

# AGENDA

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## DAY 1-Wednesday, July 11, 2007

### 8:00 AM

REGISTRATION

### 9:00 AM

INTRODUCTION

OPENING REMARKS — CHAIRMAN DEBORAH PLATT MAJORAS

### 9:15 AM

**DEFINING THE PROBLEM:** Earlier findings indicated that most spam was fraudulent, deceptive, and offensive. How has the nature of spam shifted? Is spam now being used for malicious and criminal purposes? Is this spam reaching consumers' inboxes or being filtered by Internet service providers' filtering software?

**Moderator:** Brian Huseman, Chief of Staff, Federal Trade Commission (FTC)

**Panelists:** Susannah Fox, Associate Director, Pew Internet & American Life Project  
Thomas X. Grasso, Jr., Supervisory Special Agent, Federal Bureau of Investigation (FBI)  
J. Trevor Hughes, Executive Director, Email Sender & Provider Coalition (ESPC)  
Scott Richter, Chief Executive Officer, Media Breakaway, LLC  
Charles E. Stiles, Chairman, Messaging Anti-Abuse Working Group (MAAWG)

### 10:45 AM

BREAK

### 11:00 AM

**EVOLVING METHODS FOR SENDING SPAM AND MALWARE:** To what extent, if any, have email address harvesting, dictionary attacks, and open proxies been replaced by botnets, zombies, and spam that uses images instead of text as the primary methods of spam distribution?

**Moderator:** Lawrence Hodapp, Attorney, Division of Marketing Practices, FTC

**Panelists:** Ben Butler, Director of Network Abuse, GoDaddy.com, Inc.  
Patrick Peterson, Vice President, Technology, IronPort Systems  
Jon L. Praed, Esq., Partner, Internet Law Group  
Suresh Ramasubramanian, Manager, Antispam Operations, Outblaze Limited  
Joe St Sauver, Ph.D., Manager, Internet2 Security Programs, Internet2 and the University of Oregon

**12:30 PM**

**LUNCH (ON YOUR OWN)**

**1:45 PM**

**UNCOVERING THE MALWARE ECONOMY:** What are the financial incentives for malicious spammers? What is the cost along the email chain to consumers, businesses, internet service providers, and networks?

**Moderator:** Sheryl L. Drexler, Investigator, Division of Marketing Practices, FTC

**Panelists:** Gregory Crabb, United States Postal Inspector, United States Postal Inspection Service  
Jens W.L. Hinrichsen, Product Marketing Manager, Consumer Solutions, RSA, The Security Division of EMC  
Andrew J. Klein, Senior Product Marketing Manager, SonicWALL, Inc.  
Heinan Landa, President and Founder, Optimal Networks, Inc.

**3:15 PM**

**BREAK**

**3:30 PM**

**EMERGING THREATS**

**Moderator:** Sana Coleman Chriss, Attorney and Spam Coordinator, Division of Marketing Practices, FTC

**Panelists:** Michael Altschul, Senior Vice President and General Counsel, CTIA-The Wireless Association  
Dave Champine, Senior Director, Product Marketing, Cloudmark, Inc.  
Scott Chasin, Chief Technology Officer, MX Logic  
Rick Lane, Vice President Government Affairs, News Corporation  
Christopher J. Rouland, Chief Technology Officer, IBM Distinguished Engineer,  
IBM Internet Security Systems

## **DAY 2-Thursday, July 12, 2007**

**8:00 AM**

**REGISTRATION**

**9:00 AM**

**ANNOUNCEMENTS**

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**9:15 AM**

**DETECTING MALICIOUS SPAMMERS AND CYBERCRIMINALS:** What are the investigatory challenges faced by law enforcement as spammers mask their identities and use obfuscatory techniques? What are effective countermeasures?

