



National Association
of Attorneys General

Using Technology



to Protect



the Public



Summer Meeting Program • June 14-16, 2010
Westin Hotel • Seattle, Washington



Welcome from NAAG President

Dear Colleagues and Guests:

Welcome to the 2010 Summer Meeting. I am particularly pleased to acknowledge our special guests, prosecutors from Taiwan, who are joining us for what promises to be a productive meeting.

We have an exciting program filled with the latest state legal issues and potential solutions. We will discuss the states' role in protecting patient privacy, the latest initiatives in preventing online child sexual exploitation, consumer protection efforts, piracy and counterfeiting, and identity management.

I want to thank my fellow members of the Agenda Planning Committee—Iowa Attorney General Tom Miller, Massachusetts Attorney General Martha Coakley, and Washington Attorney General Rob McKenna—who all worked together to plan a timely and exciting program in this beautiful location. I also appreciate our gracious hosts, General McKenna, his wife, Marilyn, and the Washington Attorney General's staff for their tremendous work in helping organize the meeting and social outings.

Since this meeting marks the end of my tenure as NAAG president, I want to take this opportunity to express my gratitude to my colleagues and all at NAAG who provided me with terrific support during my term and my Presidential Initiative: "Virtual World—Real Crime." We will usher in President-Elect Roy Cooper, North Carolina Attorney General, as my successor at the State Dinner and recognize the outstanding work of a number of individuals in the Attorneys General community during our annual awards ceremony.

Enjoy the meeting and all the activities against the backdrop of beautiful Seattle.

A handwritten signature in black ink that reads "Jon Bruning". The signature is written in a cursive, flowing style.

Jon Bruning
NAAG President and Nebraska Attorney General



Welcome from the Washington Attorney General

Dear fellow Attorneys General and Guests:

On behalf of my entire staff, welcome to Seattle and the 2010 Summer Meeting of the National Association of Attorneys General!

As you may have already learned, Seattle is a vibrant and diverse city filled with natural beauty, attractions, and events to interest just about anyone. As you may also have learned, warm summer weather is elusive

in the Northwest! As I write this welcome letter, I'm hoping you'll all have the opportunity to experience Seattle in the sunshine.

Your conference committee has been hard at work developing a conference agenda that takes advantage of Washington's reputation as a technology leader. A highlight of our conference will be a short trip across Lake Washington to visit Microsoft, one of Washington's most recognized national technology leaders, followed by a reception and dinner with our hosts.

As Attorney General of Washington, I am proud of our state's leadership in the technology industry. However along with ever-changing technology comes the challenge of protecting our state's communities, businesses and families from ever-changing threats ranging from privacy to predators to piracy.

As the conference theme suggests, we've gathered an incredible line-up of national and local experts to explore the many ways Attorneys General and our legal teams are "Using Technology to Protect the Public." While you may not leave Seattle with a suntan, I hope you'll all leave this meeting with some new tools to employ in your states.

My team is excited to welcome you to Seattle and we all look forward to making your stay productive and enjoyable. Please do not hesitate to ask any of my staff for anything you might need.

Thank you again for joining us in Seattle!

Sincerely,

A handwritten signature in black ink that reads "Rob McKenna". The signature is written in a cursive, slightly stylized font.

Rob McKenna, Washington Attorney General

NAAG Executive Committee

2009-2010



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Jon Bruning
President



NORTH CAROLINA
Roy Cooper
President-Elect



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Doug Gansler
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(CWAG)



