

AGENDA

APRIL 30-MAY 2, 2003

FTC SPAM FORUM



APRIL 30, 2003 MECHANICS OF SPAM

8:00 Registration

8:30 Introductory Remarks and Welcome,
Chairman Timothy J. Muris, FTC

8:45 Introduction to Spam

Moderator: Eileen Harrington, Associate Director, Division of Marketing Practices, FTC

Panelists:

Brian Arbogast, Corporate Vice President of Identity, Mobile and Partner Services Group, *Microsoft*

Laura Atkins, President, *SpamCon Foundation*

Joe Barrett, Senior Vice President, Systems Operations, *America Online, Inc.*

Thomas-Carlton Cowles, Director, *Empire Towers*

Mark James Ferguson

Honorable Christine O. Gregoire, Attorney General, *State of Washington*

Clifton Royston, Systems Architect, *LavaNet, Inc.*

Robert Wientzen, President, *Direct Marketing Association*

10:00 Break

10:15 Email Address Gathering

Moderator: Eric A. Wenger, Staff Attorney, Division of Marketing Practices, FTC

Panelists:

Rob Courtney, Policy Analyst, *Center for Democracy and Technology*

David desJardins, Software Engineer, *Google*

Doug McLean, Vice President Corporate Marketing, *Postini, Inc.*

Matthew Steele, Senior Director, Systems Engineering, *Brightmail, Inc.*

Richard M. Smith, *Computerbytesman.com*

Gilson Terribery, *Direct Contact Marketing Group, Inc.*

William Waggoner, *AAW Marketing*

12:00 Lunch

1:30 Falsity in Sending of Spam

Moderator: Stephen Cohen, Staff Attorney, Division of Marketing Practices, FTC

Panelists:

Bryan Bell, Senior Abuse Investigator, *MCI*

Chris Jay Hoofnagle, Deputy Counsel, *Electronic Privacy Information Center*

Margot Koschier, Manager, Anti-Spam Analysis and Prevention Team, *America Online, Inc.*

William Plante, Director of Worldwide Security & Brand Protection, *Symantec Corporation*

Scott Richter, President, *Optinrealbig.com LLC*

Samuel A. Simon, Chairman, *Telecommunications Research & Action Center*

3:00 Break

3:15 Open Relays/Open Proxies/FormMail Scripts

Moderator: Renard C. François, Staff Attorney, Division of Marketing Practices, FTC

Panelists:

Adam Brower

Dr. Bill Hancock, Vice President of Security & Chief Security Officer, *Cable & Wireless*

Nick Nicholas

Brad Patton, *Earthlink Network Abuse*

Michael Rathbun, Director of Policy Enforcement, *Alliance Telecom*

Matt Sergeant, Senior Anti-Spam Technologist, *MessageLabs*

5:15 Day One Concludes

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MAY 1, 2003

COSTS OF SPAM: COSTS TO MARKETERS, CONSUMERS, AND NEW TECHNOLOGY

8:15 Remarks: Costs of Spam,
Commissioner Mozelle W. Thompson, FTC

8:30 Economics of Spam
Moderator: Renard C. François, Staff Attorney, Division of Marketing Practices, FTC

Panelists:

Laura Atkins, President, *SpamCon Foundation*
Laura Betterly, President, *Data Resource Consulting, Inc.*

Al DiGuido, CEO, *Bigfoot Interactive*

Chris Lewis, Security Architect,
Nortel Networks

Dale W. Malik, Director, *BellSouth Internet Group*

Lisa Pollock Mann, Senior Director of
Messaging, *Yahoo!, Inc.*

Carl Shivers, Systems Administrator, *Aristotle, Inc.*

Steve Smith, CEO, *MindShare Design, Inc.*

10:30 Break

10:45 Blacklists
Moderator: Brian Huseman, Staff Attorney, Division of Marketing Practices, FTC

Panelists:

Margie Arbon, Director of Operations, *Mail Abuse Prevention System (MAPS)*

Cindy Cohn, Legal Director, *Electronic Frontier Foundation*

Michael A. Grow, *Arent Fox Kintner Plotkin & Kahn*

Julian Haight, *SpamCop*

J. Trevor Hughes, Executive Director, *Network Advertising Initiative Email Service Provider Coalition*

Stuart P. Ingis, *Piper Rudnick, LLP*

Alan Murphy, *Spamhaus*

Scott Richter, President, *Optinrealbig.com LLC*

12:15 Lunch

1:45 Best Practices
Moderator: Dan Salsburg, Staff Attorney, Division of Marketing Practices, FTC

Panelists:

Jason Catlett, President and Founder,
Junkbusters

Ben Isaacson, *The Isaacson Group*

Ted Gavin, Treasurer, *SpamCon Foundation*
and Senior Consultant,
NachmanHaysBrownstein

Rebecca Lieb, Executive Editor, *internet.com's Interactive Marketing Channel*

Tim Lordan, Staff Director, *Internet Education Foundation*

Michael Mayor, President, *NetCreations, Inc.*

Anna Zornosa, CEO, *Topica, Inc.*

3:15 Break

3:30 Wireless Spam
Moderator: Lisa Hone, Staff Attorney, Division of Marketing Practices, FTC

Panelists:

Michael Altschul, Senior Vice President for
Policy & Administration and General Counsel,
Cellular Telecommunications & Internet Association

Andrea Blander, Senior Corporate Counsel,
AT&T Wireless Services, Inc.

