



CONFERENCE AGENDA

Tuesday January 23rd

7:30 AM **REGISTRATION OPENS — CONTINENTAL BREAKFAST**

8:15 AM **WELCOMING ADDRESS FROM STRATEGY INSTITUTE**

Michal Stecki
Lead Conference Developer,
STRATEGY INSTITUTE INC., Toronto

8:20 AM **OPENING COMMENTS FROM THE CHAIRPERSON**

Craig Settles
President,
SUCCESSFUL.COM

8:35 AM **SETTING THE STAGE:
AN ANALYSIS OF WIRELESS BROADBAND
NETWORKING IN NORTH AMERICA**

Community Wireless Infrastructure Research Project
Team (CWIRP):

Dr. Catherine Middleton
*Associate Professor, School of Information Technology
Management, Faculty of Business,*
RYERSON UNIVERSITY, Toronto

Dr. Andrew Clement
Professor, Faculty of Information Studies,
UNIVERSITY OF TORONTO

WIRELESS CITIES SUMMIT

**For Municipalities,
Communities,
Public Facilities
and Universities**

9:00 AM **REVOLUTIONIZING THE CITY'S BUSINESS THROUGH
THE INNOVATIVE USE OF WIRELESS TECHNOLOGY:
CUTTING COSTS, IMPROVING EFFICIENCY OF CITY
SERVICES AND ENHANCING PUBLIC SAFETY**

Peter Rogers
Chief Executive,
WESTMINSTER CITY COUNCIL, LONDON, UK

9:45 AM **SPONSOR EXHIBIT AREA – NETWORKING BREAK**

10:15 AM **BUSINESS MODEL FOR THE CITY OF PORTLAND**

Matthew Lampe
Chief Technology Officer,
CITY OF PORTLAND, USA

10:45 AM **THE BUSINESS CASE FOR YOUR MUNICIPAL
WIRELESS NETWORK: UNDERSTANDING THE
ECONOMIC, SOCIAL AND POLITICAL VALUE OF
YOUR WIRELESS PROJECT THROUGH AN EFFECTIVE
COST/BENEFITS ASSESSMENT USING OAKLAND,
ANAHEIM AND OTHER CALIFORNIA CITIES AS CASE
STUDIES.**

Craig Settles
President,
SUCCESSFUL.COM,
Author, "Fighting the Good Fight for Municipal Wireless",
OAKLAND, USA

11:15 AM **Q & A SESSION**

WIRELESS CITIES SUMMIT

**For Municipalities,
Communities,
Public Facilities
and Universities**

11:30 AM **LEGAL ISSUES AFFECTING MUNICIPAL BROADBAND PROJECTS: DELIVERING SOLUTIONS FOR YOUR LEGAL CHALLENGES TO ENSURE EFFECTIVE PROJECT IMPLEMENTATION**

Jim Baller

Senior Principal,

THE BALLER HERBST LAW GROUP, P.C.C.,
Washington, USA

12:00 PM **SPONSOR EXHIBITION — NETWORKING LUNCHEON**

1:30 PM **BROADBAND WIRELESS ACCESS, TECHNOLOGY, APPLICATIONS AND TRENDS: STEERING A COURSE TO GREATER COMPETITIVENESS AND PRODUCTIVITY**

Mark VanderHeyden

Vice President, Carrier Networks,
SIEMENS CANADA LIMITED

2:15 PM **SPONSOR EXHIBIT AREA – NETWORKING BREAK**

2:30 PM **ENHANCING ECONOMIC GROWTH AND INNOVATIONS IN YOUR MUNICIPALITY: ACQUIRE TOOLS TO MAXIMIZE YOUR WIRELESS NETWORK INVESTMENT RETURN AND IMPACT YOUR LOCAL ECONOMY**

Thomas Jelle

Project Manager Wireless Trondheim (NTNU),
NORWEGIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY,
Trondheim, Norway

Terry Whitehead

Chair of Wireless Committee,
CITY OF HAMILTON, Canada

WIRELESS CITIES SUMMIT

**For Municipalities,
Communities,
Public Facilities
and Universities**

Continued...

**ENHANCING ECONOMIC GROWTH AND INNOVATIONS
IN YOUR MUNICIPALITY: ACQUIRE TOOLS TO
MAXIMIZE YOUR WIRELESS NETWORK INVESTMENT
RETURN AND IMPACT YOUR LOCAL ECONOMY**

John Jung
Chairman,
INTELLIGENT COMMUNITY FORUM

Jim Freeze
Senior Vice President, Marketing and Alliances
BELAIR NETWORKS

3:45 PM **THE NEXT GENERATION OF WIRELESS
TECHNOLOGIES: RECOGNIZE ATTRIBUTES AND
LIMITATIONS OF TECHNOLOGY THAT CAN IMPROVE
YOUR WIRELESS BROADBAND NETWORK**

Mike Dixon
VP Wireless Networks,
MOTOROLA CANADA LTD.

