



WIRELESS FORUM 2013

JUNE 14, 2013, NEW YORK, NY

NYSWA 

NEW YORK STATE WIRELESS ASSOCIATION

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A Message From NYSWA's President



On behalf of the New York State Wireless Association, welcome to Wireless Forum 2013!

This year marks our sixth annual conference and the first time we've hosted the event in New York City. NYSWA's forum brings together the wireless industry to learn, exhibit, exchange ideas and network – all to promote the wireless industry in New York State.

At Wireless Forum 2013, we are excited to present keynote addresses from internationally recognized leaders that continually advance U.S. wireless policy and develop global infrastructure for the next generation of wireless services. Their caliber of experience and knowledge from posts abroad, at the FCC and current leadership roles are unparalleled. You won't want to miss these extraordinary inside views from Washington D.C. and unique perspectives on current domestic wireless sector investments.

NYSWA is also pleased to present four educational sessions led by moderators and panelists at the forefront of their fields. These sessions are organized as regulatory and technology tracks. On the regulatory front, Superstorm Sandy was a game changer for many in the private and public sector who suddenly realized the value and need for robust wireless communications in emergency situations. Two sessions will feature updates on the U.S. First Responder Network Authority (FirstNet) and development of a national public safety

network and a post Superstorm Sandy review of critical wireless infrastructure and disaster response by wireless providers. NYSWA's technology track will explore the rapidly advancing field of mobile payments and the development of cutting edge mobile applications and how that is shaping the mobile landscape. These sessions will no doubt provide invaluable content that further highlights the importance of wireless technologies to communities and consumers alike.

On Friday the 14th, you will have the opportunity to meet numerous exhibitors and sponsors, learn more about NYSWA and network right on the Hudson River. Many of you will also be joining us on Thursday the 13th for a special tour of the Transit Wireless DAS facilities in the New York City Subway. Throughout, I encourage you to share your insights and perspectives with those around you that include government officials, municipal representatives, building and business owners and those engaged in wireless every day. It's through these exchanges that we can advance wireless across New York State from Manhattan to the Adirondacks and Niagara Falls to Long Island.

To all of our sponsors, exhibitors, keynote speakers, panelists, and volunteers, a personal note of gratitude for making this our best conference yet. On behalf of NYSWA's Board, thank you for joining us at Wireless Forum 2013!

A handwritten signature in black ink, appearing to read 'C. B. Fisher', written in a cursive style.

Christopher B. Fisher
President, NYSWA

Educators, Advocates & Facilitators for the Wireless Industry in New York

Since its inception, the New York State Wireless Association has incorporated in its mission the exchange of information with policy makers, governmental agencies and consumers regarding the benefits of wireless services and need for infrastructure to reliably serve the public. Over the years and in collaboration with many of you, we have educated, advocated and facilitated on any number of topics related to wireless services. Through our Executive, Regulatory and Educational Committees we have advanced siting efforts in the Adirondack Park, met with FCC Bureau Staff in Washington on barriers to wireless deployments. We have also educated state and local officials on current federal policies and laws such as the FCC's "Shot Clock" ruling, recently upheld by the U.S. Supreme Court, and Congress' passage of collocation by right legislation set forth in Section 6409 of the Middle Class Tax Payer Relief Act. When asked by our members for support, we rely on a talented Board and active list of 2000 members that are always ready to assist, whether it be commenting on state and local legislation, testifying on the industry's behalf and engaging at the local level in tower siting controversies.

Over the past year our various committees have worked closely with NYSWA's core constituents on matters potentially impacting the wireless industry. Within the past several months, NYSWA's Executive Committee provided written testimony to the NYC Council on post Superstorm Sandy oversight review and commented on various state bills both pro and con to the wireless industry. Our Regulatory Committee, which is comprised of over 50 individuals from across the country includes national wireless carrier representatives, site acquisition consultants, attorneys, environmental consultants and other individuals that work in the wireless industry, has also been very active. The Regulatory Committee meets once a month by conference call providing an extremely informative forum for our industry in New York where colleagues share information including resources provided by PCIA. The Regulatory Committee also uses these meetings to identify issues where NYSWA can provide assistance and otherwise serve as a resource to municipalities and the public

across the state. Similarly, our Educational Committee is actively engaged in various municipal, planning and other organizations where we bring our message right to those groups influencing local decision-making.

Highlights of Regulatory Committee and Educational Committee accomplishments over the past year:

- Engaged and provided detailed comments on proposed revisions to three municipalities' wireless siting laws.
- Engaged, assisted and otherwise provided comments to six municipalities in connection with their search for new wireless consultants.
- Developed a Model Ordinance in 2012 which is available on the NYSWA website as a resource for municipalities and the public.
- Sourced a PCIA opportunity and assisted in the drafting of an article on recent developments in the wireless law that appeared in the Association of Towns of the State of New York newsletter.
- Presented an educational panel at the Association of Towns of the State of New York Annual Meeting and Training School.
- Worked with PCIA in order to provide local examples of regulatory barriers supporting a significant number of federal initiatives including Section 6409 and the Shot Clock.
- Continue to monitor relevant federal and state caselaw and legislative proposals in order to keep our colleagues abreast of the latest developments in the wireless industry.

If you're interested in joining one of NYSWA committees and learning more about NYSWA's education and advocacy efforts, please go to our website at www.nyswa.org and contact:

Regulatory Committee: Anthony Gioffre, III, Chair
or Jonathan Zembruski, Co-Chair
Educational Committee: Adrian Berezowsky, Chair
Membership: Esme Lombard, Chair

Or better yet, come and find anyone of us on Friday June 14th at Wireless Forum 2013 to talk more about NYSWA!

A Word From PCIA



Dear NYSWA Attendees:
This is the key gathering of industry leaders dedicated to the growth of wireless in New York State. As President and CEO of the national trade association

working to expand wireless broadband everywhere, the passion demonstrated at events like these is inspiring. After more than two decades in public service, it is wonderful to be surrounded by a group of people so committed to delivering essential wireless service to New York's consumers, businesses, public safety officials and others who rely on it daily.

