



# CFCA Summer Educational Event & Annual Meeting

11-13 June 2019

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**Tuesday, June 11, 2019**

11:00am	<b>Registration</b>
1:00pm to 1:30pm	<b>Welcome &amp; Announcements</b>
1:30pm to 2:00pm	<b>Handset Fraud Evolution – Steve Schwed, Verizon</b> - As equipment values rise and more commonly exceed the \$1000 price point and carriers are retiring older GSM and CDMA networks and moving towards LTE technology, handsets are becoming more desirable to Fraudsters. Verizon's Fraud Strategy and Consumer Protection Team will discuss the evolution of Social Engineering countermeasures and techniques being used to bypass security measures put in place by wireless carriers to fight the Fraud Epidemic. In addition to Social Engineering, Steve will also touch on the elaborate methods and multi stepped processes being used to facilitate SIM Swapping, OTP verification and other techniques being employed.
2:00pm to 2:30pm	<b>Fighting Emerging eCommerce Fraud Schemes Without Friction – Tracy Manning, LexisNexis Risk</b> Traditional methods being implemented to fight the rising tide of cybercrime in eCommerce are coming at the expense of the customer experience, leaving a trail of abandoned carts and frustrated potential subscribers in their wakes. The tension that exists is leaving communications and media companies with a near-impossible decision about which they want more: Fewer fraud losses or a better customer experience. But what if there were a way to have both? Hear case studies that will reveal the secrets discovered by leaders in the industry about how to use one critical tool - digital identity - to mitigate fraud across the entire customer journey with less friction.
2:30pm to 3:00pm	<b>Networking Break</b>
3:00pm to 3:15pm	<b>Rapid Fire – LexisNexis Risk Solutions</b>
3:15pm to 3:45pm	<b>Outsmarting the Fraudsters - Chris Drake, iconectiv</b> –In our ever-growing technological space, fraudsters are constantly testing and evolving their methods to target your business and customers. To combat this, your security and fraud strategies need to remain robust to stay several strides ahead of the latest techniques. In this session you will receive practical tips to help you fight the global fraud problem.
3:45pm to 4:15pm	<b>CFCA Website Updates and Blog Improvements – Stacy Graham, Inteligent and Bonnie Kantor, CohnReznick</b>
4:15pm – 4:45pm	<b>John Gabos</b> - In 2018 the insurance carrier Cigna conducted a survey of 20,000 Americans and reported that the loneliest generation of Americans was in the 18-22 year old age group. More than twenty-three peer reviewed studies have found a direct correlation with the increase in anxiety and depression and the adoption and usage of smartphones with this age group. One third of all incoming college freshman today report suffering from high enough levels of anxiety and depression that they feel they should seek mental health treatment.



	<p>John Gabos the founder of Myiceberg, a Minneapolis based company, is working with partners in the higher education, mental health and technology space to develop programs to enable young adults in this age group to use their mobile devices to begin to address some of the factors which have caused the anxiety, depression and loneliness plaguing this age group. John will share some recent data on this issue, some of the things that are being done and what the future might look like. By becoming more aware of this issue, the wireless industry may direct some of our future efforts associated social responsibility to supporting programs that can play a meaningful role in improving the mental fitness of our customers.</p>
4:45pm to 5:15pm	<p><b>Knowledge Network - Open Forum: Build on discussions from member questions</b></p>
5:30pm to 8:00pm	<p><b>First Timer Attendees Reception</b> - If this is your first time attending a CFCA Educational Event, we invite you to join us at our welcome cocktail reception to meet your Ambassador for the event and to get additional information about CFCA. Join us for an informal meet and greet with the CFCA Board members, Ambassadors, and other first time attendees.</p>
6:00pm to 8:00pm	<p><b>Ice Breaker Reception (Sponsored by Enova Decisions)</b></p> <p>This is a great time to meet your fellow attendees and relax! Join us for refreshments and great conversation!</p>



**Wednesday, June 12, 2019**

8:00am to 9:00am	<b>Breakfast</b>
8:30am to 9:00am	<b>Annual Meeting – Members Only</b>
9:00am to 9:45am	<b>5G - The Next Generation of Wireless – Travis Russell, Oracle Communications</b> There has been lots of talk about 5G, and lots of hype. But what exactly is 5G, why is it so different than previous generations of wireless, and what does it mean for security and fraud professionals? Your questions will be answered during this session including the opportunities for fraudsters that will exist in 5G services.
9:45am to 10:15am	<b>Mitigating Phone Fraud Through Machine Learning – Tim Prugar, Next Caller</b> – Machine Learning has emerged as one of the top vendor buzzwords that appears to mean everything and nothing. In this session, Next Caller's Vice President of Operations and Product Owner Tim Prugar will discuss the practical applications of Machine Learning in mitigating phone fraud, providing insight into the successes and challenges the Next Caller team has experienced, as well as future opportunities for application throughout telecom.
10:15am to 10:45am	<b>AT&amp;T Mobility Equipment Fraud Mitigation – Dan Fishbeck, AT&amp;T</b> – An overview to define mobility equipment fraud and how it is identified and mitigated. Various types of mobility fraud and scams will be explored as well as the methods employed by the fraud element.
10:45am to 11:15am	<b>Networking Break</b>
11:15am to 12:15pm	<b>2018 Cybercrime Survey Report – Jason Lane-Sellers, ThreatMetrix</b> The presentation will go through the findings, trends and statistics from the latest cybercrime report in detail, to give audience members an insight to the latest threats and issues impacting our organisations in the market place and globally.
12:15pm to 1:15pm	<b>Lunch</b>
1:15pm to 2:15pm	<b>Wireless Carrier Panel Session: Wireless Fraud Issues &amp; Trends - GSMA – Jason Smith, U.S. Cellular – Caleb Meinke, AT&amp;T – Dan Fishbeck, Verizon- Steve Schwed, Rogers – TBD, Comcast - TBD</b> - The session will discuss the latest issues and threats within the North American Wireless industry. Content will include issues such as Equipment Fraud, Identity Theft, Account Takeover etc. The panel will discuss what the latest trends are, the impacts of omnichannel expansion and what steps can be taken individually and collaboratively.
2:15pm to 2:45pm	<b>Break</b>
2:45pm to 3:00pm	<b>Rapid Fire: Enova Decisions</b>
3:00pm to 3:30pm	<b>GSMA Device Check Service – Jason Smith, GSMA</b> - Each month MNOs report more than 1 million devices to the GSMA Black List that are not with their



