Email Authentication Summit Agenda
(With Confirmed Participants)
As of October 29, 2004

Day 1 - Tuesday, November 9, 2004

8:00 - 8:30 AM
Registration

8:30 - 8:45 AM
Welcome and Opening Remarks

Chairman Deborah Platt Majoras, *Federal Trade Commission*

8:45 - 9:00 AM

Back to Basics: What is Email Authentication and How Does it Work?

Moderator: **Sheryl L. Drexler,** Investigator, Division of Marketing Practices, *Federal Trade Commission*

John R. Levine, *Taughannock Networks*

9:00 - 10:45 AM

Defining the Framework: Policy Considerations for Email Authentication

Moderator: **Colleen B. Robbins,** Staff Attorney, Division of Marketing Practices, *Federal Trade Commission*

Duane L. Berlin, Esq., Principal, *Lev & Berlin, P.C.* & General Counsel, *Council of American Survey Research Organizations*

Scott Bradner, University Technology Security Officer, *Harvard University*

Paula Bruening, Staff Counsel, *Center for Democracy and Technology*

Ray Everett-Church, Esq., Managing Member, *ePrivacy Consulting*

Frank Gorman, Counsel, *Bryan Cave, LLP*

David Kaefer, Director, Business Development, Microsoft Intellectual Property & Licensing, *Microsoft Corporation*

Howard Lipper, Executive Director, Law Division, *Morgan Stanley*

Annalee Newitz, Policy Analyst, *Electronic Frontier Foundation*

Daniel Quinlan, Vice President, Apache SpamAssassin, *Apache Software Foundation*

Jonathan Zuck, President, *The Association for Competitive Technology*

10:45 - 11:00 AM

BREAK

11:00 AM - 12:30 PM

Email Authentication Proposals: Cryptographic Approaches

> <u>Moderator</u>: **Donna F. Dodson,** Senior Computer Scientist, Security Technology Group, *National Institute of Standards and Technology*
>
> Domain Keys: **Miles Libbey,** Anti-Spam Product Manager, Yahoo! Mail, *Yahoo! Inc.*
>
> Identified Internet Mail (IIM): **Jim Fenton,** Distinguished Engineer, *Cisco Systems, Inc.*
>
> Bounce Address Tag Validation (BATV): **Dave Crocker,** Principal, *Brandenburg InternetWorking*

12:30 - 1:30 PM

LUNCH

1:30 - 3:00 PM

Email Authentication Proposals: IP/Domain Based Approaches

> <u>Moderator</u>: **William E. Burr,** Manager, Security Technology Group, *National Institute of Standards and Technology*
>
> Sender ID: **Harry Katz,** Program Manager, Safety Technology & Strategy Group, *Microsoft Corporation*
>
> Client SMTP Validation (CSV): **Douglas Otis,** Senior Engineer, Research and Development, *Mail Abuse Prevention System*

3:00 - 3:15 PM

BREAK

3:15 - 5:15 PM

Email Authentication Methods: Testing, Implementation, and Evaluation

> <u>Moderator</u>: **Sana D. Coleman,** Staff Attorney, Division of Marketing Practices, *Federal Trade Commission*
>
> **Scott Brown,** CTO, *ColdSpark*
>
> **Mike Chadwick,** Vice President, Application Development, *Go Daddy Software, Inc.*
>
> **David Fowler,** Director of Deliverability & ISP Relations, *@Once*
>
> **Carl Hutzler,** Director of Anti-Spam Operations, *America Online, Inc.*

Karl Jacob, CEO and co-founder, *Cloudmark*

Bill Karpovich, SVP Marketing & Strategy, *Port25 Solutions, Inc.*

Barry Leiba, Senior Software Engineer, *IBM Thomas J. Watson Research Center*

Dan Nadir, Vice President, Product Management, *FrontBridge Technologies*

Robert Sanders, Chief Architect, *EarthLink*

Ron Schnell, Vice President, *Equifax Marketing Services*

Rand Wacker, Director of Product Strategy and Planning, *Sendmail Inc.*

Day 2 - Wednesday, November 10, 2004

8:00 - 8:30 AM

Registration

8:30 - 8:45 AM

Opening Remarks

> **Commissioner Jonathan Leibowitz,** *Federal Trade Commission*

8:45 - 10:15 AM

Email Authentication: How Spammers Circumvent Authentication Methods

> Moderator: **Daniel Salsburg,** Assistant Director, Division of Marketing Practices, *Federal Trade Commission*
>
> **Scott Chasin,** CTO, *MX Logic, Inc.*
>
> **Tripp Cox,** CTO and Vice President of Technology, *EarthLink*
>
> **Brian Cunningham,** President and Lead Protocol Architect, *Message Level*
>
> **Pavni Diwanji,** Chairman and Founder, *MailFrontier*
>
> **Dr. Phillip Hallam-Baker,** Principal Scientist, *VeriSign Inc.*
>
> **Keith Moore,** Senior Research Associate, *Innovative Computing Laboratory, University of Tennessee, Knoxville*
>
> **James A. Powers, Esq.,** VP and General Counsel, *ICS Network Systems, Inc.* & President, *Data Rights & Privacy Advisors, LLC*