VERMONT
Bill Sorrell
Chair, Mission Foundation



ILLINOIS
Lisa Madigan
Presidential Appointment



MASSACHUSETTS
Martha Coakley
Presidential Appointment

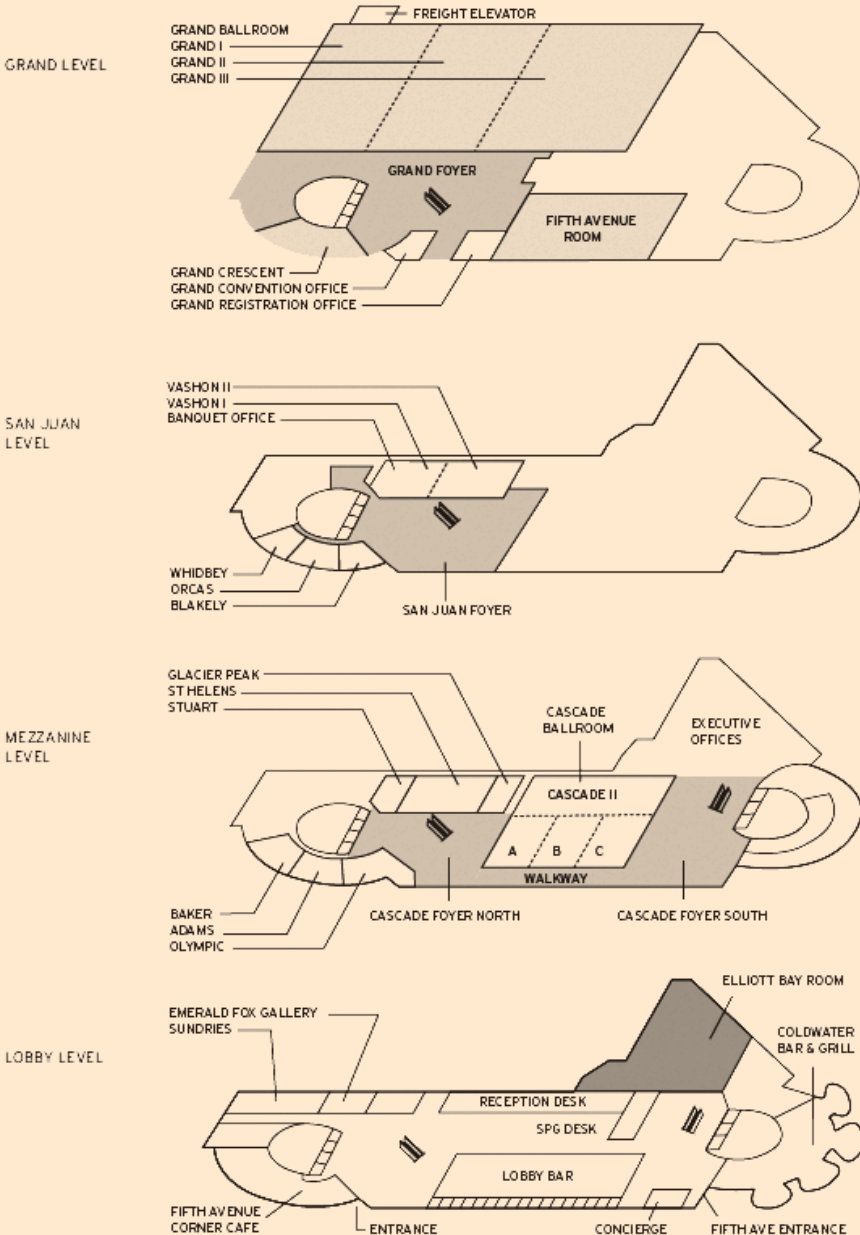


IOWA
Tom Miller
Presidential Appointment

NAAG Summer Meeting Program

June 14 - 16, 2010
Westin Hotel
1900 Fifth Avenue
Seattle, WA 98101
(888) 627-8513
(206) 728-1000

NAAG Office: Orcas
FAX: (206) 256-7621
Cyber Café: Grand Convention Office
Computers and Printers Available for Attendees



Sunday, June 13

4:30 pm – 6:30 pm

REGISTRATION

GRAND REGISTRATION

5:00 pm – 6:30 pm

RECEPTION

COLDWATER LOFT

Welcome Reception for All Attendees

Monday, June 14

9:00 am – 4:00 pm

REGISTRATION

GRAND REGISTRATION

Registration and Information

11:00 am – 11:30 am

MEETING

WHIDBEY

NAAG President, President-Elect, and Vice President Meet with Taiwan Delegation

11:30 am – 12:30 pm

LUNCH

GRAND III FOYER

Box Lunches Available

12:30 pm – 1:00 pm

PLENARY SESSION

GRAND III



BRUNING



MCKENNA

Welcome

♦ **Jon Bruning**, *NAAG President and Nebraska Attorney General*

Washington State Patrol Honor Guard

Honor Guard Commander, **Sergeant John Sager**

Pledge of Allegiance

Welcome

♦ **Rob McKenna**, *Host and Washington Attorney General*

Program Overview

♦ **Jon Bruning**, *NAAG President and Nebraska Attorney General*

Monday, June 14

1:00 pm – 2:30 pm

PLENARY SESSION, CONT'D

GRAND III



ZOELLER



MATTHEWS

E-Health: Legal Protections for Patients and Privacy

This panel will outline the grant initiatives that have been announced by HHS and discuss the role of the states in coordination, deployment, and system transformation. Recent developments in state laws and regulations will also be addressed.

