

cca



rural.
regional.
nationwide.®

ANNUAL REPORT

..... 2022/2023



Joining together to improve the lives of Americans
through delivery of wireless communications

MISSION & VISION



MISSION: CCA is committed to being the premier advocacy organization for competitive wireless carriers and stakeholders. CCA will use advocacy leadership, education, and networking opportunities to help rural, regional, and nationwide competitive carriers grow and thrive in the wireless industry.

VISION: CCA will be the leading advocacy organization for competitive wireless carriers and stakeholders, joining together to improve the lives of Americans through the delivery of wireless communications.



CHAIRMAN'S REPORT



2022 was a year of transitions. The world witnessed the beginning of a shift back to “normal” pre-pandemic behaviors, and CCA made some internal changes as well. In mid-2022, Steven K. Berry announced his intention to retire at the end of the year, and the Board unanimously appointed Tim Donovan as the association’s next President & CEO. To say that CCA grew and thrived under Steve’s leadership is certainly an understatement. He completely transformed CCA from the inside out and, with his vision, led CCA to become the foremost association for competitive wireless carriers in Washington, DC. I thank Steve for his dedication to the association for more than 13 years, and I look forward to continued work with Tim to successfully lead CCA into the future.

Notwithstanding the changes, I am very pleased with the association’s progress. CCA maintained and strengthened our outstanding relationships with Members of Congress and pressed forward on our members’ most important issues, producing real results for CCA members. Our team’s achievements are praiseworthy and it has been an honor and pleasure to serve Chairman of the Board.

I extend special thanks to Tom Cullen for serving as Vice Chairman, Jonathan Foxman in his service as Treasurer, and Tami Barron and Ron Whaley for their service as Secretaries. Their devotion and assistance are greatly appreciated.

I also would like to thank the entire membership and the CCA staff for their tireless work. The success of this association depends largely on the engagement of the membership, and this past year certainly has affirmed CCA members’ commitment to ensuring competitive carriers can compete and thrive in the industry.

While CCA’s highest priority is advocacy, education and networking are also important parts of the association’s mission. Both objectives are accomplished through membership involvement, the annual events, and the Industry Development Programs, and I would like to highlight these critical components of CCA.

Membership

The Board has been focused on member engagement and recruitment over the past year, and it continues to be a priority into 2023. Membership dues account for a significant portion of CCA revenue, and members receive exclusive benefits including discounts at events, unique marketing and brand recognition opportunities, access to a world-class advocacy operation, and more. The stronger our membership, the more likely our advocacy voice is heard by policymakers, press, and industry stakeholders. I encourage you to get involved with CCA’s committees if you are not already.

Events

CCA's 2022 Mobile Carriers Show exceeded all expectations with attendees returning to the show in larger than anticipated numbers. It was wonderful to see such enthusiasm and camaraderie back in person at a CCA conference. The 2022 Annual Convention in Portland, Oregon, also was a good show; however, overall numbers were slightly lower than expected. Combined, the 2022 events were a financial – and networking and educational – success. I encourage you to keep supporting CCA events by attending, exhibiting, and/or sponsoring. Revenue generated from the shows directly sustains advocacy initiatives and is critical to achieving the association's policy goals.

Industry Development

The Industry Development Programs were designed by carrier members to complement CCA's advocacy work, and these programs provide benefits to members and help support CCA. I thank the Business Innovation Group (BIG) and my 2022 co-Chairs, Slayton Stewart and Maureen McCabe Moore, for their diligent work to identify carriers' most pressing challenges. Many members of the BIG completed the carrier survey, which provided vital information regarding the needs of the carrier membership and is shared with associate members.

CCA used this insight throughout the year not only to improve and enhance the Industry Development Programs, but also to design educational sessions based on the expressed topics of interest. Programs include CCA's Data Services Hub, an insurance savings program for every CCA member, robocalling mitigation, A2P messaging, and more. If you are a carrier and are not on the BIG, please check it out and join us.

