



Register now and get a complimentary copy of Pike & Fischer's *2010 Communications Industry Survey: Views on the National Broadband Strategy*—a \$599 value—**FREE**

June 10-11, 2010

The Fairfax Hotel at Embassy Row
Washington, DC

Register by
May 10, 2010
and save
\$100

BNA and Pike & Fischer present:

Broadband Policy Summit VI

Implementing the National Plan

Broadband Policy Summit is the one annual policy event you can't afford to miss. Stay ahead of the curve and in front of your rivals—reserve your seat at the Summit today!

Register today!

CALL: 800-255-8131 x248
FAX: 301-562-1521
E-MAIL: customer care@pf.com
VISIT: www.broadbandpolicysummit.com

STEERING COMMITTEE:

Richard E. Wiley
Former FCC Chairman
Managing Partner
Wiley Rein LLP
Washington, DC

Nancy J. Victory
Partner
Wiley Rein LLP
Washington, DC



In Association With:



Broadband Policy Summit VI: Implementing the National Plan

June 10-11, 2010, The Fairfax Hotel at Embassy Row, Washington, DC

As the world moves cautiously out of the global economic crisis and the U.S. begins implementation of the first National Broadband Plan, 2010 promises to be challenging, promising, and demanding. The Obama administration's broadband focus is unprecedented in scope, energy, and ambition. Everything—education, health, interconnectedness, the very means and framework of doing business—is in play at once, and for very high stakes indeed. Learn how to position your company and clients to thrive in this new environment.

Broadband Policy Summit VI will bring together the nation's top public and private sector voices to share their insights. You do not want to miss this event.

- The FCC has just delivered its long-awaited National Broadband Plan. Breathtaking in scope and ambition, the new Plan utterly reshapes the broadband deployment debate. Is this the long-awaited answer to the nation's deployment and adoption issues? How will broadband providers, suppliers and customers respond?
- After years of heated debates about applicable principles, the FCC has proposed specific net neutrality regulations. Are these rules necessary? If so, who stands to gain or lose by their application?
- Is wireless broadband the best pathway to achieving universal broadband availability?
- What obstacles remain in the path to broader broadband adoption? Is broadband too expensive? Too complex? Too intrusive? Are some consumers blind to broadband's benefits or do they just not care?
- Can the Universal Service Fund be refitted to accommodate contemporary broadband deployment or does it need to be scrapped altogether?
- Should broadcast spectrum be converted to wireless broadband uses? Will the Mobile Future Auction work?

"The Net Neutrality panel alone was worth the price. Very informative!"

—Jim Katzman, AOL

"The Broadband Summit was an excellent source of inside knowledge from top public and private decision makers, opinion shapers and industry leaders. As a broadband retailer, I could feel the passion! Excellent, balanced points of view on broadband policy and issues facing our industry—especially on bills pending in Congress and on net neutrality. I will be a regular attendee and certainly will recommend it to my peers and associates. A very educational event."

—Michael J. Roy, Verizon

"The Summit was an excellent place for sharing competing views on issues and it provided excellent input from all stakeholders on fact v. rhetoric regarding the state of broadband in the United States."

—Kwesi Prescod

Ministry of Public Administration & Information

Government of Trinidad & Tobago

Program Highlights

DAY ONE

Thursday, June 10, 2010

7:30 a.m. – 8:30 a.m.

Registration and Continental Breakfast

8:30 a.m. – 8:45 a.m.

Welcome and Opening Remarks

Richard E. Wiley, Former FCC Chairman, Managing Partner, Wiley Rein LLP

8:45 a.m. – 9:15 a.m.

Morning Keynote Address

A Key Broadband Policy Maker Will Provide the Morning Keynote Address

Introduced by: Richard E. Wiley, Managing Partner, Wiley Rein LLP

9:15 a.m. – 10:30 a.m.

Regulatory Outlook

For a tech-savvy and data-driven FCC, developing a comprehensive national broadband strategy was an important goal, made even more imperative by a congressional directive. How well has the Commission succeeded in establishing the country's broadband course, and what is next? An expert panel assesses the work already done and reviews the technological and political challenges that lie ahead.

Moderator: Richard E. Wiley, Managing Partner, Wiley Rein LLP

James W. Cicconi, Senior Executive Vice President, External and Legislative Affairs, AT&T
Rey Ramsey, President and CEO, TechNet
R. Gerald Salemme, Executive Vice President for Strategy, Policy, and External Affairs, Clearwire
Roger Sherman, Chief Counsel, Communications and Technology Policy, U.S. House of Representatives Committee on Energy and Commerce

10:30 a.m. – 10:45 a.m.

Morning Break

10:45 a.m. – 12:00 p.m.