As many of you know, PCIA – The Wireless Infrastructure Association, engages policy-makers at the federal level to spread the message about the role of wireless infrastructure in ensuring access to wireless. Through PCIA's State Wireless Association Program (SWAP), we support the efforts of the New York State Wireless Association (NYSWA) and 28 other organizations (covering 38 states in all) to advocate for wireless network deployment at the state and municipal level. The saying "all politics is local" is particularly true for the wireless industry. NYSWA's efforts are essential not only

to New York State's wireless future, but to the continued growth of the industry and the U.S. economy.

Your success is advanced at this gathering. We strive to improve the regulatory climate in which you operate and make it easier for you to do business. Events like the NYSWA Wireless Forum, which PCIA is proud to support, provide a platform for the exchange of ideas and a valuable opportunity to make face-to-face connections within your community. Those connections help make NYSWA more effective—and make PCIA's SWAP network even more powerful. As our community grows in both strength and numbers, I look forward to working with each of you to pave the way for continued wireless network deployment and together help ensure a prosperous future for New York State and the entire country.

Sincerely,

A blue ink handwritten signature that reads "Jonathan Adelstein".

Jonathan Adelstein
President & Chief Executive Officer
PCIA – The Wireless Infrastructure Association

29 Associations 38 States SWAP

1 *POWERFUL NETWORK*

To learn more about PCIA's State Wireless Association Program, log on to
www.statewireless.org



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NYSWA Wireless Forum 2013 Agenda

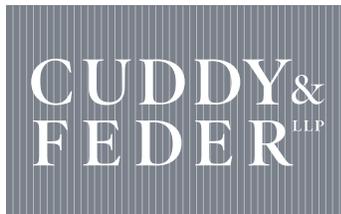
6:00AM-8:00AM	Exhibit Set-up	
7:30AM	Registration opens in <i>Main Entrance Foyer</i>	
8:00AM – 8:45AM	Welcome Breakfast in <i>Exhibit Area</i>	
8:45AM-9:00AM	Welcome remarks by Kenneth Adams, President & CEO, New York Empire State Development Corp. <i>Majestic Room</i>	
9:00AM-9:30AM	Welcome remarks from NYSWA’s Leadership <i>Majestic Room</i>	
9:30AM-9:45AM	Break in <i>Exhibit Area</i>	
9:45AM-11:15AM	Educational Session I: Superstorm Sandy – Natural Disasters and Wireless Infrastructure <i>Aquatania West Room</i>	
9:45AM-11:15AM	Educational Session II: Mobile App Development <i>Oceanic Room</i>	
11:15AM-11:45AM	Break in <i>Exhibit Area</i>	
11:45AM-1:00PM	Lunch & Keynote Speaker, Steven Marshall, EVP & President, U.S. Tower Division, American Tower <i>Majestic Room</i>	
1:00PM-1:15PM	Break in <i>Exhibit Area</i>	
1:15PM-2:45PM	Educational Session III: FirstNet – Implementation of a Public Safety Broadband Network in the New York Metropolitan Market - <i>Aquatania West Room</i>	
1:15PM-2:45PM	Educational Session IV: Mobile Payments – The New Frontier <i>Oceanic Room</i>	
2:45PM-3:00PM	Break in <i>Exhibit Area</i>	
3:00PM-3:30PM	Keynote Speaker, Jonathan Adelstein, President & CEO, PCIA <i>Majestic Room</i>	
3:30PM-5:30PM	Cocktail Reception in <i>Exhibit Area</i> and on the <i>Terrace</i>	



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Keynote Speakers



Kenneth Adams

Empire State Development: President & CEO

Kenneth Adams was confirmed by the Legislature as Empire State Development (ESD) President & CEO and Commissioner of the New York State Department of Economic Development on April 5, 2011.

In these positions, Mr. Adams works to promote economic practices that attract business and create jobs throughout New York State. He also works closely with Lieutenant Governor Robert J. Duffy to implement the Regional Economic Development Councils across the state.

Mr. Adams came to ESD from The Business Council of New York State, the state's leading business association, where he served as President and CEO since 2006. He led the organization in its mission of creating "economic growth, good jobs and strong communities across New York State." The Business Council represents nearly 2,500 member businesses, chambers of commerce and professional and trade associations, employing a total of more than one million New Yorkers.

Prior to leading the Business Council, Mr. Adams was President of the Brooklyn Chamber of Commerce and Director of the MetroTech Business Improvement District in Downtown Brooklyn. He was also the founding Executive Director of New York Cares, New York City's leading volunteer organization, from 1988 to 1994.

Mr. Adams is a resident of Brooklyn, New York, where he lives with his wife and two children.



Steven C. Marshall

American Tower: Executive VP/President (U.S. Tower Division)

Steven C. Marshall initially joined American Tower as the Executive Vice President, International Business Development in November 2007. Prior to joining American Tower, Marshall was the CEO of National

Grid Wireless, the market leading telecommunications and broadcast infrastructure provider in the United Kingdom. During this period, he also served on the boards of Digital UK, the government body responsible for analogue to digital switchover in the UK and on the board of Freeview, the UK free-to-air digital broadcasting organization.

Prior to this, Marshall was Executive Chairman of Intelig, the alternative national long-distance telecommunications operator in Brasil; non-executive chairman of Silica Networks in Argentina and a non-executive Director of Manquéhue Net, Chile. Intelig was a joint venture between Sprint, France Telecom and National Grid Plc. Before these appointments, Marshall was responsible for National Grid Plc's international business development.

He has a B.Sc. (Hons.) in Building and Civil Engineering from Manchester University, England and an MBA from Manchester Business School, England.



Jonathan S. Adelstein

PCIA: President & CEO

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 17th 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.

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 M.A. in History and a B.A. with Distinction in Political Science from Stanford University and is a graduate of Phillips Academy, Andover, MA. Adelstein was born and raised in Rapid City, South Dakota. He currently lives with his wife Karen and two children, Adam and Lexi, in the Washington, D.C. area.

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Educational Session I: Superstorm Sandy

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Superstorm Sandy, Natural Disasters and Wireless Infrastructure

Superstorm Sandy created an unprecedented challenge to communications service providers. Wireless infrastructure was adversely impacted but also was remarkably resilient. What were the failures and successes? How can service providers, government officials, emergency personnel and consumers deal with power dependency, backup generators, emergency permitting, resource sharing, 911 accessibility, social media, new technologies and other issues? What are the relevant recommendations from the FCC and the NYS Ready Commission?

Moderators:

David E. Bronston, Special Counsel, Phillips Lytle and NYSWA Board Member
 Anthony B. Gioffre, III, Esq. Cuddy & Feder, Regulatory Chair NYSWA

David E. Bronston

David E. Bronston focuses his practice at Phillips Lytle on a telecommunications infrastructure and has extensive experience with network licensing and the intersection of telecommunications infrastructure with real estate. He has misrepresented public and private property owners nationwide in license agreements, right of way agreements and other access agreements with telecommunications service providers and carriers (with a particular expertise in Distributed Antenna System networks) in negotiating franchise agreements with local governments and obtaining all necessary legislative authorizations and administrative licenses, permits and approvals. Mr. Bronston is highly knowledgeable and experienced in the workings of New York City government, from the Mayor's office and agencies to the NYC Council Members and staff to the local community boards. He has developed an expertise in the compliance requirements under the local and state lobbying and ethics laws. Mr. Bronston has over two decades of experience in the telecommunications industry and is a former general counsel for the NYC Department of Information Technology and Telecommunications. He frequently speaks on the topic of telecommunications, and has written extensively on telecommunications matters.

Anthony B. Gioffre III

Anthony B. Gioffre III is a Partner at Cuddy & Feder and is the Chairman of the firm's Land Use & Zoning department. He practices in real estate development, zoning, environmental law, and related litigation. Tony regularly represents national developers, retailers, religious institutions, individuals, and the telecommunications industry before municipal and state land use, zoning and environmental agencies. Tony assists clients with all aspects of the land use permitting and regulatory compliance process, including compliance with New York's State Environmental Quality Review Act ("SEQRA").

Panelists:

John Gilbert
 E. Christopher Nurse
 Professor Shivendra S. Panwar
 Todd Schlekeway
 Tokumbo Shobowale

John Gilbert

John Gilbert is EVP and COO for Rudin Management. This prominent, family-owned developer, possesses 10 million feet of commercial space and 18 apartment buildings. Prior to Rudin Management, Mr. Gilbert was President of the Rent Stabilization Association, served in several capacities for NYC government agencies and was appointed to serve as one of the initial members of the New York State Real Estate Board. Mr. Gilbert has chaired or co-chaired several task forces on rebuilding telecom infrastructure and security, and serves on Mayor Bloomberg's task forces on energy policy and improving the City's emergency response and security, and was appointed to the Mayor's Broadband Advisory Committee. He currently Chairs the New York Building Congress Energy Committee, is an officer of the Grand Central Partnership and serves as Chair of its Nominating Committee. Mr. Gilbert also is a Trustee for the New York Hall of Science.

E. Christopher Nurse

AT&T, is Regional Vice President, State External & Legislative Affairs. Located in Washington, D.C., he focuses on external, regulatory and legislative strategies primarily across the mid-Atlantic and northeast states, from Virginia to Maine.

He received a B.A. in Economics from the University of Massachusetts at Amherst, and in 1996, an MBA from Southern New Hampshire University in Manchester, New Hampshire. Over 30 years in the telecommunications industry, including over 15 years with AT&T, he has held a variety of positions involving technology and business operations, analysis, and advocacy.

Since 2008 he has been a member of AT&T's Regional Crisis Management Team dealing with business continuity for wireless retail operations. He is a member of AT&T Northeast Emergency Operations Center, and was activated and extensively involved in network restoration efforts in Hurricane Irene, Tropical Storm Lee, "Snow-tober," and Superstorm Sandy for both wireline and wireless operations. He has participated in AT&T's quarterly Network Disaster Recovery exercises and undergoes periodic retraining and recertification pursuant to Business Continuity Planning requirements.

Mr. Nurse joined AT&T through its acquisition of Teleport Communications Group, Inc. ("TCG"). Prior to working for TCG, he was a Telecommunications Analyst with the New Hampshire Public Utilities Commission ("PUC") from 1991 until 1997. He has appeared before 15 state commissions and the Federal Communications Commission.

Professor Shivendra S. Panwar

Shivendra is a Professor in the Electrical and Computer Engineering Department at Polytechnic Institute of New York University. He received the B.Tech. degree in electrical engineering from the Indian Institute of Technology Kanpur, in 1981, and the M.S. and Ph.D. degrees in electrical and computer engineering from the University of Massachusetts, Amherst, in 1983 and 1986, respectively.

He joined the Department of Electrical Engineering at the Polytechnic Institute of New York, Brooklyn (now Polytechnic Institute of New York University). He is currently the Director of the New York State Center for Advanced Technology in Telecommunications (CATT), the Faculty Director of the NY City Media Lab, and has served as the Director of the National Science Foundation Wireless Internet Center for Advanced Technology (WICAT, 2009-2012). He spent the summer of 1987 as a Visiting Scientist at the IBM T.J. Watson Research Center, Yorktown Heights, NY, and has been a Consultant to AT&T Bell Laboratories, Holmdel, NJ. His research interests include the performance analysis and design of networks. Current work includes cooperative wireless networks, switch performance and multimedia transport over networks.

He has served as the Secretary of the Technical Affairs Council of the IEEE Communications Society. He is a co-editor of two books, Network Management and Control, Vol. II, and Multimedia Communications and Video Coding, both published by Plenum. He has also co-authored , published by the Cambridge University Press. He was awarded, along with Shiwen Mao, Shunan Lin and Yao Wang, the IEEE Communication Society's Leonard G. Abraham Prize in the Field of Communication Systems for 2004. He won, along with Zhengye Liu, Yanming Shen, Keith Ross, and Yao Wang, the IEEE Multimedia Communications Best Paer Award for 2011. He is an IEEE Fellow.

Todd Schlekeway

Todd became the Executive Director of the National Association of Tower Erectors (NATE) in June of 2012. Prior to joining NATE, Todd worked for seven years as the founder and principal of a public affairs and communications firm called Full Court Strategies Group, LLC. Todd has extensive experience in the areas of government relations, media relations, client relations, issue advocacy, political campaigns, event management, strategic planning and budgeting.