We have another busy year ahead of us. As always, a strong membership makes for a strong association, and I encourage all members to remain active and engaged. CCA is an essential resource for competitive policy issues, and much can be gained from your investment.

Thank you for another successful year.

Best Regards,



Mark Nazé
Strategic Projects Officer and Director, Cellcom
Chairman of the Board

PRESIDENT'S REPORT



It is an honor and pleasure to serve as CCA's President & CEO, and I thank the Board of Directors for their support and leadership over the past year. I also extend a heartfelt thank you to my predecessor, Steven K. Berry. Working with Steve at CCA over the past 13 years has been the privilege of a lifetime, and I will forever be grateful for his guidance and friendship.

I also would like to thank the Board of Directors, CCA members, and the staff for their hard work and dedication. Special thanks to Mark Nazé, Chairman; Tom Cullen, Vice Chairman; Jonathan Foxman, Treasurer; and Tami Barron and Ron Whaley, Secretaries, for their contributions and support. I am excited about what's ahead and look forward to CCA's continued success.

CCA's mission is advocacy, networking, and education, and the association's policy work, events, and industry development programs all contribute to the goal of helping rural, regional, and nationwide competitive carriers grow and thrive in the wireless industry. As we continue to revert to pre-pandemic life, it is more important than ever for CCA to stay focused on our collective advocacy goals, and I have been pleased with the association's progress – and successes! – over the last year.

Not a day goes by that CCA is not focused on members' most pressing advocacy issues, and at the direction of the Board and membership, CCA has remained particularly focused on four priority policy issues. As infrastructure and broadband funding issues continue to be a major focus for Congress and the Administration, it is even more important for CCA to have a strong voice in Washington, DC and for members to stay actively involved. CCA is the national advocacy leader for competitive wireless carriers and maintaining this strong voice is essential to continued success.

Spectrum

Spectrum access is critical for continued operation and growth for wireless carriers. CCA members serve some of the most challenging and complex regions, offering the greatest potential to close the digital divide. Over the past year, CCA continued to lead efforts to ensure members can fully utilize spectrum that they acquired at auctions. Carriers spending significant resources at auction should have immediate access to their spectrum. CCA also encouraged policymakers to free up as much valuable spectrum, especially mid-band spectrum, as possible for commercial wireless use, and for Congress to continue to authorize the FCC to conduct spectrum auctions.

Universal Service Fund (USF)

USF support is critical for many smaller carriers serving rural and hard-to-reach areas. CCA defended support for mobile service in high-cost areas and led efforts to update the 5G Fund to meet tomorrow's needs. A modernized 5G Fund is critical to ensure this vital support is accessible to the carriers that need it most and guided by reliable data and maps.

Infrastructure

In November 2021, the Infrastructure, Investment, and Jobs Act (IIJA) was signed into law, and since that time, CCA has been actively defending the role that fixed wireless will play in closing the digital divide through the IIJA. CCA continued advocating for better broadband data maps, and in November of 2022, the FCC released the first reiteration of the new National Broadband Maps. The new maps are key to advancing broadband deployment efforts such as the BEAD program, and CCA continued engaging with policymakers to ensure that mobile and fixed wireless have a prominent role in the U.S. broadband landscape.

These issues are only a few of the many that CCA has been involved with this past year. I am proud to be part of such an effective and well-respected organization, and I am pleased with the Board's commitment to ensuring CCA remains the leading voice for competitive carriers and industry stakeholders.

I look forward to the year ahead.

Sincerely,



Tim Donovan
President & CEO, CCA



TREASURER'S REPORT



2022 may be characterized as a year that many companies started down the path of recovery from the COVID-19 pandemic. In the first half of the year, CCA felt the return to “normal” most profoundly in the success of its 2022 Mobile Carriers Show in Tampa, Florida. Attendance was up, sponsorships and exhibits exceeded expectations, and the feeling of camaraderie was present throughout the conference. After a particularly challenging two years, it was a great event and just what we all needed. Importantly, too, it seemed we were returning to pre-Covid revenue and attendance levels.