Broadband Adoption

What happens if you build it, and they do not come? Even in many areas where broadband has been available for years, some people elect not to buy the service. Is broadband too expensive? Too complex? Too intrusive? Are these consumers blind to broadband's benefits or do they just not care? And what, if anything, should be done about all this?

Christopher Baker, Senior Strategic Policy Advisor, AARP Public Policy Institute
Clyde Edwards, Program Officer and Community Liaison, One Economy
Hilda G. Legg, Broadband Consultant, Wiley Rein LLP

12:00 p.m. – 1:30 p.m.

Afternoon Keynote Address

Sponsored by Alcatel-Lucent
A key broadband policy maker will provide the keynote address.

Introduced by: Richard E. Wiley, Managing Partner, Wiley Rein LLP

1:30 p.m. – 1:45 p.m.

Program Break

1:45 p.m. – 2:45 p.m.

Universal Service

The Universal Service Fund has become an expensive, dysfunctional system that is in desperate need of reform. But, at the same time, many want to expand the USF to support broadband services. Can the Fund be refitted to accommodate contemporary broadband deployment or does it need to be scrapped altogether? Our panel discusses the technical, financial and policy issues underlying the quest for USF renewal.

Eric Einhorn, Vice President of Federal Government Affairs, Windstream Communications

Sharon Gillett, Bureau Chief, Wireline Competition Bureau, Federal Communications Commission
Daniel Mitchell, Vice President of Legal Affairs, National Telecommunications Cooperative Association (NTCA)
Steve Morris, Vice President & Associate General Counsel, National Cable & Telecommunications Association (NCTA)
Thomas J. Sugrue, Vice President of Government Affairs, T-Mobile USA, Inc.

2:45 p.m. – 3:00 p.m.

Afternoon Break

3:00 p.m. – 4:00 p.m.

Afternoon Debate: Who Are the Internet Gatekeepers and Should They Be Regulated?

The Internet is the electronic equivalent of the Wild West—but is it in need of a sheriff? Some fear that broadband access providers, anxious to monetize their networks and spectrum holdings, may block or limit access to Web offerings of companies who won't pay data fees. Others fear that these providers will suppress or disadvantage other Internet companies with whom they compete. Is the current Internet ecosystem working and, if not, is regulation really the answer?

Scott Cleland, Founder & President, Precursor® LLC

v.

Harold Feld, Senior Vice President, Public Knowledge

4:00 p.m. – 5:00 p.m.

Wireless Broadband—A "Cool" Mobile Future

Once viewed as too slow and unreliable compared to wireline broadband, wireless broadband is now drawing increased attention. Its potential as a cost-effective, rapidly deployable, and spatially liberating mode of assessing the Internet continues to capture the imagination of consumers and providers alike. But is wireless really a viable alternative stand-alone or just a convenient complement to wireline broadband? Is it

Register today! Visit www.broadbandpolicysummit.com

the best pathway to achieving universal broadband availability? And what wireless broadband innovations lie ahead?

Moderator: Stephanie M. Phillipps, Partner, Arnold & Porter LLP

Julius Knapp, Chief, Office of Engineering and Technology, Federal Communications Commission

Charla Rath, Vice President of Public Policy, Verizon Wireless

Steve Sharkey, Senior Director, Regulatory & Spectrum Policy, Motorola

Richard S. Whitt, Washington Telecom and Media Counsel, Google, Inc.

5:00 p.m. – 6:00 p.m.

Networking and Cocktail Reception

DAY TWO

Friday, June 11, 2010

7:30 a.m. – 8:30 a.m.

Registration and Continental Breakfast

8:30 a.m. – 9:00 a.m.

Morning Keynote Address

Lawrence E. Strickling, Assistant Secretary of Commerce for Communications and Information, National Telecommunications and Information Administration, U.S. Department of Commerce

9:00 a.m. – 10:00 a.m.

Net Neutrality

After years of verbal sparring and heated debates about applicable principles, the FCC has now proposed specific net neutrality regulations. But are these rules really necessary? And, if they are, who stands to gain or lose by their application? How will activity in Congress and the courts possibly affect the Commission's

rulemaking efforts? How will the debate change now that Google has announced plans to become a service provider?

Moderator: Nancy J. Victory, Partner, Wiley Rein LLP

Kathleen M. Grillo, Senior Vice President of Federal Regulatory Affairs, Verizon

Paul Misener, Vice President of Global Public Policy, Amazon.com

Gigi Sohn, President & Co-Founder, Public Knowledge

Lawrence J. Spiwak, President, The Phoenix Center for Advanced Legal and Economic Public Policy

10:00 a.m. – 10:15 a.m.

Morning Break

10:15 a.m. – 11:15 a.m.

Morning Debate: Should Broadcast Spectrum Be Converted to Wireless Broadband Uses?

