



# Wisconsin Wireless Association



The Voice of the Wireless Industry in the Badger State

# The WiWA Report

Volume 4, Issue 1

[www.wisconsinwireless.org](http://www.wisconsinwireless.org)

May 2, 2013

## Board Members

Jeff Roznowski – President  
 Brandi Vandenberg – VP  
 Devon Pavlek – Secretary  
 Sarah Schaaf – Treasurer  
 Kent Meier – Director  
 Sarah Lucas – Director  
 Tom Scherer – Director  
 Mike Long - Counsel

## Committee Chairs and Board Liaisons

### Membership

Laura Halpenny/Sarah Lucas

### Public Relations

Liz Erbes/Jeff Roznowski

### Regulatory

Sarah Schaaf

### Education

Devon Pavlek

### Webmaster

Lisa Becker

## Education & Fundraising Events

### Holly Jolly Trolley

December 6, 2012

The 5th annual Holly Jolly Trolley Tour took to the streets of Milwaukee, where 75 industry colleagues enjoyed food, conversation and fun at Water Street Brewery, Old German Beer Hall and Mo's Irish Pub. Thank you to our sponsors including Buell, Edge, Stealth, Vertical Limit, Custom Wireless, and Peak Power.

In 2012, our successful fundraising allowed WiWA to make a \$7,500 donation to **Pediatric Ambulance Bags**. WiWA has now donated \$23,000 to the Ped Bag Project.

The Wisconsin Federation of Women's Clubs recognized WiWA as its Outstanding Donor in 2012!

### Wireless Revolution

May 2, 2013

WiWA's annual telecom education conference in Madison featured the Wireless Revolution: Partnering for Economic Growth in Wisconsin. The event was headlined by PCIA President and CEO Jonathan Adelstein, who delivered a thought provoking keynote address.

Jim Jermain of AT&T moderated a distinguished panel that included Adelstein, State Senator Paul Farrow, Gary Evenson of the PSC and Sam Perlman, Economic Development Manager for Door County. They discussed issues such as the impact of wireless infrastructure on economic growth and the contrasts between urban and rural deployments.

WiWA gratefully thanks our 19 generous sponsors.

### Brewers vs. Cubs

June 26, 2013

The Milwaukee Brewers take on their fierce rival, the Chicago Cubs, from Miller Park in Milwaukee and you can be there with WiWA! Have fun with your colleagues and friends, toss some bean bags and enter to win fabulous prizes in our raffles. The tailgate begins at 5 pm and the game at 7:10 pm.

Tickets are \$70 for the tailgate and a GREAT seat in the LOGE section, but they are limited. Sponsorships include a \$1500 exclusive tailgate level, \$500 gold and \$250 silver. A block of rooms will be reserved at the Crown Plaza, which includes shuttle service to and from the game.

All proceeds will benefit **Pediatric Ambulance Bags**.

## 2013 Events

**May 2:** Wireless Revolution  
**June 26:** Brewer Cub Tailgate  
**Sept. 19:** AGL Conference  
**Oct. 16:** League of Wisconsin Municipalities  
**Dec. 5:** Holly Jolly Trolley

## WiWA Wants YOU!

### Consider helping us:

- o Regulatory Committee
- o Event Planning

### Become a Member!

**Email:** [info@wisconsinwireless.org](mailto:info@wisconsinwireless.org)

## Regulatory & Advocacy

WiWA stepped in to help members CST and Buell, who were attempting to build a new tower for Verizon in the town of Big Flats, WI. The town had an 18 month, quasi moratorium in place, as they sought to implement a new zoning ordinance that had more to do with agricultural issues. With the expert guidance provided by PCIA's Alex Reynolds, WiWA provided a letter of support for the new tower. Regulatory

Committee member Rod Carter led the successful approval of the new tower and construction began in March.

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 WiWA and the PCIA have also been working with CST on a new AT&T tower near the Bad River Indian tribe in northern WI. Issues include historic burial sites and the tribe's desire to generate new revenue. PCIA's Zac Champ has been working with the FCC to try to facilitate a solution  
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WiWA exhibited at the annual conference of the Wisconsin League of Municipalities on October 17. WiWA interacted with over 40 municipalities, emphasizing its mission of education and advocacy, and pitching a model zoning ordinance and Wireless 101 opportunities. Discussion topics included use of narrower cable to improve capacity, water tank collocation, zoning ordinances, and tower mods.