MODERATOR

♦ **Greg Zoeller**, *Indiana Attorney General*

PANELISTS

♦ **Trudi Matthews**, *Director of Policy and Public Relations, HealthBridge*

♦ **David Sundwall, MD**, *Executive Director, Utah Department of Health*

♦ **Jenny Chen, MPH**, *Lead Medicaid Systems Analyst, Division of Medicaid & Children's Health Operations, Centers for Medicare & Medicaid Services*



SUNDWALL



CHEN

2:30 pm – 2:45 pm

BREAK

2:45 pm – 3:30 pm

PLENARY SESSION, CONT'D

GRAND III



GRINDLER

♦ **Gary Grindler**, *Acting Deputy Attorney General, U.S. Dept. of Justice*

3:30 pm – 4:00 pm

PLENARY SESSION, CONT'D

GRAND III



COLLINS

♦ **Michelle K. Collins**, *Exploited Children Division, Vice President, and Assistant to the President, National Center for Missing & Exploited Children (NCMEC)*

The problem of online child sexual exploitation has reached epic proportions. This session will provide information on numerous NCMEC initiatives including the URL Project, PhotoDNA and the Child Victim Identification Program. Collaboration between NCMEC, the Internet industry, law enforcement and researchers is critical to the protection of children.

4:00 pm – 5:00 pm

NAAG BUSINESS MEETING - CLOSED

FIFTH AVENUE

NAAG Executive Committee

NAAG Mission Foundation Board of Directors

Closed – Attorneys General Only

Monday, June 14

6:15 pm

TRAVEL TO OFFSITE EVENT

BUS LOADS AT MAIN HOTEL ENTRANCE (WESTLAKE STREET)

Attorneys General, Spouse/Guest, or Designee Only
Bus Loads and Departs at Main Hotel Entrance (Westlake Street)

6:30 pm – 8:30 pm

DINNER

WATERFRONT SEAFOOD GRILL

Attorneys General & AG Spouse Event – Off Site

Waterfront Seafood Grill
2801 Alaskan Way, Pier 70
Seattle
Business Casual

All Others on Own for Dinner

8:45 pm

BUS RETURNS TO HOTEL

9:00 pm – Midnight

HOSPITALITY SUITE

47TH FLOOR PRESIDENTIAL SUITE

Hospitality Suite

All Attendees Invited

Tuesday, June 15

9:00 am – 4:00 pm

REGISTRATION

GRAND REGISTRATION

Registration and Information

8:00 am – 9:00 am

BREAKFAST FOR ALL ATTENDEES

FIFTH AVENUE

8:00 am – 9:00 am

CLOSED BREAKFAST

OLYMPIC

Chief Deputy/Chief of Staff Breakfast

CLOSED

9:00 am – 11:30 am

PLENARY SESSION

GRAND III



BRUNING

Welcome and Overview

- ♦ Jon Bruning, NAAG President and Nebraska Attorney General

Tuesday, June 15

9:10 am – 10:00 am

PLENARY SESSION, CONT'D

GRAND III



GREGOIRE

The Honorable Christine Gregoire,
Governor of the State of Washington

10:00 am – 10:15 am

GRAND FOYER

BREAK

10:15 am – 11:30 am

PLENARY SESSION, CONT'D

GRAND III



MILLS



BRILL

Consumer Protection: Update on State and Federal Efforts

This panel will explore several issues relating to current efforts by state and federal regulators in the areas of product advertising, product marketing, and product safety. The presentations will focus upon several specific products and the cooperative efforts between state and federal agencies to ensure the safety of those products.



PEELER



GILBERT

MODERATOR

◆ **Janet Mills**, *Maine Attorney General*

PANELISTS

- ◆ **Julie Brill**, *Commissioner, Federal Trade Commission*
- ◆ **Lee Peeler**, *President & CEO, National Advertising Review Council*
- ◆ **Pamela Gilbert**, *Partner, Cuneo Gilbert & LaDuca, LLP, and former Executive Director, Consumer Product Safety Commission*

11:30 am – 1:00 pm

LUNCHEON WITH GUEST SPEAKER

FIFTH AVENUE



HEATON



HAMBURG

William H. Sorrell Lecture Series

INTRODUCTION

- ◆ **Cheryl Heaton, Dr.P.H.**, *President and CEO, American Legacy Foundation*
- ◆ **Margaret Hamburg, MD**, *Commissioner, Food and Drug Administration*