However, CCA’s 2022 Annual Convention in Portland, Oregon, did not experience the same results as the spring show. Registrations, exhibits, and sponsorships were each slightly under budget expectations. In retrospect, there still were post-pandemic challenges at play in 2022. On the bright side, CCA’s staff once again managed expenses well. As a side note, I want to thank all attendees who stayed at the host hotel; reservations at the contracted hotel are critical to helping CCA avoid what can be significant financial penalties.

I am pleased with how CCA and the membership navigated the year and adjusted to ensure CCA remained financially stable. I thank Steve Berry, former President & CEO, for his leadership not only in 2022, but over the course of 13 years; his guidance and vision contributed greatly to the financial success and stability of the association. I also thank Tim Donovan, CCA’s new President & CEO, for his significant contributions to CCA over the years, and I look forward to continued work together.

At the direction of the Board of Directors, CCA remained committed to members’ top advocacy issues and maintained a strong presence in Washington as the leading voice for competitive carriers. Certainly, the association faced continued challenges coming out of the pandemic, but the association remained in good financial health over the course of the year.

Membership remained a focus of the Board in 2022, with industry consolidation continuing to pose a challenge for renewal and new member recruitment. Although CCA did not hit membership targets in 2022, our carrier renewal rate remained strong. CCA’s loyal membership is a clear indication that they find value in the association’s important advocacy work.

CCA also welcomed several new members this past year, which was a good sign in a tough environment. The Board continues to be focused on membership and finding ways to achieve CCA’s revenue goals for upcoming years. It is a significant focus in 2023 and, no doubt, will be next year, as well.

As I mentioned, the better-than-expected attendance at CCA’s 2022 Mobile Carriers show put CCA in a good financial position at the start of the year. CCA exceeded targeted numbers in every area and cut expenses to a minimum, resulting in profit exceeding budget expectations by more than \$200,000. Thanks to the support of CCA member attendees, sponsors, and exhibitors, the spring event was a success.

CCA made great efforts to maximize revenue and minimize expenses for the 2022 events, and the combined results of the two produced a positive profit for the association.

Beyond these events, CCA's Industry Development Programs helped drive new membership and continued to receive revenue in 2022. CCA continues to work with member company, UNITEL, on an insurance offering for CCA members, which offers great potential, and entered a marketing engagement program with ClearSky Technologies. With continued interest, CCA will keep promoting the current Industry Development Programs, including the Data Roaming Hub, and most importantly, will remain ready to pursue new initiatives where its carrier members require solutions.

Revenues derived from membership dues, the events, and Industry Development Programs support CCA's top priority – advocacy. Resources in 2022 were well-spent on critical issues including Universal Service Fund support, access to spectrum, and the Secure and Trusted Communications Networks Act Reimbursement Program, among others. The legislative and regulatory offices of CCA continue to excel and remain one of the most effective and respected advocacy teams in Washington.

Total income for the year was \$4,797,691, which is \$154,894 less than the budget of \$4,952,585 due to lower-than-expected membership revenue. Total expenses were approximately \$322,801 less than budget, largely due to expense savings from the events. CCA staff's solid performance and the support of our membership helped CCA meet advocacy objectives and finish the year in a better financial position than had been budgeted.

2022 was certainly a challenging year in many respects, but I am pleased to report that CCA's financial condition at the end of the year was very solid. Many of those same challenges remain in 2023. CCA staff, the Board, and our membership continue to work hard to ensure the continued health of the association. It should not be lost on any of us how important CCA is to the health and sustainability of our membership. The Board is focused on ensuring a strong CCA moving forward.

On behalf of the Executive Committee and the Board of Directors, I thank all members for your continued support this past year. I'm proud of what we have accomplished together.

