CFCA Summer Educational 2022

Tysons Corner, Washington D.C. Virginia

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Hosted Regency Ballroom B, Level 1

This agenda is subject to change, including timings of presentations, presenters and topics.

Tuesday June 7th, 2022

9am Attendee Registration Opens

Time	Presenter	Event Session
9.30-11.30am	**Jessica Thompson** US Telecom ITG **Jaime Zetterstrom** Somos	**Workshop - The Continued Evolution of the Industry Traceback** This workshop will focus on how traceback has evolved over the years and new developments to enhance the Industry Traceback Group's efforts to combat illegal robocalls along with the Traffic Pumping Traceback Group (TPTG) efforts to combat Traffic pumping. The following will be discussed: • Overview of traceback process • The history and impact of traceback • ITG initiatives to scale tracebacks • TPTG's overview on what is trace backed and how • Trends and feedback

Afternoon Agenda

Time	Speaker/Presenter	Event Session
1.00-1.30pm	**Stacy Graham** CFCA President / Sinch	**Back to the Future** Opening of the CFCA 2022 Summer Educational Conference
1.30-2.15pm	**Jon Herttua** **Carolyn Knight** iconectiv	**Protecting the Mobile Wallet: Why Number Portability is Critical to Safeguarding Mobile Banking** The Global Mobile Money Market is booming. Originally valued at USD $3.4 billion in 2019, it is expected to grow to USD $25.76 billion by 2027, as more consumers than ever before are turning to their mobile devices to conduct banking transactions via SMS and RCS.
2.15-3.00pm	**Brien Jones-Lantzy** Sinch	**Spam and Fraud in the Messaging Ecosystem** Brien, the US Messaging Compliance Manager for Sinch, will join us to discuss: i. Spam and Fraud Attempts seen in the Marketplace; Sinch has recognized increasing "bad actors" in the marketplace that are attempting to run the same traffic over various channels and various messaging platforms. As we are more and more aware of this we can Spam and Fraud attempts we can work together to mitigate the risks to our brands. ii. Guidance Documentation for North American Messaging; The Wireless Carriers are actually trying to and in some cases creating documentation that the market can use as a guide. I will be sharing that documentation and also some of the pitfalls that we are seeing in the market. iii. Expected legislative changes in the US Marketplace that will affect the Messaging Ecosystem; The FCC and FEC are working together to define legislation that will mirror the "Stir Shaken" legislation (but for Messaging). I will discuss my conversations with the FCC and what we believe their stance will be relating to this latest efforts for legislative creation.
3.00-3.30pm	**BREAK**	Afternoon Refreshments

Time	Speaker/Presenter	Event Session
3.30-4.00pm	**Terry Powell** CFCA / Lumen Technologies **Steven Ornadel** CFCA / Mobileum	**An Introduction to CFCA Fraud Dictionary and Best Practices** The purpose of this presentation is to announce that the "Fraud Dictionary & Best Practices Committee" (under the Education and Resource Committee) has created the Fraud Dictionary and Best Practices section of the new CFCA website. This document currently contains 10 of the most prevalent kinds of fraud and scams that primarily affects the telecom industry, and each topic is broken down into 3 sections (plus illustrations, if applicable).
4.00-4.30pm	**Luke Taylor** CFCA / Lateral Alliances	Let's Chat and more! A run through of some of the features on the CFCA website available to members to network, communicate and learn, including chat feature, fraud alerts, blogs, document library, and more.
4.30-5.00pm	**CFCA Board of Directors**	**Knowledge Network I**

Evening Activity

Time	Host	Event Session
5.30-5.45pm	CFCA Board	**First Timers Reception in** Hotel Level 4 Commonwealth Lobby/Balcony
5.45-7.00pm	CFCA Board	**Network Reception in Hotel** Level 4 Commonwealth Lobby/Balcony

Wednesday June 8th, 2022

Morning Agenda

Time	Speaker/Presenter	Event Session
8.30-9.00am	**CFCA Board of Directors**	**2022 Annual Meeting**
9.00-9.15am	**BREAK**	Morning Refreshments
9.15-9.30am		**Morning Announcements**
9.30-10.15am	**Kevin Rupy** Wiley Rein **David Kaminiski** CMT Law	**Evaluating the Robocall and TCPA Landscape in 2022 – A View from Outside Counsel** Since passage of the TRACED Act in 2019, industry and government stakeholders have embarked on an aggressive implementation effort that continues to transform the voice network. This ambitious agenda will continue throughout 2022, and this panel's unique outside counsel perspective will explore ongoing and developing issues in the robocall mitigation space. Among other topics, the discussion will include an overview of the FCC's various proceedings, including those relating to blocking notifications and increased obligations on gateway providers. The panel will also discuss the seismic changes in the TCPA landscape, with a particular focus on the Supreme Court's 2021 Duguid decision.

