



AGMA Conference - First Quarter 2009

Meeting Agenda Wednesday, January 21st

Hosted by



10:00 a.m. - 12:00 p.m.	AGMA Board of Directors Meeting	
12:00 p.m. - 1:00 p.m.	Registration	
1:00 p.m. – 1:10 p.m.	Anti-Trust Legal Reminder	Joanne Cooke
1:10 p.m. – 1:20 p.m.	Welcome	Phil Roush, Vice President (Cisco)
1:20 p.m. – 2:00 p.m.	Stolen Identities used to Defraud Partners - Case Study	Caroline Thrasher (Cisco)
2:00 p.m. - 2:45 p.m.	High Tech Crimes – Legal Remedies	Richard Cheng, Assistant U.S. Attorney, San Jose, California
2:45 p.m. – 3:00 p.m.	Break	
3:00 p.m. – 3:45 p.m.	Channel Compliance and Partner Audits	Anne Kiernan and Jim Vanlandingham (Hitachi Global Storage Technologies)
3:45 p.m. – 4:30pm	Proving Knowledge in Counterfeit, Discount Fraud, and Service Abuse Criminal Cases: Law and Best Practices	Jeff Hallam and Rick Nelson (Sideman Bancroft, LLP)
4:30 p.m. – 5:15 p.m.	Tipping Points and the Internet Ecosystem	Michael Kiefer (BrandProtect)
5:15 p.m. – 6:30 p.m.	Break	
6:30	Dinner	Sonoma Chicken Coop, Campbell



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8:00 a.m. – 8:30 a.m.	Breakfast	
8:30 a.m. – 8:40 a.m.	Anti-Trust Legal Reminder	Joanne Cooke
8:40 a.m. – 9:25 a.m.	Microsoft's Genuine Software Initiative – An Update on the Company-wide Approach	Cori Hartje (Microsoft)
9:25 a.m. – 9:45 a.m.	Public Policy Update	Bob Kruger, AGMA Government Affairs Representative
9:45 a.m. – 10:30 a.m.	Counterfeit and the Industrial Base	Teresa Telesco, Industrial Analyst (Bureau of Industry and Security)
10:30 a.m. – 10:45 a.m.	Break	
10:45 a.m. – 11:30 a.m.	Customs Interdiction Program	Mark Goins (Department Homeland Security – Customs and Border Protection)
11:30 a.m. – 12:15 p.m.	Pioneering Authentication Solutions for a Challenging World	Gary Gray and Richard Zucker (LSA/Label Systems Authentication)
12:15 p.m. – 12:30 p.m.	Closing Statements and Announcements	Ram Manchi and Joanne Cooke
12:30 p.m. – 1:00 p.m.	Lunch	
1:00 p.m. – 2:00 p.m.	Tour – Cisco's Executive Briefing Center	Mac Jones (Cisco)
2:15 p.m. – 3:00 p.m.	<i>AGMA Board of Directors Meeting</i>	