Regards,



Jonathan Foxman
President & CEO, Cellular One
Treasurer



FINANCIALS

Statement of Activities

Revenue	2022* Audited	2021* Audited
52200 Membership Dues		
Membership Dues	2,603,071	2,788,842
Member Public Relations & Advocacy Assessment	93,675	320,000
Directory and Advertising	22,652	16,125
Industry Development	214,144	85,594
Conventions and Expos	1,864,149	1,194,933
Total Revenue	\$4,797,691	\$4,405,494
Expenditures		
Supporting Activities		
General and Administrative	3,503,092	3,582,513
Program Services		
Conventions and Expo	793,516	415,612
Membership Advocacy and Legal	522,635	690,264
Total Expenditures	\$4,819,243	\$4,688,389
Net Operating Revenue	-\$21,552	-\$282,895
Other Revenue		
53110 Interest Income	16,643	15,994
53600 Realized gain/loss - Investment	21,884	18,160
54920 Other Income	2,867	52
54930 Gain/Loss on Disposal of Asset		
54931 Grant Revenue	84,835	60,000
68100 Unrealized Gain/Loss-Invest-P/L	-156,155	85,063
Total Other Revenue	-\$29,926	\$179,269
Net Other Revenue	-\$29,926	\$179,269
Net Revenue	-\$51,478	-\$103,626
Change in Net Assets	(51,478)	(103,626)
Net Assets at beginning of year	341,665	445,291
Total Net Assets End of Year	\$290,187	\$341,665

FINANCIALS

Accrual Basis

Statement of Financial Position

	2022 *Audited	2021 *Audited
ASSETS		
Current Assets		
Bank Accounts	2,375,861	2,340,486
Accounts Receivable	95,609	122,465
Other Current Assets	211,472	277,951
Total Current Assets	\$2,682,942	\$2,740,902
Fixed Assets	188,097	245,624
Other Assets	2,651,346	23,963
TOTAL ASSETS	\$5,522,385	\$3,010,489
LIABILITIES AND NET ASSETS		
Liabilities		
Current Liabilities		
Accounts Payable	0	0
Credit Cards	4,980	341
Other Current Liabilities	2,193,747	2,272,100
Total Current Liabilities	\$2,198,727	\$2,272,442
Long-Term Liabilities	3,033,473	396,383
Total Liabilities	\$5,232,200	\$2,668,825
NET ASSETS	290,185	341,665
TOTAL LIABILITIES AND NET ASSETS	\$5,522,385	\$3,010,490

CCA GOALS



CCA's Goals - to advocate, facilitate, educate, and communicate - are what the association is all about. These goals serve as a foundation for our planning efforts each year, providing representation to our member companies through our advocacy efforts in Washington, DC, our annual meetings, webinars, and email alerts.



I. ADVOCATE -

Represent the interests of member companies before public and private entities involved in the formulation and/or enforcement of wireless service policy.

Objectives:

1. Monitor the activities of Congress and make direct contact with Members of Congress and their staffs on legislation impacting member companies.
2. Monitor the activities of the FCC and make direct contact with the Commissioners and staff on rules and regulations impacting member companies.
3. Monitor the Courts and respond accordingly on decisions impacting member companies.
4. Monitor and respond to other government entities as it relates to competitive carrier policy decisions.

II. FACILITATE -

Provide an environment wherein member companies can share and benefit from common efforts, experiences, and expertise.

Objectives:

1. Create and participate in joint efforts to influence legislation and regulation.
2. Provide informal networking opportunities for members in and around CCA meetings.
3. Establish opportunities for formal dialogue through the CCA website, newsletters, and requests for member information.
4. Provide programming that includes member experiences.
5. Maintain an active member list and make available to CCA members when requested.
6. Develop and maintain dialogue with industry affinity groups on issues, meetings, and other industry information.

III. EDUCATE -

Provide and coordinate opportunities for member companies to receive pertinent and helpful knowledge and learning relative to the various aspects of providing wireless services in the competitive carrier marketplace.