Wireless broadband providers are clamoring for more spectrum and, with limited options available, have cast longing eyes at the broadcast industry. In parallel, the FCC has revealed plans to offer a Mobile Future Auction that will give broadcasters the chance to forfeit their spectrum in exchange for a portion of the auction revenue. However, TV licensees—fresh from their lengthy transition to digital transmission—aren't in a ready mood to cede their frequencies without a fight. How many additional frequencies do wireless companies really require, and should these wireless companies look elsewhere as well? Where does the public interest lie in this epic debate?

David L. Donovan, President, Association for Maximum Service Television (MSTV)

v.

Christopher Guttman-McCabe, Vice President, Regulatory Affairs, CTIA – The Wireless Association

11:15 a.m. – 12:00 p.m.

Broadband Investment: The View from Wall Street

As the nation begins to recover from a sobering recession, investors look hopefully, and somewhat impatiently, for the next great investment opportunity. How do economic experts rate the potential risks and rewards posed by broadband? How can entrepreneurs, seeking to make their mark in the Internet environment, earn a fair share of the nation's reawakening capital markets?

Moderator: Tim McElgunn, Chief Analyst, Pike & Fischer-A BNA Business

Paul Gallant, Telecom/Media Analyst, Concept Capital

Anna-Maria Kovacs, President, Regulatory Source Associates, LLC

Mike McCormack, Executive Director, U.S. Telecommunications Research, J.P. Morgan

Spencer Wang, Managing Director and Head of U.S. Media & Internet Equity Research, Credit Suisse

12:00 p.m. – 12:30 p.m.

Closing Keynote

Sponsored by AT&T

Ambassador Philip L. Verveer, Deputy Assistant Secretary of State and U.S. Coordinator for International Communications and Information Policy, U.S. State Department

12:30 p.m. – 12:35 p.m.

Closing Remarks and iPod Drawing

For the latest program information, visit

www.broadbandpolicysummit.com

SUMMIT STEERING COMMITTEE:



Richard E. Wiley
Former FCC Chairman
Managing Partner
Wiley Rein LLP



Nancy J. Victory
Partner
Wiley Rein LLP

DISTINGUISHED GOVERNMENT FACULTY:

Sharon Gillett

Bureau Chief
Wireline Competition Bureau
Federal Communications Commission

Julius Knapp

Chief, Office of Engineering and Technology
Federal Communications Commission

Roger Sherman

Chief Counsel, Communications and
Technology Policy
U.S. House of Representatives Committee on
Energy and Commerce



Lawrence E. Strickling
Assistant Secretary
of Commerce for
Communications and
Information
National
Telecommunications
and Information
Administration
U.S. Department of
Commerce



**Ambassador
Philip L. Verveer**
Deputy Assistant
Secretary of State
and U.S. Coordinator
for International
Communications and
Information Policy
U.S. State Department

DISTINGUISHED FACULTY:

Christopher Baker

Senior Strategic Policy Advisor
AARP Public Policy Institute

James W. Cicconi

Senior Executive Vice President,
External and Legislative Affairs
AT&T

Scott Cleland

Founder & President
Precursor® LLC

David L. Donovan

President
Association for Maximum Service Television
(MSTV)

Clyde Edwards

Program Officer and Community Liaison
One Economy

Eric Einhorn

Vice President of Federal Government Affairs
Windstream Communications

Harold Feld

Senior Vice President
Public Knowledge

Paul Gallant

Telecom/Media Analyst
Concept Capital

Kathleen M. Grillo

Senior Vice President of Federal
Regulatory Affairs
Verizon

Christopher Guttman-McCabe

Vice President, Regulatory Affairs
CTIA – The Wireless Association

Anna-Maria Kovacs

President
Regulatory Source Associates, LLC

Hilda G. Legg

Broadband Consultant
Wiley Rein LLP

Mike McCormack

Executive Director,
U.S. Telecommunications Research
J.P. Morgan

Tim McElgunn

Chief Analyst
Pike & Fischer's Broadband Advisory Services

Paul Misener

Vice President for Global Public Policy
Amazon.com

Daniel Mitchell

Vice President of Legal Affairs
National Telecommunications Cooperative
Association (NTCA)

Steve Morris

Vice President & Associate General Counsel
National Cable & Telecommunications
Association (NCTA)

Stephanie M. Phillips

Partner
Arnold & Porter LLP

Rey Ramsey

President and CEO
TechNet

Charla Rath

Vice President of Public Policy
Verizon Wireless

R. Gerald Salemme

Executive Vice President for Strategy, Policy,
and External Affairs
Clearwire

Steve Sharkey

Senior Director, Regulatory and
Spectrum Policy
Motorola

Roger Sherman

Chief Counsel, Communications and
Technology Policy
U.S. House of Representatives Committee on
Energy and Commerce

Gigi Sohn

President and Co-Founder
Public Knowledge

Lawrence J. Spiwak

President
The Phoenix Center for Advanced Legal and
Economic Public Policy

Thomas J. Sugrue

Vice President of Government Affairs
T-Mobile USA, Inc.