Tuesday, June 15 • Microsoft Session

1:15 pm

TRAVEL TO MICROSOFT CAMPUS

MAIN HOTEL ENTRANCE (WESTLAKE STREET)

All Attendees Invited
Buses Load and Depart

2:00 pm – 2:30 pm

MICROSOFT CAMPUS



MCKENNA



BALLMER

Welcome

- ◆ **Rob McKenna**, *Washington Attorney General*
- ◆ **Steve Ballmer**, *CEO, Microsoft*

2:30 pm – 3:45 pm

SESSION

MICROSOFT CAMPUS



MCKENNA



CHARNEY

Protecting the Digital You: Managing Both Security and Privacy for Online ID

More of our daily interactions are moving online, from social networking to commerce, and the challenge of managing our online identity faces individuals and companies. It also confronts Attorneys General charged with consumer protection and law enforcement duties. Panelists will address how identity management can be handled efficiently, securely and with the flexibility demanded by the speed of the Digital Age.



MANSOURKIA



GRAY

MODERATOR

- ◆ **Rob McKenna**, *Washington Attorney General*

PANELISTS

- ◆ **Scott Charney**, *Corporate Vice President, Microsoft*
- ◆ **Magnolia Mansourkia**, *Privacy Counsel, Verizon*
- ◆ **Terence Gray**, *Associate Vice President, Technology Strategy, University of Washington*

3:45 pm – 4:00 pm

BREAK

Tuesday, June 15 • Microsoft Session

4:00 pm – 5:15 pm

SESSION

MICROSOFT CAMPUS



MCKENNA



HOOD

Sinking 21st Century Crime: Fighting Online Fakery and Phony Products

Pirates aren't just on the high seas – they roam the Internet and anywhere else they can find a point of entry into the marketplace. This panel will discuss bringing the light of day (and law enforcement) to pirated and counterfeit products, and helping Attorneys General reduce the risks to consumers these products bring.

MODERATORS

- ◆ **Rob McKenna**, *Washington Attorney General*
- ◆ **Jim Hood**, *Mississippi Attorney General*

PANELISTS

- ◆ **Nancy Anderson**, *Corporate Vice President, Microsoft*
- ◆ **Norman Barbosa**, *Assistant US Attorney*
- ◆ **Norman Sanders**, *Special Agent, FBI*



ANDERSON



BARBOSA

4:30 pm

LAST BUS TO MICROSOFT CAMPUS

MAIN HOTEL ENTRANCE (WESTLAKE STREET)

For Registered Attendees
Bus Loads and Departs
Main Hotel Entrance (Westlake Street)

5:30 pm – 6:30 pm

RECEPTION FOR ALL ATTENDEES

MICROSOFT CAMPUS

6:30 pm – 8:30 pm

DINNER FOR ALL ATTENDEES

MICROSOFT CAMPUS



BRUNING



SMITH

Introduction

- ◆ **Jon Bruning**, *NAAG President and Nebraska Attorney General*

New Opportunities – and Responsibilities – In The Cloud

- ◆ **Brad Smith**, *General Counsel, Microsoft*

8:30 pm

RETURN TO WESTIN

BUSES LOAD AND RETURN TO THE WESTIN

9:00 pm – Midnight

HOSPITALITY

47TH FLOOR PRESIDENTIAL SUITE

Hospitality Suite

All Attendees Invited

Wednesday, June 16

9:00 am – 4:00 pm

CONFERENCE INFORMATION

GRAND REGISTRATION

Information

8:00 am – 9:30 am

NAAG REGIONAL BREAKFASTS

DESIGNATED BREAKOUT ROOMS

Attorneys General and Chief Deputies/ Designee Only

Election of Officers

East – Baker

Midwest – Stuart

South – Whidbey

8:00 am – 9:30 am

REGIONAL MEETING

BLAKLEY



SUTHERS

CWAG Breakfast

♦ **John Suthers**, *Chair and Colorado Attorney General*

8:00 am – 9:30 am

SAGE MEETING

VASHON

SAGE Breakfast

8:00 am – 9:30 am

FIFTH AVENUE

Breakfast for All Other Attendees

9:30 am – 12:00 pm

PLENARY SESSION

GRAND III



BRUNING

Welcome

♦ **Jon Bruning**, *NAAG President and Nebraska Attorney General*

Wednesday, June 16

9:30 am – 10:45 am

PLENARY SESSION, CONT'D

GRAND III



BULLOCK

Consumer Collections in Today's Economy

The credit and collections industry has grown in prominence both in terms of its economic importance as well as the number of consumer complaints. With several billion direct contacts with consumers each year, there is no shortage of challenges for the nation's collection agencies. Hundreds of investigations of collection agencies have been conducted over the last decade. This session's objective is to establish and expand the dialogue between the state Attorneys General and the credit and collection industry to productively address the growing number of consumer complaints.