Time	Speaker/Presenter	Event Session
10.15-11.00am	**Stephen Ornadel** Mobileum	**The Sweet Spot – Where Fraud and Security Intersect** This session will cover details on: • Where signaling security touches fraud • How SMS vulnerabilities are exploited for fraud motives • Augmenting STIR SHAKEN with additional techniques to address voice frauds such as CLI spoofing, robocalling, Wangiri fraud, flash calls • Protecting and monetizing your SMS wholesale business
11.00-11.45pm	**Gerry Christensen** YouMail	**The Future of Safe Voice Communications: Know Your Customer, Call Authentication and Behavior Monitoring** In this presentation, Gerry Christensen, VP of YouMail's Protective Services division, will discuss wanted and unwanted robocalls, what makes a call unlawful, technologies, and solutions for identifying unwanted robocalls. His discussion includes an assessment of call authentication and verification functional limitations as compared to robocall analytics. He will also discuss the roles of Know Your Customer, STIR/SHAKEN and telephone number behavior monitoring via content-based analytics to ensure the future of safe voice communications.
11.45-12.45pm	**LUNCH**	Lunch and Refreshments

Afternoon Agenda

Time	Speaker/Presenter	Event Session
12.45-1.00pm		**Afternoon Announcements**
1.00-1.45pm	**Ewout Pronk** NetNumber	**5G: What Will the Fraudsters Do?** This presentation focusses on various known fraud types and reveals what the modus operandi of the fraudsters will become when 5G core networks arise. Can fraudsters still gain their goals with just the heritage of legacy network signaling network or will they radically need to change their approach? In this presentation you will learn if and when fraudsters need to change their strategy and what operators and carriers can expect with the increasing and changing attack surface with 5G.
1.45-2.30pm	**Guy Pearson** Bank of America **Adam Panagia** AT&T / CFCA **Jason Lane-Sellers** LexisNexis Risk	**Cross Industry Collaboration Efforts** An overview of the cooperative efforts between Bank of America and AT&T in the fight against cross industry fraud.
2.30-3.00pm	**BREAK**	Lunch and Refreshments
3.00-3.30pm	**David Frankel** ZipDX	**Robocall Analytics: Utilizing STIR/SHAKEN** David will socialize a project to be used in identifying illegal robocalls, in realtime, and notifying providers based on analytics using STIR/SHAKEN and analytical data.

Time	Speaker/Presenter	Event Session
3.30-4.15pm	**Stacy Graham** CFCA / Sinch & Panel	**KYC Hamster Wheel** This session will be an interactive workshop discussing the intricacies of Know Your Customer, the never-ending hamster wheel involved, and discussions around means by which to address and handle the situations we all face to meet internal challenges, regulatory challenges, and more. Stacy will be joined by Panel Members: Gerry Christensen, YouMail; David Frankle, ZipDX; and Kevin Rupy, Wiley Rein
4.15-4.45pm	**CFCA Board of Directors**	**Knowledge Network II**
4.45-5.15pm	**BREAK**	**Personal preparation for Evening Event Cruise**

Evening Activity

Time	Host	Event Session
5.15-9.30pm	**CFCA Board**	**Evening Event Evening Cruise and Dinner** A cruise, dinner and music on the Odyssey DC is a one-level climate-controlled glass-enclosed vessel - elegantly sailing North under the low bridges of Washington DC for up close views of the monuments.

Thursday June 9th, 2022

Morning Agenda

Time	Speaker/Presenter	Event Session
8.30-8.40am		**Morning Announcements**
8.40-9.00am	**Adam Panagia** **Steve Schwed** CFCA	**Lifetime Achievement Awards**
9.00-9.45am	**Jacob Howell** Subex	**Fraud Now and Then** A Retrospective of CFCA Fraud Loss Survey Results Over the Years
9.45-10.30am	**Kevin Rupy** Wiley Rein	**The Evolving Robocall Enforcement Landscape** In recent years, the enforcement landscape targeting illegal robocallers and their facilitators has increased significantly. Empowered in part by passage of the TRACED Act and the FCC's implementing regulations, federal and state agencies have gone on the offensive against illegal robocallers, particularly in 2021 and 2022. In addition to government efforts, robocallers are also facing enforcement on developing fronts. These include proposed rules currently under consideration by the FTC that would address government and business imposter fraud, and private litigation targeting illegal robocallers' activities.

Time	Speaker/Presenter	Event Session
10.30-11.15am	**Keith Ward** Anti-Fraud Centre	**Understanding Mass Marketing Fraud** The CAFC has established itself as Canada's central fraud data repository. It has become a trusted source for fraud data and for educational and prevention resource materials. The CAFC plays a crucial role in educating the public about specific mass marketing fraud pitches and in collecting and disseminating victim evidence, statistics and documentation, all of which are made available to law enforcement agencies.
11.15-11.30am	**BREAK**	Morning Refreshments
11.30-12.15pm	**Steve Schwed** Verizon **John Marinho** CTIA **Megan Brown ESQ** Wiley Rein **Ian Dillner** Verizon	**Review of Pending US Legislation and the efforts to collaborate through the CTIA Stolen Phone Working Group** Steve Schwed (Verizon) will discuss the ongoing efforts by the CTIA to revise the current stolen phone legislation in the US. Included in the Bill being delivered to the Senate this year are provisions to substantially limit product offerings such as IMEI over writers, SIM Chips or Covers, Advertising for Block listed device sales, IMEI repairs and other nefarious transactions designed to alter or obfuscate the true identity of a device .Collaborating with US Wireless Carriers, the GSMA, CTIA and Consumer Advocacy Groups, tremendous progress has been made over the last 18 months to expand the proposed Bill to be both relevant and effective for Law Enforcement to use and make penalties for convictions much more aggressive. Some yet to be finalized content may not be included in the discussion. (Conversations may include others from the CTIA Stolen Phone Working Group either in person or by teleconference)
12.15-1.00pm	**Jason Lane-Sellers** LexisNexis Risk	**2022 Q1 Cyber Crime Report**
1.00pm	2022-2024 CFCA President	**Closing Remarks of the 2022 Summer Educational Event**

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