

FTC - 2.25-26.2009

FRAUD | FORUM

8:30 – 9:00 a Registration

9:00 – 9:15 a Opening Remarks: Federal Trade Commission (FTC) Chairman William Kovacic

9:15 – 10:45 a Panel 1: Becoming a Scam Artist, Understanding the Victim: Exploring the Psychology of Scammers and Victims

MODERATOR: Dan Salsburg, Assistant Director, Division of Marketing Practices, FTC

PANELISTS: Jim Vitale
Former telemarketer of fraudulent business opportunity

Lynne M. Vieraitis, Ph.D.
Associate Professor
Criminology Program,
University of Texas at Dallas

Doug Shadel
State Director
AARP Washington

Panelists will explore the motivations of scam artists, including: how they get started and learn the tools of the trade; how and why they target particular victims; and techniques they use to entice potential customers. Panelists also will discuss the psychology of consumers, including how they become victims of these fraudulent actors, ways they can protect themselves, and ways to effectively educate them about fraud.

10:45 – 11:00 a Morning Break

11:00 a – 12:30 p Panel 2: Quantifying Fraud and Under-Reported Fraud: Identifying the Fraud that is not Reported and Exploring Ways to Reach Susceptible Consumers

MODERATOR: Tracy Thorleifson, Staff Attorney, Northwest Regional Office, FTC

PANELISTS: Keith Anderson
Economist
Bureau of Economics, FTC

Linda Fisher
Professor of Law
Baylor Hall

David Szuchman
Director
Division of Consumer Affairs
New Jersey Attorney General's Office

Debra Deem
Victim Specialist
FBI, Los Angeles, CA

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Day 2 — February 26, 2009 Da 95 530.343 38.391 531.15 3-: k/GS2 gs-.8-.5

Day 2 (continued):

This panel will explore the challenges associated with preventing employees or affiliated third parties from restarting or continuing a fraudulent scheme that has been shut down. Panelists will explore, among other things, how better to track and deter these would-be scalars and what should be done if the fraud reappears.

12:00 – 1:00 p

Lunch Break

1:00 – 2:15 p

Panel 3: Working Together: Examining Ways to Improve State, Federal, International, and Civil/Criminal Cooperation

MODERATOR: Kathleen Benway, Staff Attorney, Division of Marketing Practices, FTC

PANELISTS:

Ellyn Lindsay Assistant US Attorney Central District of California	Jonathan Rusch Deputy Chief for Strategy and Policy Fraud Section, Criminal Division US Department of Justice
Frank Gorman Chief Criminal Liaison Unit, FTC	Colin Woodcock Senior Manager Serious Organized Crime Agency (SOCA), UK
Erin Leahy Assistant Attorney General Ohio Attorney General's Office	

This panel will highlight projects where there has been effective state, federal, international, or civil/criminal cooperation. Panelists will address recent effective modes of cooperation, and will explore what various law enforcement agencies can do to help lay the groundwork for future enforcement actions by other agencies. Panelists also will provide their perspectives on leveraging international cooperation.

2:15 – 2:30 p

Afternoon Break

2:30 – 3:30 p

Break-Out Sessions for Panels 1, 2, and 3 (all participants)

Each group will have an informal discussion led by co-facilitators relating to issues raised during Panel 1, 2, or 3.

3:45 – 4:45 p

Break-Out Sessions report back to the full group

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

Representatives selected from the breakout groups will discuss the main ideas and issues raised by their group, as well as recommendations for future action.

4:45 – 5:00 p

Closing Remarks