

Agenda

May 11, 2011



8:30 **Registration**

9:00 **Welcome**

Shameka Gainey
Staff Attorney
FTC Division of Marketing Practices

Introductory Remarks

David C. Vladeck
Director
Bureau of Consumer Protection, FTC

9:30 **Session 1: Cramming — How Does It Happen and What Is the Injury?**

This panel will describe the nature of landline telephone bill cramming that law enforcers have investigated and prosecuted. This panel will discuss the ways in which unauthorized charges are placed on the landline telephone bills of consumers and small businesses, the kinds of goods and services that are being billed, and the resulting injury.

MODERATOR

Russell Deitch
Staff Attorney
FTC Division of Marketing Practices

PANELISTS

Beth Blackston
Assistant Attorney General
State of Illinois

Dianne E. Dusman
Senior Assistant Consumer Advocate
Pennsylvania Office of Consumer Advocate

Craig Graziano
Staff Attorney
Office of Consumer Advocate
Iowa Department of Justice

Jennifer Arbittier Williams
Assistant U.S. Attorney
Eastern District of Pennsylvania

10:30 Break

10:45 Session 2: What Steps Does the Telephone Billing Industry Take to Detect, Monitor, and Prevent Cramming?

This session will examine the steps that industry currently takes to prevent, detect, and halt telephone bill cramming. The discussion will address the steps taken to keep crammers from accessing the billing platform, to monitor billing data and complaints to detect ongoing cramming, and to take action to expel crammers from the billing platform and ensure that they do not return. The panel will discuss how effective these steps have been in identifying and preventing cramming.

MODERATOR

Larissa Bungo
Assistant Regional Director
FTC East Central Regional Office

PANELISTS

Richard Goldberg
Assistant Director
Office of Consumer Protection Litigation
U.S. Department of Justice

Don Teague
President
MORE International

Laura Kim
Assistant Director
FTC Division of Marketing Practices

Kent Wardin
Assistant Vice President
AT&T

John McGlamery
Deputy Attorney General
State of Nevada

12:00 **Break for Lunch — on your own**

1:30 **Session 3: Approaches to Cramming Prevention:
How Are the Mobile and Landline Billing Platforms Different?**

This session will examine the different approaches to third-party billing and cramming prevention between the mobile and landline telephone billing platforms. Do the two platforms differ in procedures for screening third-party billers, monitoring cramming activity, and taking action against billers who submit unauthorized charges? Are the mechanisms used to ensure customer authorization different? What cramming prevention mechanisms and best practices could translate from one platform to the other? What cramming prevention mechanisms and best practices would be difficult or impossible to adopt due to technological or other differences between the platforms?

MODERATOR

Robert Schoshinski

Staff Attorney
FTC Division of Marketing Practices

PANELISTS

Michael F. Altschul

Senior Vice President and General Counsel
CTIA–The Wireless Association

Glenn T. Reynolds

Vice President for Policy
U.S. Telecom Association

Jim Manis

Chairman and CEO
Mobile Giving Foundation

2:30 **Break**

2:45

Session 4: Potential Solutions to the Cramming Problem

This session will discuss potential solutions to enable industry, consumers, and law enforcers to better prevent, detect, and reduce telephone bill cramming. Panelists will discuss specific ideas such as allowing consumers to request a block on all third-party billing, requiring third parties to get written approval from consumers before placing charges on their phone bills, improving disclosure of third-party charges to consumers, and creation of a registry of telephone numbers of consumers who do not want any third party billing. This panel also will address how to implement these potential solutions to the cramming problem.

MODERATOR

Lois Greisman

Associate Director
FTC Division of Marketing Practices

PANELISTS

John Breyault

Vice President of Public Policy
Telecommunications and Fraud
National Consumers League

Elliot Burg (*invited*)

Assistant Attorney General
Office of the Vermont Attorney General

Joel Gurin

Chief
Consumer & Governmental Affairs Bureau
Federal Communications Commission

Erik Jones

Counsel to the Senate Committee on
Commerce, Science, and Transportation

Keith Vanden Dooren

Special Counsel
Florida Office of the Attorney General

4:00

Closing Remarks

Chuck Harwood

Deputy Director
Bureau of Consumer Protection, FTC
