

# Communicopia: Market Dynamics in Telecommunications

Sponsored by

- Florida Chapter of the Federal Communications Bar Association
- Public Utility Research Center, University of Florida (PURC)

The FCBA and PURC will look at the dynamic changes occurring in telecommunications.

## Four Distinctive Panel Discussions

Panelists from industry, government, law firms, and academia will discuss the status of competition, the impacts of convergence, and the deployment of new technologies.

- Current and Future Marketplace for Telecom Services and Technology: Where are we now and what's next?
- Broadband Deployment and Competition: How fast, how far, and how wide?
- Regulatory Approaches: What is needed for Universal Service, Intercarrier Compensation, and Net Neutrality?
- Communicopia Reprise: What can we take away?

### When:

November 7, 2008 ■ 9:00 am - 4:00 pm

### Where:

Florida Public Service Commission – Room 148  
4075 Esplanade Way, Tallahassee, FL 32399

### For More Information Contact:

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## COMMUNICOPIA: Market Dynamics in Telecommunications

*(Seminar includes continental breakfast with lunch on your own)*

(CLE and CPA credit approval pending)

### Registration Fee

- Check one: ■ \$50.00 Private Sector FCBA Members  
■ \$75.00 Private Sector FCBA Non-Members  
■ \$30.00 Government/Academic/Student

### To join the FCBA and the Florida Chapter, go to [www.fcba.org](http://www.fcba.org)

- Check enclosed *Make checks payable to: Federal Communications Bar Association*
- Visa ■ M/C ■ AMEX

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**Mail or Fax registration form to:** Federal Communications Bar Association, Attn: Ann Henson, 1020 19th Street, NW, Suite 325, Washington, DC 20036  
Tel: 202-293-4000 Fax: 202-293-4317 Email: [ann@fcba.org](mailto:ann@fcba.org)

**Payment must be received no later than the day of the event.  
Phone registrations will not be accepted.**

## **Communicopia: Market Dynamics in Telecommunications**

Sponsored by the  
Federal Communications Bar Association and the  
Public Utility Research Center, University of Florida

November 7, 2008

Location:

**Florida Public Service Commission**  
**Room 148 (large hearing room)**  
**4075 Esplanade Way**  
**Tallahassee, FL 32399**

What is happening in telecommunications markets? Where are customers getting their services? What are the innovations and who is offering them? What might happen next?

Join the **Florida Chapter of the Federal Communications Bar Association (FCBA)** and the **University of Florida's Public Utility Research Center (PURC)** for a look at the dynamic changes occurring in telecommunications. Panelists from industry, government, law firms, and academia will discuss the status of competition, the impacts of convergence, and the deployment of new technologies.

### **Welcome and Introductions – 9:00 – 9:15 am**

Will Cox, FCBA  
Mark Jamison, PURC

### **Panel 1: Current and Future Marketplace for Telecom Services and Technology: Where are we now and what's next? – 9:15-10:30 am**

This panel will discuss the current marketplace for telecom services provided by traditional telephone companies, cable companies, wireless providers, VoIP providers, and others, and also address the evolution and future of telecom services and technology in wireline and wireless networks.

Moderator: Greg Shafer, Florida Public Service Commission  
Panelists: Kevin McCarter, Vice President, Network Planning, Embarq  
Jim Kohlenberger, Senior Fellow, Benton Foundation  
Howard Waltzman – former Chief Counsel for the U.S. House Energy and Commerce Committee's Subcommittee on Telecommunications and Internet, is a partner in Mayer, Brown LLP's Washington, D.C. Office  
Marva Johnson, Acting Vice President CLEC Operations, Bright House Networks Information Services.  
John Ivanuska, Director of State Public Policy, XO Communications  
Brad Ashwell, Florida Public Interest Research Group (PIRG)

**BREAK – 10:30 am – 10:45 am**

**Panel 2: Broadband Deployment and Competition: How fast, how far, and how wide? – 10:45 am -12:00 pm**

Panelists discuss the status of broadband development and market competition, and the effects of a market-oriented policy on broadband availability and subscription.

Moderator: John Marks, Mayor, City of Tallahassee

Panelists: Dr. Lynne Holt, PURC

Eric Reed – Director Marketing Issues and Policy, Verizon

Adam Krinsky, Partner, Wilkinson, Barker Knauer(former advisor to FCC Commissioner Tristani)

Rick Cimerman, Vice President, State Government Affairs, National Cable & Telecommunications Association

Michelle Scott, National Spokesperson, Communications Consumers United

**Lunch – 12:00 pm – 1:15 pm**

**Panel 3: Regulatory Approaches: What is needed for Universal Service, Intercarrier Compensation, and Net Neutrality? – 1:15 pm – 2:30 pm**

Panelists describe and discuss three of the most pressing federal and state regulatory policies facing the telecom marketplace: universal service, intercarrier compensation, and net neutrality.

Moderator: Cochran Keating, Esq., Staff Director, Florida House of Representatives, Public Utilities and Telecommunications Committee

Panelists: Earl Poucher, Office of the Public Counsel

Dr. Mark Jamison, PURC

David Konuch, Senior Counsel, Regulatory Law and Technology, Florida Cable Telecommunications Association

Susan Clark, Esq., Radey, Thomas, Yon & Clark, P.A.

Bill Kreutz, Director Regulatory Strategy, Windstream Communications

Matthew Feil, Esq., Akerman Senterfitt

Wireless Industry Representative (invited)

**BREAK – 2:30 pm – 2:45 pm**

**Panel 4: Communicopia Reprise: What can we take away? – 2:45 pm – 4:00 pm**

Panelists recap what we learned from the program's panels, where we are going in the telecom marketplace, and what should we take away from the seminar. Panelists will also address the impact of the November election results on state and federal telecom policy.

Moderator: Dr. Mark Jamison, PURC

Panelists: Dr. George Ford, Chief Economist and co-founder of the Phoenix Center for Advanced Legal & Economic Public Policy Studies  
Rick Cimerman, Vice President, State Government Affairs, National Cable & Telecommunications Association  
John Ivanuska, Director of State Public Policy, XO Communications  
Earl Poucher, Office of the Public Counsel  
Greg Shafer, Florida Public Service Commission  
Wireless Industry Representative (invited)