Objectives:

1. Conduct an annual seminar built around educational presentation in the fields of wireless service, business planning, and the state of the industry.
2. Include educational presentations in the fields of wireless technology, engineering, and network planning.
3. Hold an annual meeting of all members focused on opportunities for member companies to keep apprised of the latest public policy issues, wireless market and business issues, and the latest industry technology and products available to them, as well as a place for product and service providers to share with members the latest innovations in technology and support services.

IV. COMMUNICATE -

Serve as a source of information, material, and data as to the important place competitive wireless communications service providers occupy in the marketplace.

Objectives:

1. Maintain active information exchange between members through utilization of member notices, newsletters, website, or other means.
2. Develop annual membership directory and make available to all CCA members.
3. Develop and distribute to appropriate audiences information on CCA, its history, purpose, and membership.
4. Develop and maintain active website for CCA members and the general public and share pertinent information as to the who, what, when, where, and why of CCA.



CCA advocates before Congress, the Federal Communications Commission (“FCC”), the Administration, other federal agencies, and courts on all issues impacting competitive carriers. Consumer demand for mobile and fixed wireless access (“FWA”) broadband continues to grow exponentially as the industry moves to 5G. For the United States to continue to lead the world in wireless innovation and ensure ubiquitous wireless services are available to all, policymakers must make key decisions – and CCA ensures that carriers of all sizes have a seat at the table.

Wireless services are an essential driver of economic growth, public safety, civic and social engagement, educational opportunities, telemedicine and health monitoring, and an ever-growing list of new applications. Access to broadband services has never been more important, and all Americans must have robust wireless connectivity wherever they live, work, or travel.

SPECTRUM: All carriers – whether rural, regional, or nationwide – need access to a robust spectrum portfolio to meet consumer needs. CCA leads the policy fight in Washington to ensure competitive access to spectrum. CCA also engages policymakers to restore FCC spectrum auction authority and reallocate additional spectrum for commercial use, supporting legislative efforts to create a sustainable spectrum pipeline. CCA advocates for sufficiently small geographic license sizes to ensure that competitive carriers have meaningful opportunities to access spectrum, supports interoperability across bands, and advances reasonable spectrum aggregation limits. CCA will continue to advocate for policies that provide its members access to spectrum in low-, mid-, and high-bands.

INFRASTRUCTURE/NETWORK: Competitive carriers must deploy physical infrastructure to maintain and expand their networks. The Administration and Congress have made nationwide broadband availability and adoption a top priority. At each step, CCA has advocated for wireless services to be part of the solution as Congress considered the underlying bills, and CCA remains highly engaged as the Administration implements historic broadband deployment programs. CCA also advocates for infrastructure permitting streamlining and other reforms to facilitate infrastructure deployment by all carriers.

UNIVERSAL SERVICE FUND (USF): Congress created the USF to support reasonably comparable services in urban and rural areas and requires funding to be predictable and sufficient. These policies have enabled years of deployment and expansion of wireless services in rural America. All CCA members have an interest in ensuring universal access to the latest broadband services, especially those in rural and high-cost areas. The USF is critical to wireless carriers serving rural communities and areas otherwise uneconomical to serve with private capital alone. CCA continues to advocate for a USF which supports, preserves, and expands wireless broadband in rural areas.

NATIONAL SECURITY: Securing the nation's communications networks is a priority for Congress, the Administration, and wireless carriers. CCA and its members continue to work closely with policy makers to secure against potential risks and threats and to foster strong and resilient networks. This includes supporting security-focused priorities and policies as carriers deploy 5G services and working to maintain a trusted telecommunications supply chain. CCA is leading efforts to fully fund the Secure and Trusted Communications Networks Reimbursement Program to remove and replace untrusted equipment and services and continues to work with the FCC as it implements this program.

COMPETITION AND CONSUMER CHOICE: CCA supports other policies that enhance competition in the industry, including roaming, number portability, device access, 911, accessibility, privacy, cybersecurity, and more.