10:15 - 10:30 AM

BREAK

10:30 AM - 12:00 PM

Email Authentication: Real World Effects

> Moderator: **Sana D. Coleman,** Staff Attorney, Division of Marketing Practices, *Federal Trade Commission*

> **Dawn Rivers Baker,** Founding Member-Government Relations*, International Council of Online Professionals*

> **Elizabeth Bowles,** President, *Aristotle.Net Inc.*

> **Arthur Emerson III,** Network Administrator, *Mount Saint Mary College, Newburgh, NY*

> **John A. Greco, Jr.,** President and CEO, *Direct Marketing Association, Inc.*

> **Dr. Phillip Hallam-Baker,** Principal Scientist, *VeriSign Inc.*

> **J. Trevor Hughes,** Executive Director, *NAI Email Service Provider Coalition*

> **R. David ("Dave") Lewis,** Vice President, Deliverability Mgt & ISP Relations, *Digital Impact*

> **Fred Lindberg,** Chief Technology Officer, *CheetahMail, An Experian Company*

> **Peter Milla**, Member Board of Directors, Co-Chair Technology Committee, *Council of American Survey Research Organizations* & Executive Vice President, CIO*, Harris Interactive*

> **Margaret Olson,** CTO and VP, Architecture, *Constant Contact®*

> **Daniel Park,** Chief Technology Officer, *Roam Secure*

> **Robb Wilson,** General Manager, *Quris*

12:00 - 1:00 PM

LUNCH

1:00 - 2:00 PM

Global Impact of Email Authentication: International Perspectives

> Moderator: **Yael Weinman,** Legal Advisor, International Division of Consumer Protection, *Federal Trade Commission*

> **Dave Crocker,** Principal, *Brandenburg InternetWorking*

> **Hadmut Danisch**

> **Neil Schwartzman,** Founding Member & Chairman, *CAUCE Canada* & Co-chair, Email Authentication & Certification Working Group, *Canadian Federal Anti-spam Task Force*

2:00 - 3:15 PM

Email Authentication: Overcoming Spammers' Tricks and Moving Towards Implementation

> Moderator: **Daniel Salsburg,** Assistant Director, Division of Marketing Practices, *Federal Trade Commission*

> Domain Keys: **Brad Garlinghouse,** Vice President, Yahoo! Communications Products, *Yahoo! Inc.*

> Identified Internet Mail (IIM): **Jim Fenton,** Distinguished Engineer, *Cisco Systems, Inc.*

> Bounce Address Tag Validation (BATV): **Dave Crocker,** Principal, *Brandenburg InternetWorking*

> Sender ID: **Ryan Hamlin,** General Manager, Safety Technology & Strategy Group, *Microsoft Corporation*

> > **Meng Weng Wong**, Founder & CTO for Special Projects, *Pobox.com*

> Client SMTP Validation (CSV): **Douglas Otis,** Senior Engineer, Research and Development, *Mail Abuse Prevention System*

3:15 - 3:30 PM

BREAK

3:30 - 5:15 PM

Beyond Email Authentication: The Role of Reputation, Accreditation and Other Tools

> Moderator: **Sheryl L. Drexler,** Investigator, Division of Marketing Practices, *Federal Trade Commission*

> **Hans Peter Brondmo,** *Entrepreneur* & *Fellow*, Digital Impact

> **Daniel Burton,** Vice President of Government Affairs, *Entrust, Inc.*

> **Des Cahill,** CEO, *Habeas Inc.*

> **Stephen Currie,** Director of Product Management, *EarthLink*

> **Ray Everett-Church,** Managing Member, *ePrivacy Consulting*

> **Richard Gingras,** President & CEO, *Goodmail Systems, Inc.*

> **Fran Maier,** Executive Director and President, *TRUSTe*

> **George P. Mattathil,** CEO, Strategic Advisor, *Strategic Advisory Group*

> **Clemens Perz,** CTO, *All About It S.à.r.l.*

> **Craig Taylor,** VP, Technology, *IronPort Systems*

> **Karen J. Wendel,** CEO, *Identrus*

Meng Weng Wong, Founder & CTO for Special Project, *Pobox.com*

Tonny Yu, CEO, *Mailshell*

5:15 - 5:30 PM

Closing Remarks

Commissioner Orson Swindle, *Federal Trade Commission*