Spencer Wang

Managing Director and Head of U.S. Media &
Internet Equity Research
Credit Suisse

Richard S. Whitt

Washington Telecom and Media Counsel
Google, Inc.

Conference Location and Hotel

Accommodations:

The Fairfax Hotel at Embassy Row
2100 Massachusetts Avenue, N.W.
Washington, D.C. 20008
202-293-2100

For your convenience, BNA and Pike & Fischer have reserved a block of rooms at The Fairfax Hotel at Embassy Row at the special rate of \$339 double occupancy/\$226 government rate. Please contact the hotel directly at 202-293-2100 or visit www.broadbandpolicysummit.com. A limited number of rooms are available at these rates. You must reserve by Friday, May 14, 2010 and request the special Broadband Policy Summit rate. Government employees must call the hotel directly to secure the special government rate.

Conference Fees & Payment Policy:

The registration fee of \$1,149 (\$1,049 before May 10, 2010) includes continental breakfast on both days, luncheon and cocktail networking reception on Day 1, and all Summit materials. Make checks payable to Pike & Fischer. All payments must be received prior to the start of the Summit.

Early Bird Registration	\$1049
Regular Registration	\$1149
Early Bird Registration – Government	\$475
Regular Registration – Government	\$575
Student Registration	\$129

EXCLUSIVE SURVEY RESULTS: *All attendees receive a complimentary copy of Pike & Fischer's 2010 Communications Industry Survey: Views on the National Broadband Strategy—a \$599 value—FREE*

Conference Cancellations & Changes:

Cancellations received by 9 a.m. ET, on May 21, 2010, will be accepted, and a full refund will be made, less a \$100 administrative processing fee. Attendee substitutions may be made at any time. Substitutions are not transferable to other conferences. Seminars are held subject to enrollment. Date, venue, and program details are based on information available upon publication of the brochure, and may be subject to change. In the event of a conference cancellation, BNA and Pike & Fischer will make a full refund of any registration fees paid but assume no liability for non-refundable transportation costs, hotel accommodations, or additional costs incurred by registrants.

Course Materials:

In keeping with our commitment to be greener this year, Broadband Policy Summit VI is going "paperless". Registered attendees will be able to access the written materials online before, during and after the Summit. Please note that hard copies of the Summit's written materials will not be provided on-site, so be sure to bring your printed copies if you wish to use them for taking notes. Wireless Internet access will be available to all Summit attendees.

CLE:

BNA and Pike & Fischer will apply for continuing legal education credits in any state where available. Contact Pike & Fischer at customer-care@pf.com/301-562-1530 x248 for more information concerning approval.

Scholarship/Financial Hardship Policy:

Full and partial scholarship programs are available. For more information, contact Pike & Fischer at customer-care@pf.com/301-562-1530 x248.



BNA
Essential Information
Expert Analysis

1801 South Bell Street
Arlington, VA 22202



Pike & Fischer
A BNA Business

PRESORTED
STANDARD
MAIL
US Postage
PAID
WASHINGTON, DC
PERMIT #251

Broadband Policy Summit VI: Implementing the National Plan

June 10-11, 2010

The Fairfax Hotel at Embassy Row, Washington, DC

5 Easy Ways
to Register
Today:

ONLINE:

www.broadbandpolicysummit.com

PHONE:

1-800-255-8131 x248

MAIL:

Mail completed form to:

Pike and Fischer
8505 Fenton Street
Suite 208
Silver Spring, MD
20901-4499

FAX: 301-562-1521

E-MAIL:

customer-care@pf.com

Registration fee:

- | | |
|--|---|
| <input type="checkbox"/> Early Bird Registration: \$1,049 | <input type="checkbox"/> Regular Registration: \$1,149 |
| <input type="checkbox"/> Early Bird Registration - Government: \$475 | <input type="checkbox"/> Regular Registration - Government: \$575 |
| <input type="checkbox"/> Student Registration: \$129 | |

Choose your preferred payment method:

- My check is enclosed, payable in U.S. dollars to Pike and Fischer.
 Please charge my credit card: American Express MasterCard VISA



CREDIT CARD NUMBER	EXP. DATE
CARDHOLDER	SIGNATURE
NAME	ORGANIZATION
STREET ADDRESS	CITY/STATE/ZIP
TELEPHONE	FAX # E-MAIL

106232

www.broadbandpolicysummit.com

Register today!

The Fairfax Hotel at Embassy Row, Washington, DC

June 10-11, 2010

Broadband Policy Summit is the one annual policy event you can't afford to miss. Stay ahead of the curve and in front of your rivals—reserve your seat at the Summit today!

Implementing the National Plan

Broadband Policy Summit VI

BNA and Pike & Fischer
Present a Two-Day Conference on: