

# Welcome to Enterprise Wireless 2008

With this year's Enterprise Wireless conference being held for the first time in the western U.S., I particularly want to welcome all of you who are new to this annual event. And I'd like to add a special welcome to those of you who return every year for premier networking opportunities, top quality educational sessions, and an exhibit hall that includes the industry's leading companies. We all face particularly challenging and exciting times. We also know wireless technology and all of you will play key roles in retaining a strong, vibrant, and innovative industry. Thank you for joining us and enjoy Enterprise Wireless 2008.

—Mark E. Crosby, *President & CEO, EWA*

On behalf of AAPC, welcome to Scottsdale! The location this year allows us to reach out to paging carriers and vendors in the western states. If you are already an AAPC member, or are considering membership, this conference is a great opportunity to investigate the association's recent activities, both as a watchdog of FCC initiatives, and as the focal point in promoting the paging industry. I hope you leave with renewed enthusiasm for our industry and its potential for the future!

—Scott Forsythe, *President, AAPC*

With the 2008 Enterprise Wireless Expo, the USMSS is celebrating its 10th Anniversary. Since its inception, USMSS has provided leadership and resources to the MSS community. Our mission focuses on the educational and business needs of our members providing opportunities for technical certification, access to information, and business opportunities. Many thanks to all of our members for their continued support and confidence.

—Dave Robison, *President, USMSS*

## Wednesday, November 5

- 8:30 am-6:00 pm Registration Open —*North Foyer*
- 8:30 am-12:00 pm Paging Technical Committee Meeting —*Chaparral*
- 9:00 am-2:00 pm EWA Membership/Board of Directors Meeting —*Rio Verde Sonora*
- 12:30 pm Motorola Service Conference —*Center Ballroom*
- 2:00 pm-2:45 pm AAPC General Membership Meeting —*San Carlos*
- 2:30 pm-4:30 pm Motorola Service Conference Break Out Sessions —*Center Ballroom, Palomas, Coronado*
- 3:00 pm-6:00 pm AAPC Board of Directors Meeting —*Chaparral*
- 5:30 pm-7:30 pm Motorola Service Reception (Private) —*Bouchon Room*
- 6:00 pm-8:00 pm Conference Welcome Reception. Open to all. Cash bar. —*North Pool*

## Thursday, November 6

- 8:00 am-5:00 pm Registration Open —*North Foyer*
- 8:15 am-8:30 am Welcome Remarks — AAPC, EWA, USMSS —*North Center Ballroom*
- 8:30 am-9:30 am Keynote: Dr. Coleman D. Bazelon, *Principal, The Brattle Group*  
New Technologies, New Competitors and Now A New President... What Should I Know? —*North Center Ballroom*
- 9:30 am-10:30 am Spectrum Driving New Business Applications —*North Center Ballroom*

This roundtable discussion, chaired by Mark Crosby, President, EWA, is your window into emerging business applications that you'll either be using in your business or selling to your customers in the year ahead. Our panel includes Rick Smith, *Chevron*; Liz Sachs, *Lukas, Nace, Gutierrez & Sachs*; Dr. Coleman Bazelon, *The Brattle Group* and Stu Overby, *Motorola*. They will address 3.65 GHz deployments, 1.4 GHz applications, 700 MHz D-Block developments and TV White Space.

- 9:45 am-10:30 am AWS-3 Revolutionizing Wireless Broadband Through Innovative Business Relationships —*Chaparral*  
—John Muleta, *M2Z Networks*

M2Z Networks, Inc. is a Silicon Valley-backed Company that has strongly advocated creating a new wireless broadband segment in the AWS-3 spectrum that will allow consumers free access to DSL-like broadband service on an open platform. He will discuss plans to use this spectrum to

create a new business model that creates partnerships with competitive telecommunications like paging carriers as well as enterprise customers to bring broadband to a whole new class of end-users.

- 10:30 am Exhibit Hall Opens —*Forum*
- 12 pm Lunch in the Exhibit Hall —*Forum*
- 1:30 pm-2:00 pm Immediate and Reliable Mass Notification Using Digital Paging and IP Technology —*Chaparral*  
—Myron Anduri, *Raven Systems*

The new Raven System for Mass Emergency Notification product line for end-user devices, activation software and device activation confirmation using the Internet will be discussed. Recent projects will be highlighted, along with examples of the large market opportunity.

- 2:15 pm-3:00 pm M2M Doesn't Mean Migraine to Migraine —*Chaparral*  
—Scott Ferguson, *Inilix*

Everyone wants wireless, nobody wants the headache. This session will show how to take advantage of the coming surge in M2M opportunities by providing solutions instead of problems.

- 2:15 pm-3:15 pm Seizing the Sizzle —*North Center Ballroom*

Following up on the morning session, Eric Hill, Vice President-Business Technology, EWA, will be joined by business enterprise veteran Tim Totten of UPS and Rick Rotundo from Spectrum Bridge, for a lively discussion on the latest opportunities in the marketplace for spectrum access and how you'll be able to "seize the sizzle" in your business and meet new competitive challenges.

- 3:15 pm-4:00 pm Selling into Healthcare—Conflict or Cooperation? —*Chaparral*  
—Jim Nelson, *Facilitator*

Paging carriers, land mobile two-way dealers and vendors all sell directly to healthcare customers. Working together increases customer satisfaction and strengthens the relationship. This session will showcase new products and services currently being sold successfully to the healthcare industry and will teach you to increase your revenue opportunities by becoming your customers' communications consultant.

- 3:30 pm-4:30 pm USMSS General Membership Session —*North Center Ballroom*
- 4:15 pm - 5:00 pm Paging in the Global Market —*Chaparral*  
—Derek Banner, *European Mobile Messaging Association*

Learn the current state of the paging industry in Europe, including how the supply chain to operators has changed in the last decade, and what the paging industry must do to expand business for everyone's benefit.

- 4:30 pm-5:30 pm MSS Regional Meetings:  
Great Lakes —*North Center Ballroom*  
Eastern —*Sonora*  
SEMSS —*Rio Verde*

- 6:00 pm-8:00 pm Reception in the Exhibit Hall —*Forum*

## Friday, November 7

- 8:00 am-11:00 am Registration Open —*North Foyer*
- 8:15 am-10:00 am Table Top Discussion Sessions —*North Center Ballroom*  
"Owning Your Customer" —David McLawhorn, *Teletouch Paging*  
"FCC Forms 101" —Ken Hardman, Esq., *Counsel to AAPC*  
"FCC Regulatory Updates" —Nancy Gruen, *EWA*  
"Marketing in a New Economy" —Elaine Walsh, *E Comm International, Inc.*  
"Introducing the New Business Services from EWA" —Eric Hill, *EWA*
- 10:00 am-12:00 pm Exhibit Hall Open —*Forum*
- 10:15 am-11:00 am Commercial Mobile Alert System (CMAS) —  
What Impacts Your Business? —*Chaparral*

CMAS is targeted for operation within the next 18 months, imposing obligations on all paging carriers whether or not they elect to participate in the service. Stephen Oshinsky, AAPC's representative on the FCC's CMAS Advisory Committee, and Ken Hardman, Esq., Counsel to AAPC, will give a primer on the new service and its impact on the industry.

- 11:00 am Lunch in the Exhibit Hall
- 1:00 pm Golf Tournament at Camelback Indian Bend Golf Course (pre-registration required)