrounding them from planning through implementation and operation. Mr. Aron began working on issues surrounding the communications industry in 1994 as an employee of a local government association before moving to private practice and ultimately joining Sprint in 2004.

#### **Harold Furchtgott-Roth, Hudson Institute**

Harold Furchtgott-Roth is a senior fellow at the Hudson Institute and founder and director of the Center for the Economics of the Internet. He also founded Furchtgott-Roth Economic Enterprises, an economic consulting firm, in 2003. He is the author or coauthor of four books and frequently comments on issues related to the communications sector of the economy. From 1997 through 2001, Mr. Furchtgott-Roth served as a commissioner of the Federal Communications Commission. Before his appointment to the FCC, he was chief economist for the House Committee on Commerce and a principal staff member on the Telecommunications Act of 1996. Earlier in his career, he was a senior economist with Economists Incorporated and a research analyst with the Center for Naval Analyses. He received a PhD in economics from Stanford and an SB in economics from MIT.

#### **Carl Povelites, AT&T**

Carl Povelites is currently the Assistant Vice President Public Policy, Mobility, for AT&T. He leads a group of professionals responsible for the development of public policy initiatives for AT&T's wireless business to advance and facilitate AT&T Mobility's business initiatives on a wide range of issues, from spectrum policy to emerging devices and technologies to safe driving. In 2011, he was appointed by the U.S. Department of Commerce to serve on the Commerce Spectrum Management Advisory Council. With over 20 years of experience in

the wireless industry, Carl has had the opportunity to participate in and actively shape its extraordinary growth.

Carl joined AT&T Mobility (f/k/a Cingular) as Executive Director of External Affairs in December 2000. Prior to joining Cingular, Carl was Vice President-Regulatory Affairs for Evolution Networks, a start-up fiber-optic networking company. He began his telecommunications career as a pricing analyst for Contel Telephone Operations in 1986, joining GTE Wireless in 1990 responsible for state regulatory and legislative activities. While at GTE Wireless, Carl's responsibilities expanded to include state and federal regulatory and legislative activities as the Assistant Vice President-Government Relations. Carl has also held marketing positions in the home health care industry with Everest & Jennings and Inspiron, as well as service engineer positions in the oil service industry with Dowell Schlumberger. He earned his bachelor's degree, a double major in economics and management, and an MBA from New Mexico State University.

### **Marc Rysman, Boston University**

Marc Rysman is a professor of economics at Boston University. He received his PhD in economics from the University of Wisconsin at Madison in 1999. Rysman's research focuses on industrial organization and competition, and the related issues of antitrust and regulation. In particular, he specializes in issues of network effects, two-sided markets, standardization and compatibility. He has worked on a variety of industries, such as telecommunication, Yellow Pages directories, payment cards, and consumer electronics. His research is primarily empirical, ranging from studies that are heavily motivated by theory to work that is primarily descriptive. He teaches on industrial organization, econometrics, antitrust, and regulation.

### **Moderator: Geoffrey Why, MDTC Commissioner**

Geoffrey Why was appointed by Governor Deval Patrick as the Commissioner of the Massachusetts Department of Telecommunications and Cable. From October 2007 until his appointment, Mr. Why was the General Counsel for the Department. Previously, Mr. Why worked as a civil and criminal litigator. From 2001 to 2007, Mr. Why was an assistant attorney general in the Massachusetts Office of the Attorney General, Consumer Protection and Antitrust Division, where he specialized in telecommunication and cable cases. In addition, he was a co-chair of the Attorney General's Diversity Committee from 2003 to 2007. In 2006, Mr. Why was presented the Edward J. McCormack Jr. Award for Excellence by the Attorney General for his work on behalf of Massachusetts consumers. From 1998 to 2001, Mr. Why was an assistant district attorney at the Suffolk County District Attorney's Office, Appellate Division. From 2002 to 2005, he was a first-year legal writing instructor at Boston University School of Law. Mr. Why has been active in a number of community groups. He has been a member of the board of directors of the Asian American Lawyers Association of Massachusetts since 2003 and the board of the Massachusetts Lawyers'

Committee for Civil Rights from 2006 to 2008. He is currently a Commissioner of the Massachusetts Asian-American Commission. Mr. Why graduated from Boston College in 1988 and Boston College Law School in 1998.