MEDIA & COMMUNICATIONS



CCA's robust media and communications efforts to reach all members, policymakers, stakeholders, and industry watchers counted 2022 as another winning achievement.

Primary communications initiatives included:

Press Outreach – CCA's steady drumbeat of appearances in trade publications, especially surrounding Rip and Replace, Spectrum, and other advocacy priorities, sustained a consistent narrative that kept members' interests in the main news cycles and discussions of the day. CCA's press releases and statements, as well as reporter interviews and comments, amounted to one of the association's strongest collective advantages and benefits.

Website and Social Media – CCA's website, a sleek, navigable digital face and information portal for current and prospective members alike, provided a central online repository of official CCA and member press releases, plus access to benefits, event registration, webinars, industry development programs, advocacy, and our suite of social media platforms.

Media Partners – CCA maintained relationships with our recurring media partners, who shared our event links far and wide, raising awareness of our shows with their consumer base. We welcomed our media outlets' representation and participation as a means of securing news coverage for our flagship events.

The CCA Voice – The biannual magazine, The CCA Voice, once again enjoyed broad participation and readership thanks to the support of our members, advertisers, and other contributors. All 535 offices of Congress and each FCC Commissioner's office received a copy, making the magazine an invaluable communications and advocacy tool for the association.

Wednesday Webinars – CCA's Wednesday Webinars provided a forum for members to connect and learn from each other, particularly before each in-person show.

Press Bulletin and Media Recap – With a subscriber base numbering into the thousands, CCA's monthly Press Bulletin highlighted recent press releases from both members and the association at large. Media recaps to the Board of Directors and Washington Reps Group each week kept our members up-to-date on CCA in the news.



Each year, CCA provides opportunities for education, collaboration, and networking through two primary trade show events held throughout the United States.



2022 Mobile Carriers Show

CCA's 2022 Mobile Carriers Show at the JW Marriott Water Street in Tampa, Florida, heard from a host of industry leaders who shared their ideas on the status of 5G, discussed policy issues affecting the industry, and examined solutions to help close the digital divide.

Companies participating in keynotes included Appalachian Wireless, Cellcom, Ericsson, Inland Cellular, Interop Technologies, Mavenir, Nokia, Syniverse, T-Mobile, and UScellular.

Among many featured moderators and speakers were David Brodian, senior policy advisor, National Telecommunications and Information Administration (NTIA); Mike Dano, editorial director, 5G & Mobile Strategies, Light Reading; Bevin Fletcher, Editor, FierceWireless; and dozens of other thought leaders and decisionmakers in the orbit of the dynamic mobile wireless industry.

The sold-out exhibit floor featured companies showcasing innovative products and services across the telecom market. All in all, MCS 2022 was a large success!

2022 Annual Convention

FCC Commissioner Nathan Simington headlined the CCA 2022 Annual Convention at the Portland Convention Center in Portland, Oregon. Also present were dozens of keynotes, panels, and sessions featuring Cellcom, Ericsson, GCI, Interop Technologies, Mavenir, Nokia, Syniverse, TNS, T-Mobile, and UScellular, and, of course, the Annual Achievement Awards.

The educational program explored competitive carrier policy initiatives, migration strategies for 5G standalone, trends in automating customer engagement, revenue generating opportunities for 5G investments, recruiting talent for rural operations, network optimization, public safety, and more.

Upcoming Events:

CCA's 2023 Annual Convention takes place October 17-19 at the Atlanta Marriott Marquis in Atlanta, Georgia. CCA's 2024 Mobile Carriers Show will take place April 16-18 at the JW Marriott Desert Springs in Palm Springs, California.

Stay Updated!

If you're not already receiving CCA Event emails, sign up at www.ccamobile.org/cca-events.



601 New Jersey Ave NW, Suite 820
Washington, DC 20001
800-722-1872

.....
www.ccamobile.org | [@ccamobile](https://twitter.com/ccamobile)