Prior to working in the public affairs arena, Todd worked on the U.S. Presidential Inaugural Committee in 2004-2005 and on several high profile U.S. Senate campaigns in South Dakota involving current U.S. Senator John Thune.

Todd also has extensive policy experience having served for two terms in South Dakota's state legislature where he represented a Sioux Falls, SD legislative district in both the State House and the State Senate.

Todd received his undergraduate college degrees from the University of Sioux Falls (USF) with a B.A. in History/Political Science and a B.S. in Exercise Science. He also earned a Master's degree in Education (M.Ed.) from USF. While at the University of Sioux

Falls, Todd participated in collegiate athletics as a member of the USF basketball team. Todd resides in Sioux Falls, SD with his wife Jill and two sons Gavin and Grant.

Tokumbo Shobowale

Tokumbo is Chief Business Operations Officer of the City of New York. In this role he serves as the Bloomberg Administration's lead official in implementing business-friendly practices. He manages the New Business Acceleration Team and NYC Business Express, the city's online portal for business information and transactions, and facilitates adoption of business-friendly changes across regulatory agencies. These changes include enabling businesses to apply and pay online for necessary permits and other credentials and providing readily available and easy-to-understand information about navigating government.

Tokumbo also serves as Director of Citywide Infrastructure and the Built Environment for NYC's Special Initiative on Rebuilding and Resiliency (SIRR). SIRR was launched by Mayor Bloomberg in December to address how to rebuild New York City to be more resilient in the wake of Sandy, with a long-term focus on preparing for and protecting against the impacts of climate change, broadly speaking. In May SIRR will issue a comprehensive report with actionable recommendations not only for rebuilding the communities impacted by Sandy, but also for increasing the climate resilience of infrastructure and buildings citywide.

Previously Tokumbo was Chief of Staff to the Deputy Mayor for Economic Development, coordinating economic policy development for the Office of the Mayor and overseeing more than a dozen agencies, including those responsible for business services and workforce development, business attraction and retention, affordable housing, city planning and transportation. Prior to his roles at City Hall Tokumbo was the Chief Operating Officer at the New York City Economic Development Corporation (NYCEDC), the City's vehicle for stimulating investment across industry sectors and broadening the City's tax and employment base by meeting the needs of businesses. In this role and in previous positions he led the restructuring of several divisions of the corporation, helping reshape and prepare it to address the needs of the economy following the 2008 recession. A signature initiative of the work of both the Deputy Mayor and of NYCEDC under Tokumbo's leadership is Applied Sciences NYC, a competition resulting in new engineering research campuses and the investments of billions of dollars by Cornell-Technion and an international consortium led by NYU.

Before joining NYCEDC, Tokumbo was a management consultant for McKinsey & Company and also for Dalberg Development. Previously he was Honduras program director for an organization facilitating rural enterprise and solar energy development. He is the founding chair of the board of the three Leadership Prep Charter Schools in central Brooklyn. Tokumbo attended Stanford University, the Columbia University School of International and Public Affairs, and the MIT Sloan School of Management, earning degrees from each with academic distinction. He lives in Fort Greene, Brooklyn with his wife and son.

Educational Session II: Mobile App Development

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Mobile App Development Panel

Lessons from the front lines: Where data meets today's application development and design. How have the app developers been able to create better and more robust experiences with handsets given the traffic increase caused when users move in between different types of data networks and speeds. There is a disconnect today between the companies that build data networks, the consumers which rely on those networks, and the application developers creating products which rely on those networks. This panel seeks to create a dialogue around how the varieties of data networks influence app developers who are building applications which both rely on, and often work around, the intricacies of modern day mobile data networks.

Moderator:

Josh Builder, CTO, The Orchard

Josh Builder is Chief Technology Officer for The Orchard, a pioneering independent music and video distribution company operating in more than 25 global markets. The Orchard provides an innovative and comprehensive sales and marketing platform for content owners. Josh oversees product development, strategy, technology design, engineering, content management and delivery systems. Josh built the Product Development team and orchestrated a new structure for The Orchard's development methodologies and engineering tactics. Prior to The Orchard, Josh worked at T-Mobile USA's Engineering department, developing projects impacting its Northeast U.S. network. Prior to that, he was a developer for Cingular Wireless and was key in developing their engineering dashboards. Josh holds a BS in both Information Systems and Economics from Carnegie Mellon. He is a Board Member at DDEX, the body that builds standards for the digital supply chain, and was named in Billboard Magazine's 2010 30 Under 30 Executives.

Panelists:

Hadley Harris, Founding General Partner, ENIAC Ventures

Kyle Jaster, Chief Product Officer, Noodle.org

Christina Marcando, Founder, Ringly, Product Manager and Ux designer front end developer, eBay

Marci Weisler, COO, Eachscape

Hadley Harris

Hadley Harris has been actively working at the intersection of business and technology for 14 years. Before focusing on Eniac fulltime, Hadley was a two-time entrepreneur in the mobile technology space. Most recently he was CMO of Thumb, a mobile social platform that boasts the 2nd highest user engagement next to Facebook. At Thumb he was responsible for the company's marketing and business development activities. Prior to Thumb, he was an executive at Vlingo, acquired by Nuance Communications for \$225,000,000, where he held the roles of Head of Business & Market Strategy and Vice President of Marketing. At Vlingo, Hadley was responsible for the firm's user acquisition and monetization. Since joining in 2007, Hadley also lead Vlingo's efforts in business development and finance. Before heading to Vlingo, Hadley worked at Charles River Ventures where he spent time helping with mobile investments while looking for a young startup to join. Prior to that, Hadley held a variety of roles including Corporate Strategy for Samsung and Product Management at Microsoft. He began his career as a software developer and engineering team manager for Pegasystems.

Hadley is a noted expert in the mobile space having been quoted or profiled in Forbes, TechCrunch, VentureBeat, GigaOm, Business Insider, MIT Technology Review and interviewed on Fox Business News. He was also named New York's Best Early

Stage Investors by Business Insider in 2012. Hadley holds an MBA from The Wharton School at the University of Pennsylvania and a Bachelors of Science in Engineering from the University of Pennsylvania.

