



E-Mail Policy Summit

Bringing together Business and Policy leaders to explore new and continued efforts to insure the vitality of commercial E-Mail communication



MAY 18, 2007

575 7th Street, NW • Washington, DC 20036

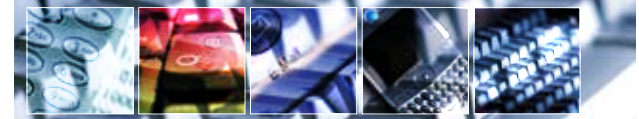
For more information or to register go to:

www.dmaemailsummit.org

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DMA Members: \$299

Non-Members: \$349

8:00 A.M. – 8:15 A.M. **Registration**

8:15 A.M. – 8:30 A.M. **Welcome — Steven K. Berry**

EVP, Government & Consumer Affairs, DMA

8:30 A.M. – 9:00 A.M. **Introductory Remarks — Senator Ron Wyden**

The Honorable **Ron Wyden** (D-OR) will address summit participants regarding future e-mail policy considerations

9:00 A.M. – 9:30 A.M. **Session 1 — Legal Primer**

Hear from **Stu Ingis**, Venable LLP and **David Sohn**, Counsel, CDT

9:30 A.M. – 10:30 A.M. **Session 2 — Spam: Where Is the Problem in 2007?**

Hear from **Charles Stiles**, Postmaster, AOL (moderator), **Sana Chriss**, FTC Spam Coordinator and other leaders in e-mail deliverability as they discuss the frontline battle of Technology vs. SPAM

10:45 A.M. – 12:00 P.M. **Session 3 — Marketers Best Practices for Sending Commercial E-Mail**

Learn how leading marketers are using e-mail to reach consumers today and tomorrow!
Matt Blumberg, Founder, CEO and Chairman, Return Path (moderator)

12:00 P.M. – 1:30 P.M. **Lunch — Government official luncheon speaker**

Eileen Harrington, Deputy Director, Bureau of Consumer Protection, FTC

1:30 P.M. – 2:15 P.M.

Session 4 — Wireless — Wild, Wonderful World of Wireless, Text Messaging, and Future Developments

Hear from leaders in the wireless industry re: the exploding opportunities in wireless marketing with **Mike Altschul**, SVP and General Counsel, CTIA (moderator)

2:15 P.M. – 3:00 P.M.

Session 5 — Attacks on (Section 8) Federal Preemption — 50 Challenges — Different Answers

Hear from **Matt Seeley**, President, CheetahMail, an Experian Company, **Kevin Johnson**, President, Acxiom Digital, and **Jordan Cohen**, Director of ISP and Government Relations, Epsilon Interactive regarding state attempts to fracture a national standard and how best practice strategies are a better solution

3:00 P.M. – 4:00 P.M.

Session 6 — Federal Policy — Congressional Oversight on E-Marketing Issues — E-Mail, Privacy, Spyware, and Security

Hear from House Committee on Energy & Commerce, **Consuela Washington**, Counsel [invited] and **David Cavicke**, Minority General Counsel, and Senate Commerce Committee, **David Strickland**, Counsel [invited] and **Ken Nahigian**, Minority Chief Counsel and **Jerry Cerasale**, SVP, Government Affairs, DMA (moderator)