

# **2005 Telecom, Cable and Wireless Conference**

## **March 9-11, 2005 • Sheraton Austin Hotel at the Capitol • Austin, TX**

### **Wednesday Evening, Mar. 9, 2005**

6:00 pm  
2.00 hrs

#### **Primer on Telecommunications**

“Telecommunications” today encompasses a variety of voice, data, and video services, provided by means of different technologies, each historically subject to different legal and regulatory requirements. The very definition of “telecommunications” has become elusive and controversial. The primer offers an introduction to the technology and the legal/regulatory landscape, designed both for those new to the field and as a stage-setter for the plenary conference sessions.

Patrick R. Cowlshaw, Jackson & Walker LLP - Dallas, TX  
Stanley L. Kroder, University of Dallas, College of Business - Irving, TX

### **Thursday Morning, Mar. 10, 2005**

#### **Presiding Officer:**

**Cynthia J. Mahowald**, At&T Services, Inc. - Bedminster, NJ

9:00 am  
1.00 hr

#### **Technologies Underlying the Triple Play**

Now the buzz is the “Triple Play”: provisioning of voice, high speed Internet and entertainment by one provider. Both the Telcos and the Cable companies are in serious competition to offer the perfect bundle of services. This session will discuss the technical approaches and challenges these industries face.

Stanley L. Kroder, University of Dallas, College of Business - Irving, TX  
Robert A. Mercer, BroadView Telecommunications - Boulder, CO

10:00 am  
1.00 hr

#### **Legal Issues Surrounding the Triple Play Including Legal Update on VoIP, Municipal Regulation and Franchise Fees**

A discussion of the most recent legal developments related to VoIP as well as a discussion of the disparity of municipal treatment and the difference between rules applicable to cable and telecommunications.

Diane M. Barlow, Casey, Gentz LLP - Austin, TX  
Jesús Sifuentes, Sifuentes, Drummond & Smith, L.L.P. - Austin, TX  
Clarence A. West, Clarence A. West, Attorney - Austin, TX

11:15 am  
1.00 hr

#### **Business Perspectives on Triple Play**

A discussion of consumer demand for communications service bundles, the types of products and services customers value and which companies are in the best position to provide bundled services.

Lidia Agraz, Time Warner Cable - Austin, TX  
Don A. Laub, Comcast - Silver Spring, MD  
Brett A. Perlman, Vector Advisors - Houston, TX  
Martha Smiley, Grande Communications, Inc. - San Marcos, TX

## Thursday Afternoon, Mar. 10, 2005

### Presiding Officer:

**Dineen J. Majcher**, Smith & Majcher, L.L.P. - Austin, TX

12:15 pm 0.50 hr	<b>Box Lunch Presentation: The Only Constant Seems to Be Change - Thoughts on the State of Telecom</b>  Barry T. Smitherman, Barry Smitherman, P.C. - Austin, TX
1:45 pm 0.50 hr	<b>Recent Case Law Developments Affecting State and Local Regulatory Authority under the Federal Telecommunications Act</b>  The cases keep coming, but are the jurisdictional lines getting any clearer? Court decisions addressing preemption and other issues continue to refine the roles of State and local regulatory authorities under the Telecommunications Act.  Steve Baron, Consulting and Legal Services - Austin, TX
2:15 pm 0.50 hr	<b>Case Law - What's That? A Review of the Best of the Rest of Case Law under the Federal Telecommunications Act</b>  It's time to dust off your digests and dig out your Westlaw and Lexis passwords. There is an established and growing body of law: a review of notable decisions issued by the courts during the past several years.  Michelle S. Bourianoff, AT&T - Austin, TX
2:45 pm 0.50 hr	<b>USF - Universal Service Fund Overview and Developments</b>  Is the Universal Service Fund in jeopardy? Hear about USF's status and its current controversies.  Rowland L. Curry, Curry & Associates - Austin, TX
3:30 pm 0.50 hr	<b>Technology</b>  A technology overview of wireless including 3G, Wi-Fi, Wi-Max, and Ultra Wide Band (UWB).  Stanley L. Kroder, University of Dallas, College of Business - Irving, TX
4:00 pm 1.50 hrs	<b>Legal Issues and Business Perspectives on Wireless Technology</b>  A discussion related to the hot legal and business issues in the wireless market today. This will include issues such as consumer protection, universal service and interconnection agreements between landline and wireless carriers.  James Blundell, Western Wireless Corporation - Bellevue, WA Bill H. Brown, Cingular Wireless - Atlanta, GA David R. Conn, T-Mobile USA, Inc. - Bellevue, WA Dineen J. Majcher, Smith & Majcher, L.L.P. - Austin, TX