4:30 PM **DO'S AND DON'TS FOR PROJECT PLANNERS AND
IMPLEMENTERS: AVOID COSTS AND MISTAKES IN
WIRELESS DEPLOYMENT**

Karl Edwards
Partner,
EXCELSIO COMMUNICATIONS, Alpharetta, USA

5:00 PM **SESSION TBD**

NORTEL

5:30 PM **EXCLUSIVE COCKTAIL RECEPTION**

Sponsored by **NORTEL**



CONFERENCE AGENDA

Wednesday, January 24th

7:30 AM **REGISTRATION OPENS — CONTINENTAL BREAKFAST**

8:15 AM **OPENING COMMENTS FROM THE CHAIRPERSON**

8:30 AM **FEASIBILITY STUDY FOR THE COMMUNITY OF HARLEM, NY: NECESSARY TOOLS FOR A SUCCESSFUL FEASIBILITY STUDY AND BUSINESS PLAN DEVELOPMENT**

Bailey White

Sr. Partner,

CIVITIUM, Alpharetta, Georgia (US)

9:00 AM **DEPLOYING A HIGHLY FUNCTIONAL CITYWIDE WIRELESS NETWORK TO ENHANCE PRODUCTIVITY, EFFICIENCY AND LIFESTYLE**

Dr. Giuseppe Paruolo

Deputy Mayor and Bologna City Manager,

Communication and ICT,

BOLOGNA (Italy)

Gianni Meloni

Director,

HITEL, Bologna (Italy)

Martyn Levy

CEO,

ROAMAD, Auckland, (New Zealand)

9:45 AM **SPONSOR EXHIBIT - NETWORKING BREAK**

WIRELESS CITIES SUMMIT

**For Municipalities,
Communities,
Public Facilities
and Universities**

10:15 AM **WIRELESS NETWORK AS A COMPONENT OF A MUNICIPAL INFRASTRUCTURE: LEARN HOW TO INITIATE AND MANAGE THE PROJECT FROM THE EXPERIENCE OF A LEADING INNOVATIVE COMMUNITY IN CANADA**

Maurice Gallant
Chief Information Officer,
FREDERICTON

10:45 AM **PUBLIC PRIVATE PARTNERSHIP: AN ALTERNATIVE MODEL FOR DELIVERING WIRELESS INFRASTRUCTURE — COST AND BENEFIT ANALYSIS**

Sharyn Gravelle
Vice-President, Wireless,
TORONTO HYDRO TELECOM

11:15 AM **Q & A SESSION**

11:30 AM **PRESENTING THE BENEFITS OF WIRELESS TECHNOLOGY**

William Bangert
Senior Vice President,
BELL ICT SOLUTIONS AND BUSINESS DEVELOPMENT

12:15 PM **NETWORKING LUNCHEON**

1:45 PM **WRITING A SUCCESSFUL REQUEST FOR PROPOSAL: ATTRACTING THE RIGHT PARTNERS AND VENDOR TEAMS FOR YOUR WIFI PROJECT**

Sally Wesorick
Wireless City Project Manager,
CITY OF GRAND RAPIDS, Michigan, USA

WIRELESS CITIES SUMMIT

**For Municipalities,
Communities,
Public Facilities
and Universities**

2:15 PM **EXPOSURE TO ELECTRIC AND MAGNETIC FIELDS:
ASSESSING THE RISK ASSOCIATED WITH THE
USAGE OF WIFI NETWORKS**

Frederick Gilbert
President,
LAKEHEAD UNIVERSITY (Thunder Bay)

Magda Havas
Associate Professor, Environmental and Resource Sciences,
TRENT UNIVERSITY

Robert Bradley
Director of Consumer and Clinical Radiation Protection,
HEALTH CANADA

Ronald Macfarlane
Supervisor, Environmental Health Assessment & Policy,
TORONTO PUBLIC HEALTH

3:30 PM **SPONSOR EXHIBIT — NETWORKING BREAK**

Exclusive Italian Desserts Sponsored by
HITEL ITALIA SPA

4:00 PM **EXTENDING THE IMPACT OF WIRELESS MESH
NETWORKS IN TOWNS & CITIES**

Brantz Myers
Director of Enterprise & Industry Marketing,
CISCO SYSTEMS

WIRELESS CITIES SUMMIT

**For Municipalities,
Communities,
Public Facilities
and Universities**

4:45 PM **EFFECTIVELY DEPLOYING YOUR WIRELESS NETWORK: FIND SOLUTIONS TO YOUR TECHNICAL, LOGISTICAL AND ECONOMIC CHALLENGES**

Moderator:

Ron Gill

Director of Worldwide Channels,
TROPOS NETWORK INC.

Michael Lenczner

Founder,
ILE SANS FIL, Montreal (Quebec)

Del Schmucker

Information Systems Manager,
KEEWATIN – PATRICIA DISTRICT SCHOOL BOARD
(Dryden, Ontario)

Margaret Hyvarinen

General Manager & Wireless Broadband Project Leader,
SOUTH SHORE COMMUNITY BROADBAND

5:30 PM **CLOSING REMARKS**