**Moderator:** Lois C. Greisman, Associate Director, Division of Marketing Practices, FTC

**Panelists:** Gene Fishel, Assistant Attorney General and Chief, Computer Crimes Section, Office of the Attorney General of Virginia  
Aaron Kornblum, Senior Attorney, Microsoft Corporation  
J. Keith Mularski, Special Agent, Federal Bureau of Investigation (FBI)  
Robert Shaw, Head, ICT Applications and Cybersecurity Division, International Telecommunication Union (ITU)  
Mona Sedky Spivack, Trial Attorney, U.S. Department of Justice - Criminal Division, Computer Crime and Intellectual Property Section (CCIPS)  
Hugh Stevenson, Deputy Director, Office of International Affairs, FTC

**10:45 AM**

**BREAK**

**11:00 AM**

**KEEPING IT OUT OF THE INBOX:** During the FTC's 2004 Email Authentication Summit, co-hosted with the Department of Commerce's National Institute of Standards and Technology, the FTC initiated efforts to spur the development and wide-scale adoption of domain level email authentication. Where does the implementation of email authentication stand? What are other key spam-reducing tools?

**Moderator:** Sana Coleman Chriss, Attorney and Spam Coordinator, Division of Marketing Practices, FTC

**Panelists:** Des Cahill, Chief Executive Officer, Habeas, Inc.  
Jim Fenton, Distinguished Engineer, Cisco  
Richard L. Gingras, Chairman, CEO and CoFounder, Goodmail Systems  
Martha K. Landesberg, Director of Policy and Counsel, TRUSTe  
Margot Koschier Romary, Senior Manager, Anti-Spam Operations, AOL  
Craig Spiegle, Director, Online Safety Strategies and Technologies, Microsoft Corporation

**12:30 PM**

**LUNCH (ON YOUR OWN)**

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**1:30 PM**

**PUTTING CONSUMERS BACK IN CONTROL:** How can we empower consumers and businesses in the fight against spam and malware?

**Moderator:** Ruth Yodaiken, Attorney, Division of Marketing Practices, FTC

**Panelists:** Jeffrey Fox, Technology Editor, Consumer Reports  
Dave Lewis, Vice President, Market and Product Strategy, StrongMail Systems, Inc.  
Miles Libbey, Senior Product Manager, Yahoo! Mail, Yahoo!, Inc.  
Linda Sherry, Director, National Priorities, Consumer Action

**2:30 PM**

**BREAK**

**2:45 PM**

**IDENTIFYING BEST PRACTICES FOR BUSINESSES:** What can businesses do to distinguish themselves from malicious spammers?

**Moderator:** Phillip Tumminio, Attorney, Division of Marketing Practices, FTC

**Panelists:** Matt Blumberg, Founder and CEO, Return Path  
Jerry Cerasale, Senior Vice President, Government Affairs, Direct Marketing Association, Inc.  
John Ingold, Director, Security and Risk Assessment, BITS  
John Mathew, Vice President, Operations, Epsilon  
Alastair Tempest, Director General, Federation of European Direct and Interactive Marketing (FEDMA)  
Mike Zaneis, Vice President, Public Policy, Interactive Advertising Bureau (IAB)

**4:00 PM**

**DEVELOPING A PLAN FOR ACTION**

**Moderator:** Dan Salsburg, Assistant Director, Division of Marketing Practices, FTC

**Panelists:** Thomas X. Grasso, Jr., Supervisory Special Agent, Federal Bureau of Investigation (FBI)  
Miles Libbey, Senior Product Manager, Yahoo! Mail, Yahoo!, Inc.  
Brendon Lynch, Director of Privacy Strategy, Trustworthy Computing Group, Microsoft Corporation  
Michael O'Reirdan, Distinguished Engineer in National Engineering and Technical Operations, Comcast Corporation  
Phyllis A. Schneck, Ph.D., Chairman, Board of Directors, InfraGard National Members Alliance and Vice President, Research Integration, Secure Computing Corp.  
Charles E. Stiles, Chairman, Messaging Anti-Abuse Working Group (MAAWG)