## Friday Morning, Mar. 11, 2005

### Presiding Officer:

**Alfred R. Herrera**, Herrera & Boyle - Austin, TX

8:30 am 1.00 hr	<p><b>Critical Issues Surrounding PUC Sunset and the Legislative Session</b></p> <p>This panel will discuss telecommunications issues facing the 79th Legislature from the perspective of key legislators and market stakeholders.</p> <p>Jan Newton, Southwestern Bell Telephone Co. - Austin, TX  Thomas Ratliff, Ratliff Company - Austin, TX  Moderator:  Donna Nelson Geiger, Office of Budget, Planning &amp; Policy - Austin, TX</p>
9:30 am 0.00 hr 1.00 hr ethics	<p><b>Practice before the Public Utility Commission of Texas: Answers to Questions You Dare Not Ask</b></p> <p>Not your ordinary practice tips session. This panel discussion will focus directly on specific observations, comments, questions, criticisms, and concerns raised by those who practice regularly before the PUC.</p> <p>Moderator:  Steve Baron, Consulting and Legal Services - Austin, TX  Tammy Cooper, Public Utility Commission Of Texas - Austin, TX  Don P. Jones, State Bar Of Texas - Austin, TX</p>
10:45 am 0.75 hr	<p><b>FCC's New Unbundling Rules</b></p> <p>Key implications of FCC's final rules regarding ILEC unbundling obligations.</p> <p>Danny S. Ashby, Hughes &amp; Luce - Dallas, TX  Michelle M. Carey, Federal Communications Commission Common - Washington, DC  Katherine K. Mudge, Covad Communications - Austin, TX</p>
11:30 am 0.75 hr	<p><b>Is There Any Good News for Telecom?</b></p> <p>This session will focus on how the "laws" of physics, economics, business and human nature are affecting the telecom industry and telecom law.</p> <p>Robert C. Atkinson, Columbia Institute For Tele-Information - New York, NY</p>

## Friday Afternoon, Mar. 11, 2005

### Presiding Officer:

**Eric H. Drummond**, Sifuentes Drummond & Smith - Austin, TX

12:15 pm 0.50 hr	<p><b>Box Lunch Presentation</b></p> <p>Cosponsored by the Texas Chapter of the Federal Communications Bar Association</p> <p>Jeff Carlisle, Wireline Competition Bureau - Washington, DC</p>
1:45 pm 0.75 hr	<p><b>ICA - Contracts and Contrasts</b></p> <p>An examination of the basic governing document in competitive telecommunications: the interconnection agreement. This session covers the nuts and bolts of working with interconnection agreements, dispute resolution at the PUC and court cases dealing with the legal status of these agreements.</p> <p>David F. Brown, Hughes &amp; Luce, LLP - Austin, TX  Bill L. Magness, Casey &amp; Gentz, LLP - Austin, TX</p>

2:45 pm 0.00 hr 0.50 hr ethics	<b>Ethics in the Electronic World</b>  Guidelines, best practices, and implementation strategies for the creation, storage, and destruction of all types and forms of records: balancing document destruction against potential civil and criminal exposure.  Charlene Brownlee, Fulbright & Jaworski, LLP - Austin, TX
3:15 pm 0.00 hr 0.75 hr ethics	<b>Ethical Issues for In-House Counsel</b>  A discussion of the Texas Disciplinary Rules of Professional Conduct vs. Sarbanes-Oxley, Lawyer vs. Executive, and competing demands on general counsel and in-house attorneys.  Cullen "Mike" Godfrey, Texas A&M University System - College Station, TX