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**PLG & Privacy Practitioners'  
Workshop  
March 12, 2003  
Omni Shoreham Hotel  
Washington, D.C.**

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**WORKSHOP**

**Working Agenda**

- 8:45-9:15**      **Greetings, Discussion of Day**  
Alan Westin, President & Publisher, *P&AB*  
Robert Belair, Vice President, *P&AB*; Partner, Oldaker, Biden & Belair  
Lorrie Sherwood, Executive Director, *P&AB*
- 9:15-10:15**      **How the Roles and Responsibilities of Privacy Officers Have Changed In the Post 9/11 Environment?**  
**Chair:** Janet McCoy, Chief Privacy Officer, Senior Vice President, Sovereign Bank
- “Marriott Lessons Learned: Experiences in complying with PATRIOT Act. Cross referencing and centralizing databases”**  
Chris Zoladz, Vice President, Information Protection, Marriott International
- “Digital Rights Management: Privacy and Piracy”**  
Nancy Weaver Smith, CPO, Intuit
- “Privacy Issues in a World of Terror”**  
Eugene “Spark” Nowak, VP, Information Security and Chief Privacy Officer, Delta
- 10:15-11:15**      **Consumer Trust on the Internet: Rising, Falling or the Same?**  
**Chair:** Ivan Fong, Chief Privacy Leader and Senior Counsel, GE  
Alan Westin  
Lee Rainie, Director, Pew Internet & American Life Project  
Mary Culnan, Slade Professor of Management & Information Technology, Bentley College  
**Business Commentator:** Peter Cullen, CPO, Royal Bank of Canada
- 11:15-11:45**      **BREAK**
- 11:45-12:45**      **Direct Marketing and the “Do Not Disturb” Government Systems: Are We Entering the Permission Marketing Era? Two Views**
- Keynote: “The View from the DMA”**  
Robert Wientzen, President, The DMA

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**Keynote: “FTC Initiatives”**

Eileen Harrington, Associate Director, Marketing Practices, FTC Bureau of Consumer Protection

**12:45-2:00**

**LUNCH**

**Communications Industry and Privacy: What are the Issues?**

Kathy Brown, Senior Vice President, Public Policy Development and International Government Relations, Verizon

**2:00-3:15**

**Protecting Consumers from Identity Theft – Privacy’s Hot Button  
Case Studies From Companies With Real Stories To Tell**

**Chair:** Alan Westin

**“Managing Risks Around FCRA Revisions”**

Steve Durkee, Vice President, Privacy Implementation, Citigroup

**“ID Theft: The FTC View”**

Betsy Broder, Assistant Director of Planning and Information, FTC

**“Identity Theft and Consumer Education: Suggestions for Business”**

Beth Givens, Director, Privacy Rights Clearinghouse

**“Internet: Equifax Privacy Products for Consumers, a New Income Stream”**

John Ford, Vice President, External Affairs & CPO, Equifax

**3:15-3:30**

**BREAK**

**3:30-5:00**

**Privacy Officers and Employee Privacy**

**Chair:** Don Harris, President, HR Privacy Solutions

**“Global Employee Privacy Policies”**

Jeff McDonald, Director, Human Resource Information Systems,  
The Boeing Company

**“Commitments to Employee Privacy”**

Cynthia Neff, Director HR Policy and Privacy, IBM

**“Online Privacy and Recruiting”**

Pam Dixon, Research Fellow, Privacy Foundation

Carla Gracen, Senior Product Manager, HR/Payroll Services, Ceridian

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**Ninth Annual National Conference  
Managing the New Privacy Revolution 2003  
March 13, 2003  
Omni Shoreham Hotel Washington, D.C.**