Kyle Jaster

Kyle Jaster is the Chief Product Officer for Noodle.org. Kyle has a background that blends computer science and art, and has a passion for making things that “just work.” After graduating with a BS in Computer Science, he spent four years as Production Director at Rayogram, where he led his team in developing innovative solutions to design problems and made significant contributions to open source software products. Noodle.org is a web service that helps students and their parents find the right kindergarten, college, and grad schools for them. Founded by established leaders in education preparation, Noodle has resources for connecting students to test prep, online learning, and education counseling as they make key decisions for their learning futures

Christina Mercado

Christina Mercado is the founder of Ringly, a wearable technology company focused on creating wireless accessory communications devices. She was previously the VP of Product at the New York City based startup Hunch.com, a social recommendation site that aimed to build a ‘taste graph’ of the entire web. In 2011, Hunch was acquired by eBay and tasked to improve the recommendation experience across ebay.com. With a background in Art and Human Computer Interaction, Christina has a strong passion for user-centered design and its power to enrich and strengthen both online and offline experiences.

Marci Weisler

Marci Weisler is an accomplished digital executive with over 15 years of experience growing online businesses. In joining EachScape, Marci reunited with former Vindigo colleagues to grown another great mobile business. Prior to joining EachScape, she was a client of the company, when at Time Out North America and with Little Brownie Bakers, a division of Kellogg’s, for which she launched mobile initiatives including the Girl Scout Cookie Locator. Over the years, she has focused on strategy and execution, business development and mobile initiatives for established companies and startups, including Gilt City, Gigya, CondeNet, Kellogg’s, and Tipping Point Partners. Prior to this, Marci led Time Out North America’s digital business initiatives, launching online advertising and ad ops, overseeing partnerships, audience development, new platforms and licensing in the US. She has also served on the management teams of innovative startups: Marci led business development and carrier relations at Vindigo, creating extensive distribution partnerships with major media companies and with every major U.S. wireless carrier; worked with major retailers on early e-commerce initiatives while running business development at Flooz.com, an online gift currency; spearheaded online development for Muze, and developed partnerships with major media companies at both Air Media, Inc., a mobile messaging and early WAP provider, and at Prodigy Services Company. Marci began her career in the cable business. She holds an MBA from Columbia Business School and a BA from Cornell University. She is active in the NYC startup community as a mentor for Women Innovate Mobile, and advisor for earlier stage startups

Educational Session III: FirstNet

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FirstNet: Implementation of a Public Safety Broadband Network in the New York Metropolitan Market

The Middle Class Tax Relief and Job Creation Act of 2012 created the First Responder Network Authority ("FirstNet") as an independent authority within the National Telecommunications and Information Administration. The Act directs FirstNet to establish a single nationwide, interoperable public safety broadband network and has identified seven billion dollars in funding.

The panel will explore the implementation of FirstNet in the New York Metropolitan market. A FirstNet Board Member will provide an overview of FirstNet in opening remarks. Highly credentialed representatives from the public safety community, governmental agencies, system integrators, the utility industry, and the public-private partnership perspective will discuss existing public safety networks that have already been successfully launched in New York City, including NYCWiN, and the likely path forward for a successful FirstNet roll-out in the unique New York Metropolitan market.

Moderator: Robert D. Gaudio, Esq., Partner with Snyder & Snyder, LLP

Robert D. Gaudio is a Partner at the law office of Snyder & Snyder, LLP. Robert graduated summa cum laude from Stony Brook University in 1990, cum laude from Pace University School Law School (J.D. 1993) and obtained a Masters of Laws in Environmental Law from Pace University School of Law in 1994. He is admitted to practice in New York, and in the United States District Courts for the Southern, Northern and Eastern Districts of New York. Robert has personally appeared before numerous land use boards throughout the New York Metropolitan area and has litigated various wireless cases in Federal District Courts throughout the country. He is a frequent lecturer to the wireless communications industry, has been published in leading industry journals and is a board member of the New York State Wireless Association. Robert's focus in the area of public safety radio includes his experience with the deployment of the New York City Wireless Network ("NYCWiN").

Opening Remarks:

Deputy Chief Charles F. Dowd, Commanding Officer, Communications Division, NYPD and FirstNet Board Member

Deputy Chief Charles F. Dowd is a 33 year member of the New York City Police Department. For the past eleven years he has been the Commanding Officer of the Department's Communications Division consisting of more than 1,500 members. In August of 2012 he was appointed to the Board of Directors of FirstNet by Secretary of Commerce Rebecca Blank.

He is responsible for the City's 9-1-1 operations, the nation's busiest, receiving over 12 million calls per year, and the N.Y.P.D. police radio operation, dispatching 4.5 million radio runs annually. The N.Y.P.D. land mobile radio network has 300 sites, with over 67 voice frequencies, 1,200 receivers, 150 transmitters, and 40,000 radios. He was the police department's lead representative on several major projects in the City of New York including a new digital recording system for 9-1-1. This system was used to run a successful pilot project for domestic violence cases to deliver 9-1-1 emergency calls electronically to prosecutors as evidence for initial court appearances. He was also the Department's lead on Mayor Bloomberg's new 3-1-1 Government Services telephone system, and instrumental in integrating the 3-1-1 system with the City's 9-1-1 system. He was tasked with the responsibility of establishing the communications plan for public safety/interoperability for the 2003 Republican National Convention held in New York City. Currently, he is involved in Mayor Bloomberg's initiative to merge police, fire, emergency medical communications, and 9-1-1 services into one consolidated Public Safety Answering Center, a 1.5 billion dollar project. He is the City's representative on the Public Safety Alliance, the organization that led the unprecedented effort that secured radio spectrum and funding to establish a nationwide broadband public safety network.

Chief Dowd was in command at the New York City P.S.A.P. on September 11, 2001, coordinating the N.Y.P.D.'s communications response. Since the horrific events of that day, he has been the keynote speaker at numerous public safety communications conferences, as well as several government communications seminars. He has testified on several occasions before the F.C.C. and the U.S. Congress on both new-technology 911 V.O.I.P. call delivery first implemented successfully on a large scale in N.Y.C. and the need for a nationwide public safety broadband system. He has had articles published in several Public Safety and I.T. publications.