ANDERSEN



ISRAEL

MODERATOR

◆ **Steve Bullock**, *Montana Attorney General*

PANELISTS

◆ **Rozanne Andersen**, *CEO, ACA International*

◆ **David Israel**, *Attorney, Sessions, Fishman, Nathan & Israel, LLC*

◆ **Al Zezulinski**, *Vice President, NCO Group, Inc.*

◆ **Laura Udis**, *First Assistant Attorney General, Consumer Credit Unit, Colorado Attorney General's Office*



ZEZULINSKI



UDIS

10:45 am – 12:00 pm

PLENARY SESSION, CONT'D

GRAND III



GANSLER



DEL PERCIO

How Green is Your Building? Navigating Certification and Procurement Challenges

Charting a course between sustainability and economic growth can be a challenge, and can be made harder still by competing definitions of "green". Panelists will take on the political and regulatory landscape of green building regulation – with a focus on forest certification – and highlight the laws of unintended consequences which can plague policymakers in this arena.

MODERATOR

◆ **Doug Gansler**, *Maryland Attorney General*

PANELISTS

◆ **Stephen Del Percio**, *Publisher and Attorney, Arent Fox, LLP*

◆ **Rosemary Daszkiewicz**, *Chair, Legal Committee, Coalition for Fair Forest Certification*

◆ **Todd Myers**, *Director, Center for the Environment, Washington Policy Center*



DASZKIEWICZ



MYERS

Wednesday, June 16

12:15 pm – 2:00 pm

LUNCHEON

FIFTH AVENUE

Luncheon For All Attendees With State Solicitors



SCHWEITZER

Best Brief Awards

Supreme Court Update

MODERATOR

- ◆ **Dan Schweitzer**, *NAAG Supreme Court Counsel*

PANELISTS

- ◆ **William Kelley**, *Associate Dean & Associate Professor of Law, University of Notre Dame Law School*
- ◆ **Adam Samaha**, *Professor of Law and Herbert and Marjorie Fried Teaching Scholar, The University of Chicago Law School*



KELLEY



SAMAHA

2:00 pm – 4:30 pm

CLOSED BUSINESS SESSION

GRAND III

NAAG Business Session

Closed – Attorneys General and AG Staff Only

- ◆ Tobacco Update
- ◆ Election of FY2011 Officers – Action
- ◆ Anatomical Gifts Resolution –
Public Safety & Health Committee
AG Six – Action
- ◆ NAMFCU Update
Mark Collins, NAMFCU President
- ◆ Energy & Environment Committee Update
AG Gansler & McKenna
- ◆ Western Union
AG Bruning
- ◆ Public Protection Service
Appriss, Inc.
DAG Dana Mayton
- ◆ UNSPAM Technologies
AG Shurtleff
- ◆ Other Business

6:00 pm – 7:00 pm

RECEPTION

FIFTH AVENUE

Reception for All Attendees

Wednesday, June 16

7:00 pm – 9:00 pm

DINNER

FIFTH AVENUE

State Dinner For All Registered Attendees

- ◆ Ray Marvin Award
- ◆ Laurie Loveland Award
- ◆ NAGTRI Faculty of the Year Award
- ◆ Executive Director's Award

- ◆ Francis X. Bellotti Award
- ◆ Special Service Award
- ◆ Kelley-Wyman Award

- ◆ Outgoing President Remarks
- ◆ Passing The Gavel
- ◆ Incoming President Remarks

9:00 pm – Midnight

HOSPITALITY

47TH FLOOR PRESIDENTIAL SUITE

Hospitality Suite

All Attendees Invited

SUMMER MEETING ADJOURNS

Save the Date

NAAG 2010 Winter Meeting

Ft. Lauderdale, Florida

Attorneys General and AG Staff Only

New Attorney General Orientation: November 29 - 30, 2010

Winter Meeting: November 30 – December 2, 2010



2030 M Street, Eighth Floor · Washington, DC 20036 · (202) 326-6000