### **Panel 3**

#### **Policy Implications for Wireless:**

#### **Thomas Ashe, State 911**

Thomas Ashe is the Deputy Executive Director for the Massachusetts State 911 Department. As Deputy Director he supports the Executive Director on the technical aspects of the E9-1-1 system along with other day-to-day activities within the Department. Prior to his role as Deputy, he served as the Department's Systems Manager and was responsible for direct oversight of all technical aspects of the E9-1-1 system. He has been with the 911 Department for ten years. Before entering the public safety sector, Mr. Ashe spent several years in various technical support roles for GN Nettest, a Danish technology company that developed and sold datacom and telecom protocol analyzers.

#### **Vanu Bose, Vanu, Inc.**

Vanu Bose is CEO of Vanu, Inc., a provider of innovative wireless infrastructure solutions. Vanu, Inc. pioneered the commercialization of software-defined radio and became the first company to receive FCC certification of a software-defined radio in 2004. The company has been the recipient of numerous awards, including the Software-Defined Radio Forum Achievement Award, IEEE Spectrum Magazine's Wireless Winner, and the GSM Association Technology Award for Most Innovative Infrastructure Product. Dr. Bose has been granted the personal distinctions of being named a World Economic Forum Technology Pioneer and a ComputerWorld Honors Program Laureate. Dr. Bose is currently serving as a commissioner to the UN Broadband Commission for Digital Development, as a member of the Army Science Board, the Board of Trustees for the Boston Museum of Science, and as a member of the Bernard M. Gordon-MIT Engineering Leadership Program Industry Advisory Board. Dr. Bose was a technical expert for the President's Council of Advisors (PCAST) report: "Realizing the full potential of government-held spectrum to spur economic growth." Dr. Bose received his BS, MS, and PhD degrees in electrical engineering and computer science from MIT.

#### **Brian O'Hara, NARUC**

Brian O'Hara joined NARUC in January 2007 as Legislative Director-Telecommunications, Technology, & Water. In that position he directs the Association's legislative strategy and public policy activities in the areas of telecommunications, technology, water, and consumer affairs. The Legislative Director is responsible for the development and implementation of the Washington Action Program, which is the Association's advocacy program. The

Legislative Director also assists NARUC members and the General Counsel in the implementation of NARUC public policy. Brian has more than 15 years of telecommunications industry experience. Before joining NARUC, he spent six years with the National Telecommunications Cooperative Association (NTCA), including three years in NTCA's Legal and Industry Division before moving into Government Affairs. Prior to that, Mr. O'Hara spent four years with the National Exchange Carrier Association (NECA), the last three as editor-in-chief of NECA's daily newsletter, *Washington Watch*. He also worked on Capitol Hill for members of Congress, including then-House Majority Whip David E. Bonior (D-MI). Brian graduated from St. Mary's College of Maryland with a BA in both history and political science and a master's degree in government from Johns Hopkins University.

### **Joe Zukowski, Verizon**

Joe Zukowski has spent 28 years in the communications industry. He currently serves as Vice President-Government Affairs at Verizon Communications, where he is responsible for advocating for Verizon's policy positions before local, state, and federal government officials. He is a board member of Associated Industries of Massachusetts, A Better City and is the co-chair of the Government Affairs Committee of the Greater Boston Chamber of Commerce. Zukowski also serves as Chairman of the Board of AllCom, a community credit union based in Worcester, Massachusetts. He is a graduate of Bryant College, and received a master's degree from Emerson College.

### **Moderator: John Burke, VT PSB Commissioner**

John D. Burke has been a member of the Vermont Public Service Board since January 2001. He is a member of NARUC and currently serves as chair of the Telecommunications Committee. He is a state member of the Universal Services Joint Board and is state chair of the Separations Joint Board. Burke has been an adjunct professor of Business Law at Castleton State College for 25 years and still practices law in his hometown of Castleton, VT. Burke also has served on the Rutland County Bar Association, Family Court Committee and Real Property Committee, as well as on the VBA Municipal Law Committee. He served as a director of the Vermont Municipal Bond Bank for several years, before resigning in 2001 when appointed to the Public Service Board. Burke earned an AB in religious philosophy from Dartmouth College and a JD from Boston University School of Law.

## **NOTES**

# New England Wireless Conference