Panelists:

Tom Afferton, Director, Northrop Grumman Information Services
 John Facella, Senior Vice President, RCC Consultants
 Steve Harte, New York City Department of Information Technology & Telecommunications
 Brett W. Kilbourne, Vice President & Deputy General Counsel, Utilities Telecom Council
 Morgan E. O'Brien, Chairman of Cyren Call Communications and Founder of Nextel.

Thomas Afferton

Tom Afferton is the Director of Public Safety Systems and Solutions (PSSS), part of Cyber Solutions division's Civil Cyber and Security business unit within Northrop Grumman Information Systems. In this role, he is responsible for managing a line of business related to the delivery of command and control and mission critical communications solutions to state and local, federal, and international customers. Important programs in the PSSS portfolio include the Law Enforcement Information Exchange program with the U.S. Navy, the New York City Wireless Network ("NYCWiN"), and the Emergency Communications Transformation Program Phase 2 with New York City.

Mr. Afferton previously served as the director of New York Programs and, before that, as the director of Strategy and Technology for the former Civil Systems division's Civil Security and Infrastructure business unit, where he defined the business and technology strategies for public safety, mission critical communications, homeland security and IT services markets.

Mr. Afferton joined Northrop Grumman in 2004. Among his experiences at Northrop Grumman, he has served as the chief engineer of NYCWiN, where he led engineering efforts through a successful competitive pilot, network design and initial service launch. Mr. Afferton has also served as the program director for a mobile data trial with the Sussex Police and the National Policing Improvement Agency in the United Kingdom.

Mr. Afferton began his career at AT&T where he held a variety of engineering and management positions of increasing scope and responsibility related to planning and operating optical networks. Mr. Afferton received a bachelor's degree in electrical engineering from the University of Virginia and a master's degree in electrical engineering from Stanford University.

John Facella

John Facella is a senior vice president with RCC Consultants, a major public safety communications consulting company in the U.S. He has 30+ years of experience in public safety and military radio communications, including 28 years working with the 2 largest manufacturers of such equipment.

John is a member of the International Association of Fire Chiefs (IAFC) Communications Committee, is a member of the International Association of Chiefs of Police (IACP) Communications and Technology Committee, is a member of the National Fire Protection Association (NFPA) and is on two committees concerned with communications (1221 and 1800). John is also a member of the Association of Public Safety Communications Officials (APCO), and is a Fellow of the Radio Club of America (RCA) and a board member and executive committee member. John also has worked for some time in the public safety broadband arena: he is on the NPSTC Broadband EMS Communications working group, and worked in the NPSTC Broadband Working Group, Security Task Group. He was part of a small team working on broadband strategy for a major communications vendor, and is involved in the RCC Consultants' effort on broadband. He has written several articles on the FirstNet project for industry media.

He is also an active firefighter/EMT with nearly 30 years of experience on 4 fire departments in 4 states, and has numerous fire service certifications including Massachusetts state certified Firefighter I/II and Fire Instructor I, Fire Officer II, Fire Inspector I, Incident Safety Officer, and Life and Fire Safety Instructor.

John has a BSEE degree from Georgia Tech, an MBA in marketing from Georgia State University, and is a registered professional engineer in Illinois and a chartered engineer in the U.K. John served as an officer in the U.S. Army Signal Corps and was responsible for tactical radio and wireline communications while stationed in Germany during the Cold War. John was born and raised in the NYC area.

Steven Harte

Steven Harte brings 23 years of public safety wireless communications expertise to his current position, Associate Commissioner of Wireless Technologies, at the New York City Department of Information Technology and Telecommunications ("DoITT"). His responsibilities include setting policy, strategy, and approach to managing DoITT's wireless portfolio.

Under his leadership, the Wireless Technologies team established and implemented the NYC Wireless Network ("NYCWiN") which is the City's government-owned, highly secure, and redundant wireless broadband infrastructure. NYCWiN provides

high speed data connectivity in support of first responder and other essential City operations. Some examples of wireless initiatives include deployment of thousands of handheld and mobile data terminals, automatic vehicle location, video situational awareness, license-plate recognition, advanced traffic management, automatic meter reading, and remote radiation sensing applications.

Commissioner Harte is also responsible for the management and operation of two major land mobile radio networks in the City that support mission critical interoperable voice communications to more than 35,000 subscribers across 40 agencies. Finally, he serves as a co-chair of the New York City Interagency Communications Committee, a group of operational and technical managers from local, state, and federal public safety agencies that advance interoperable communications capabilities within the New York City region.

Brett W. Kilbourne

Mr. Kilbourne is currently Vice President of Government & Industry Affairs and Deputy General Counsel at the Utilities Telecom Council ("UTC") where he provides legal guidance to utilities on telecommunications issues both pending before federal and state agencies and being considered in Congress.

UTC is the national representative on telecommunications matters for its electric, gas and water utilities and natural gas pipeline company members, which range in size from large combination electric-gas-water utilities which serve millions of customers, to smaller, rural electric cooperatives and water districts which serve only a few thousand customers each.

Prior to joining UTC in October 1998, Mr. Kilbourne was employed at BellSouth Corporation from 1994-1998 in its Washington, D.C. office, where he assisted the legal department on a variety of common carrier, wireless and cable issues. He was also employed at the law firm of Baker & Hostetler from 1991-1994 where he assisted the communications practice, primarily on broadcast and cable television matters. Mr. Kilbourne graduated in 1987 with a Bachelor of Arts degree in History from the University of the South in Sewanee, Tennessee. He received his Juris Doctor degree in 1998 from The Catholic University, Columbus School of Law and is licensed to practice law in the State of Maryland.

Morgan E. O'Brien

Morgan E. O'Brien is the co-founder and chairman of Nextel Communications, Inc. (now part of Sprint Nextel). In 1987, he led the creation of the first all-digital nationwide wireless network which brought push-to-talk (PTT) communication to the mass business and consumer market. In 2006, he was a co-founder of Cyren Call Communications which began a public debate resulting in legislation in 2012 authorizing the creation of a nationwide public safety broadband network.