	<p>rightful owner. Through the GSMA Device Check service, this data is queried more than 7 million times per month by those involved in the second-hand device ecosystem as well as law enforcement and the general public. At the CFCA meeting in Minneapolis, Jason Smith, GSMA's Senior Director, Device Check, will discuss new developments leading to wider, more effective industry participation in device theft and fraud prevention.</p>
3:30pm to 4:00pm	<p><b>Lessons from FIs on Fraud Detection &amp; Prevention – Sean Naismith, Enova Decisions</b> Fraud is an ever-growing problem that affects not only the profitability of businesses in nearly all industries, but also their survival. Yet Enova International has thrived these past 15 years and grown its operations to 8 online consumer and small business lending brands across 3 countries. In this session, Sean will cover how Enova has been successful at preventing fraud, why machine learning and AI are the way forward, and best practices on how to revamp fraud prevention in your organization.</p>
4:00pm to 4:30pm	<p><b>Break</b></p>
4:30pm to 5:15pm	<p><b>Restoring Trust in the Telephone Network – A Tutorial on SHAKEN – Alec Fenichel, TransNexus</b> Robocalls and scam calls have undermined the public's trust in the telephone network. This problem is caused by spoofed calling numbers that enable bad actors to deceive their victims and avoid law enforcement. Major telephone carriers and the FCC have identified SHAKEN as the best solution to eliminate spoofed calling numbers. Attend this webinar to learn about the following topics: A brief history of robocalls; Regulatory initiatives; SHAKEN Trust Anchor; Digitally signed Identity Tokens; Calling party trust levels; How SHAKEN makes call trace back quick and easy; How SHAKEN will impact call analytics; How SHAKEN will impact toll fraud control; Deployment timelines – when will SHAKEN be here? Future developments.</p>
6:30pm to 9:00pm	<p><b>Special Event – Clockwerks Brewery - Come and enjoy a brewery tour, beer tasting, and buffet dinner at one of Minneapolis' best local brew pubs! (Sponsored by LexisNexis Risk Solutions)</b></p>



**Thursday, June 13, 2019**

8:00am to 9:00am	<b>Breakfast</b>
9:00am to 9:15am	<b>Opening Announcements</b>
9:15am to 10:15am	<p><b>2019: The Pivotal Year in the Battle Against Illegal Robocalls – Kevin Rupy, Wiley Rein LLP</b> - As illegal robocalls continue their meteoric rise, 2019 is shaping up to be a crucial moment in time for industry stakeholders. In addition to the SHAKEN/STIR standard making its debut, there is increased activity by industry, legislators, regulators and law enforcement on the illegal robocall front. Significant changes have also occurred in the TCPA environment. The FCC earlier this year adopted new rules for a reassigned number database, and the agency is also reforming its TCPA regulations to comply with the Court of Appeals decision in last year's <i>ACA International</i> decision. This session will discuss what industry and government stakeholders need to look out for – and what will be expected of them at this pivotal moment in time.</p>
10:15am to 10:45am	<b>Break</b>
10:45am to 11:00am	<b>Rapid Fire: Araxxe</b>
11:00am to 11:30am	<p><b>Fight Big (Regardless of Your Company Size) – Heather Davis, Frontier</b> - Fraud does not discriminate based on the size of a telecom company. Carriers that the industry considers Tier 1 may have the greatest resources to combat fraud and seem to make the biggest impact, but there are many ways that smaller carriers can aid in the fight. This presentation will discuss ways that the smaller carriers can play a large part in combating fraud. Getting back to the basics of monitoring, understanding your network and product offerings, and building and utilizing your relationships with different departments within your organization are just a few ways that smaller fraud teams can leverage their resources.</p>
11:30am to 12:00pm	<p><b>The Value of CFCA Membership and Events – Amber Kerr, Union Wireless</b> The CFCA provides value to MNO's, MVNO's and Vendors in the telecommunications industry as well as many of the industries it affects. This presentation will cover how employees of companies large and small can utilize CFCA events and membership to provide value to their company.</p>
12:00pm to 12:30pm	<b>Knowledge Network</b>
12:30pm	<b>Closing Remarks/Adjourn</b>