Albert Gidari, Partner, *Perkins Coie LLP*

Carl Gunell, President, *Telemedia Development*

Rodney Joffe, CenterGate Research Group,
LLC

Jim Manis, Chair, *Mobile Marketing Association*

Jiro Murayama, Manager, *NTT DoCoMo*

Marc Theermann, CEO, *YellowPepper, Inc.*

5:15 Day Two Concludes

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MAY 2, 2003

POTENTIAL SOLUTIONS TO SPAM: LEGISLATION, LITIGATION, AND TECHNOLOGY

8:15 Remarks: Potential Solutions to Spam, **Commissioner Orson Swindle, FTC**

8:30 Federal and State Legislation
Moderator: Eileen Harrington, Associate Director, Division of Marketing Practices, FTC

Panelists:

Jerry Cerasale, Senior Vice President, *Direct Marketing Association*

Ray Everett-Church, Counsel, *Coalition Against Unsolicited Commercial Email*

David H. Kramer, *Wilson Sonsini Goodrich & Rosati*

Charles Curran, Assistant General Counsel, *America Online, Inc.*

John R. Patrick, Chairman, *Global Internet Project*

Steve Richter, General Counsel, *Email Marketing Association*

Paula Selis, Senior Counsel, *Washington State Attorney General's Office*

David E. Sorkin, Associate Professor of Law, *The John Marshall Law School*

10:30 Break

10:40 International Perspectives
Moderator: Hugh Stevenson, Associate Director, International Consumer Protection, FTC

Panelists:

Dr. Hyu-Bong Chung, *Korea Information Security Agency*

Peter Coroneos, Chief Executive, *Internet Industry Association, Australia*

Tom Dale, General Manager (Regulatory), *National Office for the Information Economy, Australia*

Peter Ferguson, Director, Policy Development, Electronic Commerce Branch, *Industry Canada*

Marie Georges, *Commission Nationale de l'Informatique et des Libertés, France*

Philippe Gérard, Legal and Regulatory Officer, *DG Info Society, European Commission*

Susan Grant, Vice President for Public Policy, *National Consumers League*

Axel Tandberg, Director of Government Affairs, *Federation of European Direct Marketers*

Motohiro Tsuchiya, Associate Professor and Senior Research Fellow, *Center for Global Communication, International University of Japan*

12:15 Lunch

1:30 Litigation Challenges
Moderator: Marc M. Groman, Staff Attorney, Division of Marketing Practices, FTC

Panelists:

Dietrich Biemiller, *Law Offices of Dietrich Biemiller*

Stephen Kline, Assistant Attorney General, Internet Bureau, *Office of the New York State Attorney General*

Jon L. Praed, *Internet Law Group*

Paula Selis, Senior Counsel, *Washington State Attorney General's Office*

Paul F. "Pete" Wellborn III, *Wellborn & Butler, LLC*

3:00 Break

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MAY 2, 2003

POTENTIAL SOLUTIONS TO SPAM: LEGISLATION, LITIGATION, AND TECHNOLOGY

- 3:15** Technological Solutions to Spam/
Structural Changes to Email
*Moderator: Brian Huseman, Staff Attorney,
Division of Marketing Practices, FTC*
- Panelists:**
Steve Atkins, *SamSpade.org; Word to the
Wise*
David Berlind, Executive Editor, *ZDNet/CNET
& Founder, JamSpam*
Ryan Hamlin, General Manager, *Microsoft Anti-
Spam Technology & Strategy Group*
Dr. Paul Q. Judge, Chair, *Internet Research
Task Force Anti-Spam Research Group*
Dr. John R. Levine, author, *"Internet for
Dummies" & Coalition Against Unsolicited
Commercial Email*
Matt Sarrel, Technical Director, Internet, *PC
Magazine Labs*
Vincent Schiavone, CEO, *ePrivacy Group, Inc.*
Daniel Tynan, Contributing Editor, *PC World*
- 5:15** Closing Remarks, **J. Howard Beales,
III, Director, Bureau of Consumer
Protection, FTC**
- 5:30** Day Three Concludes