Mr. O'Brien is considered by many to be a visionary leader who has shaped the wireless industry throughout his career. He was recognized in 1987 as New Jersey Entrepreneur of the Year and was voted the RCR Person of the Year in 1993 and again in 2006. In 2005 he was inducted into the Washington, DC Business Hall of Fame and in 2007 he was named a Fellow of the Radio Club of America. Mr. O'Brien is a graduate of Georgetown University and the Northwestern University School of Law.

Educational Session IV: Mobile Payments

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Mobile Payments: The New Frontier

Few areas in the wireless space are attracting as much attention as mobile payments, and few areas have as many unsettled answers. Issues that arise on the policy side include consumer protection, financial service and payment regulation, targeted advertising, cyber security and privacy concerns, to name just a few. On the technology front, near field communications and other remote, contactless solutions have implications for infrastructure and the wireless ecosystem. Wireless carriers will be key players in the various mobile commerce business models and other value added propositions, including through consortiums like the ISIS Mobile Wallet. Panelists include policy experts and representatives from companies on the cutting edge of the mobile commerce experience.

Moderator:

Jason Oxman, CEO, Electronic Transactions Association

Jason Oxman

Jason Oxman brings two decades of technology and policy experience to ETA, the global trade association representing more than 500 financial and technology companies in the electronic payments industry. He joined ETA from the Consumer Electronics Association, owner of the International CES®, where he served as senior vice president of industry affairs. Previously, Oxman served as general counsel of a technology industry trade association and as vice president of a Silicon Valley-based technology company. Oxman also worked at the Federal Communications Commission to develop and implement technology and broadband policies. He began his legal career as a law clerk for the Maine Supreme Court, and he is also a former broadcast journalist. Oxman received his B.A. cum laude from Amherst College, and his M.S. and J.D. from Boston University.

Panelists:

Valerie Chianuri, Vice President of Compliance and General Counsel, MPayMe Ltd.

Professor David Opderbeck, Director of Gibbons Institute of Law, Science and Technology, Seton Hall University Law School

David True, Managing Director, Broadly Curious Advisors, and President, NYPAY

Matthew Tucker, Chief Operating Officer, Payfone, Inc..

Valerie Chianuri

Valerie Chianuri is the Vice President, Compliance and General Counsel (North America) at MPayMe, an innovative start-up company that has developed a breakthrough technology for performing and processing payments. Prior to joining MPayMe, Valerie worked at Deloitte & Touche, consulting large banking institutions, asset management firms and credit card companies on risk management in the areas of regulatory compliance, privacy and security. In addition to consulting experience, Valerie worked at American Express, specializing in anti-money laundering and privacy. Valerie is a Certified Anti-Money Laundering Specialist and a Certified Information Privacy Professional. She is a graduate of New York University, Stern School of Business and Brooklyn Law School.

David Opderbeck

David Opderbeck is Professor of Law and Director of the Gibbons Institute of Law, Science & Technology at Seton Hall University Law School. His teaching and scholarship focus on cybersecurity law and policy, legal and ethical issues surrounding access to scientific and technological information, and patent and copyright law. Prior to his academic career, David was a Partner in the Information Technology / Intellectual Property practice group of McCarter & English, LLP, where he represented clients in the life sciences, consumer products, telecommunications, computer software, and other industries. He is a graduate of New York University and Seton Hall University Law Schools.

David True

David True is president of NYPAY, the New York region's forum for payments leaders and innovators, and owner of Broadly Curious Advisors, a payments consulting firm. Recent projects have focused on mobile commerce, loyalty, and prepaid. David has over 20 years of experience in payments comprising marketing, new product, sales, operations and finance. In addition to his consulting, David worked at MasterCard Worldwide, American Express, and Neu Europa, a German investment firm. David received his MBA from the University of Chicago Booth School of Business and his BA from Binghamton University.

Matthew Tucker

Matthew Tucker is Chief Operating Officer at Payfone, Inc., and is chartered with driving the company's global expansion and mobile payments adoption worldwide. Matthew brings to Payfone significant background in leveraging global relationships to successfully build and scale growth-stage companies. Matthew was on the founding management team of LendingTree, and previously served as head of business development at Smart System Technologies, a VC-funded start-up specializing in the commercialization of Near Field Communications technologies and related applications. Matthew was most recently the President of Recyclebank, the Wall Street Journal's 2011 number four-ranked "Next Big Thing" venture-backed company. Recyclebank provides rewards to consumers who take environmental actions. Prior to Recyclebank, Matthew was President and CEO of Rely Software, a leading provider of cloud-based supply chain software. Matthew received his Master of Business Administration from Georgetown University and received his undergraduate degree at the University of Michigan.

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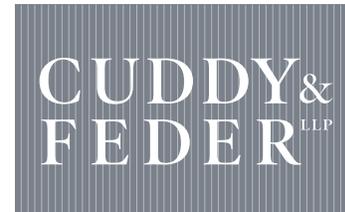
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Afternoon Keynote Sponsor



Cuddy & Feder's Telecommunications Practice

originated in the 1980's with real estate and regulatory services provided in the New York metropolitan area to cable companies, fiber optic wholesalers, local exchanges and the first cellular carriers. The Firm was instrumental in early legal efforts to classify cellular providers as public utilities for local zoning purposes well before the advent of the Telecommunications Act of 1996. Over the next several decades, Cuddy & Feder has worked side by side with the wireless industry to address an ever changing landscape. Along the way its Telecommunications Practice has grown to serve national wireless carriers, tower companies, DAS and other infrastructure providers. Today, Cuddy & Feder has one of the largest and most experienced telecommunications infrastructure teams in the country and its services include complex lease and corporate transactions, zoning and environmental permitting, SEQRA, SHPO consultation, storm responses and backup power proceedings and litigation. Cuddy & Feder's attorneys have been on the winning side of several precedent setting cases including victories in Mount Vernon and Clarkstown setting aside onerous siting and consulting fees and municipal efforts to establish technological preferences. Chris Fisher is the Chairman of Cuddy & Feder's Telecommunications Practice and a founding board member and President of the New York State Wireless Association. Tony Gioffre Chairs the New York State Wireless Association Regulatory Committee. Lucia Chiochio is the NY Metropolitan Women in Wireless Leadership Forum City Representative. The Firm maintains offices in Manhattan, White Plains, The Hudson Valley and Stamford, Connecticut.

