

*Praise for*  
**FIRMLY ANCHORED**  
**in Midair**

“If you are in a wireless site acquisition role and have a question, *Firmly Anchored in Midair* has the answer. Thorough and detailed, the book covers all the bases. Terms are defined, processes detailed, even network design and spectrum are discussed. If you are new to the industry or have been around for a project or two, you’ll want to keep this book handy.”

—PATTI RINGO, PRESIDENT, CALIFORNIA WIRELESS  
ASSOCIATION (CALWA) AND INDUSTRY CONSULTANT

“This book is a *must-read* for new hires. I’ve been in wireless since 1989 and I have worked in almost every nook and cranny of that business. Throughout my career, I felt the need for a reference manual to help a new entrant ease the complex learning curve. Let’s face it, this business is no longer ‘location, location, location’ alone.

*Firmly Anchored in Midair* gets to the HEART of the complexity of network deployment. It addresses virtually every challenge we face in the site acq business today. Projects often come up fast; we gather teams on the fly and without the benefit of a comprehensive training resource. This book fills a huge knowledge gap.

This book benefits everyone in network deployment, from the front office to the front porch. It’s also a useful resource for veterans who sometimes scratch their heads trying to recall what a SNDA does. Spiral-bound and 534 pages deep . . . this book covers all the bases and is meant to get out in the field.”

—SCOTT QUITADAMO, SENIOR MANAGER, TECHNICAL PROCESS/  
QUALITY, AT&T GLOBAL CONNECTION MANAGEMENT.  
FORMERLY NATIONAL SALES AND LEASING MANAGER, AT&T  
MOBILIT; FORMERLY NATIONAL DIRECTOR OF VERTICAL  
REAL ESTATE, CLEAR CHANNEL COMMUNICATIONS

“Wireless industry veteran John Rowe has written a book that combines a blow-by-blow description of the process of acquiring a site for wireless facilities with sage advice on how to be successful at it. *Firmly Anchored in Midair: The Handbook of Wireless Site Acquisition and Permitting* also offers a treatise on the functions a site acquisition professional must perform, along with a description of the qualities needed to be good at it.

A seasoned professional, Rowe has worked thirty-five years in communications site acquisition and permitting in forty-five states, and he has been on the hiring side, recruiting and managing teams of site acquisition specialists. From both sides, he can give an authoritative opinion on what it takes to be a site acquisition professional.

‘Wireless site developers want agents who move projects to completion as swiftly as possible without sacrificing quality real estate entitlements,’ Rowe writes. ‘Strive to complete each project correctly at the earliest possible opportunity. Be known as someone who gets work done quickly and correctly.’

The book reveals qualifications that one needs to possess to be a site acquisition professional, including an understanding of wireless system design and land-use concepts, verbal and written communications, public speaking and presentation skills, and problem-solving. Additionally, Rowe notes the importance of time-management skills to a new agent, who may be trusted initially with only one to five search areas.”

—J. SHARPE SMITH, SENIOR EDITOR, AGL MEDIA GROUP

“After reviewing Mr. Rowe’s *Firmly Anchored in Midair*, I felt I needed to address this work. It is a masterpiece—it’s easy to read, incredibly encompassing, and as fine a text as I’ve ever seen. I’m an attorney, builder and developer, and owner of a property with a wireless tower. I met Mr. Rowe when he approached me about possibly locating a cell tower on one of my properties. He was thorough, accurate, professional, and patient in handling all my questions. This book should become THE TEXT all telecom birddogs study and use and follow. There is no question that locating, acquiring, and permitting of wireless communication sites will become more and more important to everyone. This book is a must for everyone involved in this growing and important industry.”

—ROBERT L. HALE

“John has written the wireless communications industry’s first comprehensive guide for a professional site acquisition process. *Firmly Anchored in Midair* will become the go-to training resource for site acquisition managers and their consultants.”

RICHARD J. BUSCH, ESQ., CEO, WIRELESS POLICY GROUP LLC

“John Rowe has encapsulated into a single easily accessible volume a realistic field guide and desk reference for all of us working on wireless site acquisitions, from leasing to site activation. Equally applicable to and immensely value for professionals working for carriers, facilities providers, local governments, and site landlords, John clearly and logically sets out and deep-dives into every key process step and goal along the path.”

—DR. JONATHAN L. KRAMER, WIRELESS  
ATTORNEY AND RF ENGINEER

“*Firmly Anchored in Midair* is an incredibly well-researched and very thorough book. A true masterpiece. This book is very useful in my practice. I can’t recommend it highly enough!”

—RONALD E. QUIRK, JR., ESQ. HEAD OF INTERNET OF  
THINGS AND CONNECTED DEVICES PRACTICE GROUP,  
MARASHLIAN & DONAHUE, PLLC, TYSONS, VA

“I had no idea John’s new book would be so complete and comprehensive about the intricacies of telecom tower and/or antenna siting. But, even after many years in the business, I found myself acquiring new knowledge and strategies. I couldn’t put *Firmly Anchored in Midair* down! Whether you are a newcomer to site acquisition, or been around the block many times, you will want this book!”

—LAWRENCE BEHR, CHAIRMAN, LBA GROUP, INC.

“I’ve called upon John many times for guidance regarding infrastructure projects over the past thirty years; he never disappoints. If you are involved with site acquisition, then keep this book at your side. Bravo John for documenting the experiences of your career! The industry is grateful for this expertise so thoroughly presented.”

—STEVE COLLIN, WIRELESS INDUSTRY ENTREPRENEUR

*“Firmly Anchored in Midair* is the undisputed guide to site acquisition and permitting. John gives insights into what it takes to build new sites from all aspects of site acquisition, leasing, and zoning and permitting. Whether you are directly or indirectly involved in site acquisition, the handbook is essential reading for the telecom industry.”

—BRYAN DARR, PRESIDENT & CEO, MOSAIK  
SOLUTIONS (FORMERLY AMERICAN ROAMER)

“Mr. Rowe has carefully thought through and articulated the entire process for a successful real estate transaction for new wireless facilities. This book is a must-read for anyone getting started in the wireless real estate industry and should find a home in every veteran’s desktop reference materials.”

—LARRY LOUK, PRINCIPAL, SELECTIVE SITE CONSULTANTS,  
INC., AND PRESIDENT, SELECTIVE SITE DEVELOPMENT

“In this long overdue guide, John manages to capture the breadth and challenges of the real estate acquisition process— a welcome industry reference book for seasoned as well as new wireless and real estate professionals.”

—LIZ WALKER, WIRELESS POLICY GROUP LLC

“Great read, this comprehensive review of site development is both informative and enjoyable to read. I’d recommend this book to anyone in the field. What an exciting adventure wireless site development offers.”

—CHRISTOPHER J. MARTIN- PRESIDENT GLENMARTIN