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**DAY ONE**

**Working Agenda**

- 9:00-9:15**      **Welcome and Order of the Day**  
Alan Westin  
Robert Belair  
Lorrie Sherwood
- 9:15-10:00**    **Chair:** Robert Belair  
**Keynote:** Senator Joseph Biden (D-DE)
- 10:00-11:15**   **Government Access to Consumer Information: What Government Needs. How Business Must Balance Security and Privacy.**  
Chair: Michael de Janes, General Counsel and Secretary, ChoicePoint  
Admiral James Loy, Undersecretary for Security, Department of Transportation  
Jerry Berman, President, Center for Democracy & Technology  
Jennifer Barrett, CPO, Acxiom
- 11:15-12:00**   **The Uses of Public Databases: Two Views**  
Bill Burmeister, General Counsel and Privacy Officer, Regulatory DataCorp  
Evan Hendricks, Editor & Publisher, Privacy Times
- 12:00-1:30**    **LUNCH**  
**Chair:** Alan Westin  
**California: The Privacy Bellwether**  
California State Senator Jackie Speier (D)
- 1:30-2:45**      **Experts Panel on Industry Compliance Requirements, Processes, and Privacy Issues**  
**Chair:** Ron Plessner, Partner, Piper Rudnick LLP  
**Financial Services:** David Medine, Partner, Wilmer, Cutler & Pickering  
**Communications, Internet/ISPs:** Ron Plessner  
**Information Services:** Robert Belair  
**Travel/Hospitality/Lodging:** TBA
- 2:45-3:15**      **BREAK**

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**3:15-4:30 The Congressional Scene – 2003**

Robert Belair

Stuart Pratt, President, Consumer Data Information Association

**4:30-5:45 Privacy Action in the States**

**Chair:** Alan Westin

Mathew Street, Associate General Counsel, American Bankers Association

Emily Hackett, State Policy Director, Internet Alliance

Tony Hadley, Vice President, Government Affairs, Experian

Roberta Meyers, Senior Counsel, American Council of Life Insurance

**5:45**

**Reception sponsored by Citigroup and Presentation of Distinguished Privacy Leadership Award to Tim Muris, Chairman, Federal Trade Commission**

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**DAY TWO**

**Working Agenda**

- 7:30-9:00 Breakfast and New Registration**
- 9:00-9:45 Government Consumer Information Gathering: What Should Concern Business**  
**Chair:** Ron Plesser  
**Keynote:** Former House Majority Leader Richard “Dick” Arney (R-TX),  
Senior Policy Analyst, Piper Rudnick LLP
- 9:45-10:45 The Media’s Fix on Business and Privacy: The Bigger Picture**  
**Chair:** William Levant, Partner and Global Privacy Leader, Deloitte & Touche  
Maureen Thompson, Senior Partner, The Hastings Group
- 10:45-11:45 Consumer Trust and Third Party Verification**  
**Chair:** Julianne DiFonzo, Senior Manager, Ernst & Young  
**“Integrating Privacy Within Company Culture Through Policy Controls and Assurance”**  
Everett Johnson, Chair of Privacy Task Force, AICPA  
  
**“Seals: Another Form of Third Party Policy Verification”**  
Rebecca Richards, Director of Policy & Compliance, TRUSTe  
  
Tony Gonchar, CRM Director and Privacy Officer, Expedia
- 11:45-12:00 BREAK**
- 12:00-12:30 Your Global Privacy Policy: How Do You Manage It?**  
**Chair:** Lorrie Sherwood  
Becky Burr, Partner, Wilmer, Cutler & Pickering
- 12:30-2:00 LUNCH**  
**Chair:** Robert Belair  
Senator Orrin Hatch (R-UT)
- 2:00-3:30 Moving Consumer and Employee Data Globally: The Newest Challenges**  
**Chair:** Miriam Wugmeister, Partner, Morrison & Foerster  
Sandy Hughes, Global Privacy Executive, Procter & Gamble  
Stephen Lau, Chairman, EDS Electronic Data Systems – Asia  
Erik Grados, Manager, Privacy Compliance, Air Canada

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Anita Fineberg, Corporate Counsel and CPO, Canada and Latin America,  
IMS Health Canada

**3:30**

**ADJOURN**