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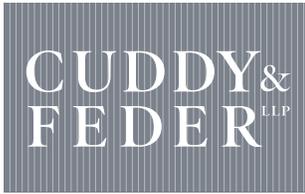
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IVI Telecom Services, Inc. offers a wide spectrum of environmental services for nationwide telecommunications infrastructure development ranging from environmental site assessments to FCC/NEPA screenings and Section 106 consultations. At IVI, we understand your program and schedule constraints and use our expertise to realize your goals in a cost effective and timely manner.



KMB Design Group, LLC is a national provider of specialty turnkey engineering and project management services. KMB specializes in the design and deployment of complex projects for telecommunication providers across the nation covering terrestrial wireless, satellite, public safety, microwave backhaul and DAS. KMB has completed over 20,000 projects and has offices in NJ, Boston, Chicago, North CA and Dallas

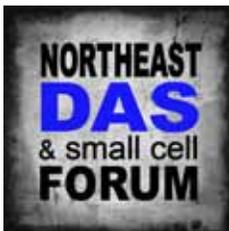
In addition to KMB's telecom engineering services we provide full energy services, facilities engineering and construction management.



Mann Wireless, Ltd., a woman-owned business founded in 1998, provides in-building signal

enhancement system design, installation, and integration services. Mann Wireless has expertise in the application of all major manufacturers' bi-directional amplifiers (BDA) and fiber optic based products. The company has successfully completed coverage enhancement projects in the following facility types: electric power generation, including nuclear, fossil, steam and hydro; private health care; high rise complexes; warehouse and distribution; academic; automotive manufacturing, shopping mall, government and sports arenas. The Mann Wireless staff has experience with all major commercial carriers, private land mobile radio and public safety systems. Mann Wireless also performs other wireless engineering services, such as interference resolution, intermodulation studies, propagation modeling and analysis, and custom engineering software development.

Mann Wireless has a skilled field work force of 40 personnel with a blend of engineers, project managers and technicians. In addition to its field crew, Mann Wireless has a broad range of fiber optic and RF test equipment to support its field operations activities. The company is known throughout the industry for its professionalism, competence and integrity. With extensive experience and a friendly, knowledgeable staff, Mann Wireless works with its clients to create technically proficient, cost-effective solutions.



Northeast DAS + Small Cell Forum (NEDAS)

is a grass roots wireless telecom association whose mission is to create a positive, nonpartisan, invigorating environment in which local industry professionals can learn, discuss, debate, socialize, and collaborate with their peers, and provide

networking, public outreach, and education about the DAS + Small Cell industry. For more information visit: www.northeastdas.com.



SOLiD (<http://www.solid.com>) empowers communications through innovative Distributed Antenna System (DAS), Optical Network Transport and Passive Optical LAN (POL) solutions that ensure capacity and coverage for cellular and public-safety throughout buildings, campuses and venues, enable Fronthaul / Backhaul for Small Cell and WiFi Offload deployments, and deliver carrier-grade Fiber-to-the-Room (FTTR) network capacity and reliability to facilitate next-generation voice, data and video applications such as 4KTV. Learn more at the SOLiD website, read our blog and follow us on LinkedIn. For further information please email [info\(at\)solid.com](mailto:info(at)solid.com) or call 888-409-9997.



STEALTH designs, engineers and fabricates RF transparent antenna concealment systems for the entire wireless industry – including rooftop concealments, concealment poles, tower concealments, and many custom concealment structures. Architecturally sound and aesthetically pleasing antenna concealment systems assist you in receiving quicker zoning and building owner approvals. And speedy approvals translate to faster site revenues.

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Tectonic Engineering & Surveying Consultants

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Contact Russ Clark – rclark@unitedconcrete.com



Wireless EDGE manages a portfolio of tower facilities, properties and over 50,000 miles of right-of-ways suitable for tower and small cell deployment. Wireless EDGE specializes in developing tower facilities on governmental properties and has been awarded key franchise agreements with the Ohio Department of Transportation, South Jersey Transportation Authority, New Jersey Sports & Exposition Authority, Baltimore County and numerous municipalities.

Since 1998, the company has provided deployment services to local wireless carriers and nationwide turnkey services. In New York City, Wireless EDGE specializes in designing and permitting antenna sites on Landmark buildings and in Historic Districts and is foremost expert in the market. The company has developed hundreds of Landmark sites including the first stealth sites and a tower at NYC's Sea View Hospital.

In 2010, Wireless EDGE entered into an agreement with Peppertree Capital Management, Inc. ("Peppertree") to provide funding for development of wireless tower facilities. Peppertree is a private equity fund manager and has been investors in

wireless communications infrastructure for the past 13 years having committed more than \$250M to 16 wireless communications tower companies, including Wireless EDGE.

In addition to cellular network services, Wireless EDGE provides nationwide design-build services for Doppler Radar facilities. In 2007, Wireless EDGE entered into a teaming agreement with Honeywell as Installation Lead for the Next Generation NOAA Wind Profiler program. In 2009, the Detect-Wireless EDGE team completed a system for the US Army at Dugway Proving Grounds. In 2012, the Detect-Wireless EDGE team was awarded a project by NASA for the design and installation of a 50 MHz Doppler Radar facility at Kennedy Space Center.

Wireless EDGE is a member of the Personal Communications Industry Association (PCIA), PCIA President's Advisory Board, New York Landmark Conservancy and Association of Public-safety Communications Officials – International (APCO).



Women's Wireless Leadership Forum (WWLF) is a volunteer association for professional women in the wireless communications industry. Through WWLF's events, members share their expertise, broaden their contacts, and advance their career opportunities. WWLF celebrates the experience of the many successful women in the communications industry. Our mission is the involvement of women in the wireless communications industry is crucial to WWLF's success. Recognizing that, the Women's Wireless Leadership Forum creates a network of women committed to supporting leadership, education and national networking experiences,

identifies leadership and educational opportunities for women by involving them with the growth of our communities nationwide, strengthens bonds and communication between women and the community by sharing industry knowledge and expertise, and commits to mentoring future generations in order to establish a lasting legacy of leadership through the Women's Wireless Leadership Forum.



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