



Fall 2003 • Santa Clara, CA  
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The Definitive Event for Wired and Wireless ISPs



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## Faculty List

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### Alan Clark, CEO and President, Telchemy Incorporated

Alan Clark is the founder and President of Telchemy, the leading provider of fault/ performance management technology for VoIP. He was previously the CTO of Hayes, and System Architect with British Telecom.

Dr Clark was the inventor of the V.42bis data compression algorithm widely used in modems, and has nine granted patents. He is a recognized authority on Voice over IP management and quality, and is a regular speaker at Voice over IP conferences.

**SPEAKER:** [Session #ISP-111: Voice over IP: Overcoming Barriers to Successful Deployment](#)

### Alan Menezes, Vice President, Marketing, Aperto Networks

Alan Menezes is vice president of marketing for Aperto Networks. He is responsible for leading the company's worldwide marketing initiatives, including product management and corporate marketing. Prior to joining Aperto, Mr. Menezes was vice president of marketing at AccessLan Communications, a DSL solutions company. He also co-founded OnStream Networks, an innovator in broadband access solutions acquired by 3Com, where he created and led the marketing organization. Mr. Menezes also held leadership and executive positions in marketing and engineering at 3Com, DSC and Nortel. He holds a BS in electrical engineering from the University of Alberta, Canada.

**PANELIST:** [Session #WISP-224: Non-line-of-sight Wireless Broadband: Blurring the Lines Between Fixed and Mobile](#)

### Alex Goldman, Associate Editor, ISP-Planet

**MODERATOR:** [Session #ISP-106: Dealing with Spam at the Gateway](#)

**MODERATOR:** [Session #ISP-116: Dealing with Spam at the Client](#)

**MODERATOR:** [Session #ISP-226: The War on Spam: Report from the Front Lines](#)

### Amy Pendleton, IP Telephony Advisor, Enterprise Network and Services Management, Nortel Networks



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**PANELIST:** [Session #ISP-111: Voice over IP: Overcoming Barriers to Successful Deployment](#)

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**Bill Glazier, VP Marketing, Postini, Inc.**

[Doug Kaye's Web Hosting Strategies](#)

[Robert Shaw](#)

Driving the marketing initiatives at Postini, Bill brings over 20 years of high tech and management consulting experience to the company. He has held executive marketing positions at Placeware, Eloquent and Silicon Graphics. Prior to that, he was a management consultant for Bain and Company, working directly with notable clients across a variety of industries. Bill earned a BA from Harvard College and an MBA from Stanford University.

**PANELIST:** [Session #ISP-106: Dealing with Spam at the Gateway](#)

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**Bob Carp, President, Galaxy Internet Services, Inc.**

An ISPCON veteran, Bob Carp has been there, done that. He is president of the largest privately-held ISP in the U.S. Carp is a former High Tech Entrepreneur of the Year, and author of the largest selling book ever written on ISP's - The ISP Start Up Manual. It went through 7 printings, and was sold in 60 different countries. Currently, Carp is President of Galaxy Internet Services, Inc. which is a Boston based ISP primarily serving the east coast. He has recently written and published "The Certified Telecom Auditor Handbook and Audit Guide" which prepares ISP's and others in the fastest growing telecom career - auditing telecom bills.

**KEYNOTE SPEAKER:** [Customer Aquisition on a Tight Budget](#)

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**Brett Glass, President, LARIAT**

Brett Glass has more than 20 years of experience designing, building, writing about, and crash-testing computer hardware and software. A consultant, author, and programmer based in Laramie, Wyoming, Glass obtained his Bachelor of Science degree in Electrical Engineering from the Case Institute of Technology and his MSEE from Stanford. He plans networks, builds and configures servers, outlines technical strategies, designs embedded systems, and writes highly-optimized "inner loop" assembly language (the key to software performance) for clients nationwide. He is also an accomplished Webmaster and UNIX system administrator. During his long and eclectic career, Brett has written portions of the code and/or documentation for such widely varied products as Borland's Pascal "toolboxes" and compilers, Living Videotext's ThinkTank, Cisco Systems routers and terminal servers, Earthstation diskless workstations, and Texas Instruments' TMS380 Token Ring networking chipset. When he's not writing, consulting, speaking, or cruising the Web in search of adventure, he may be playing the Ashbory bass, teaching Internet courses for LARIAT (Laramie's community network and Internet users' group), cooking up a storm, or enjoying spicy ethnic food.

**SPEAKER:** [Session #ISP-125: ISPs: Carriers or Nannies?](#)

**SPEAKER:** [Session #WISP-134: The Realities of Wireless](#)

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**Brian Chen, CEO, Rockstar Software**

Brian Chen is co-founder and Chief Executive Officer of Rockstar Software. Mr. Chen brings over 12 years of technical and management experience to his direction of the company. He has spent over 10 years in management and engineering positions in the commercial software industry, including Enterprise, CRM and consumer development. Prior to founding Rockstar Software, Mr. Chen served on the development teams of Apple Computer and Berkeley Systems.

**SPEAKER:** [Session #ISP-313: Subscriber Marketing Turbocharged: Building Effective Channels through Better Fulfillment Strategies](#)

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### **Brian Collie, Co-Founder and Executive Vice President, Chantry Networks**

Brian has over twenty years experience in the telecommunications and networking industry. Prior to founding Chantry, Brian was Vice President and General Manager of Nortel Networks' Wireless LAN & PAN Division where he was responsible for the vision, strategic direction, major organizational and investment decisions of the wireless LAN 802.11b/a, Bluetooth, and wireless voice businesses. As Senior Business Director of Nortel's Internet Solutions Division, Brian founded the company's first Internet group and established an Internet dial-access business. Brian has held senior positions with Motorola's Internet and Data Networking Group and Bell Canada's Computer Communication Group (CCG). He is a frequent speaker at industry conferences including IEEE, VentureFair, 802.11 Planet.

**SPEAKER:** [Session #WISP-223: Virtualization: Taking the Wireless World Beyond Basic Access](#)

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### **Brian Erickson, President, Erickson Financial Associates**

Brian received an M.B.A. from the Graduate School of Business at the Rochester Institute of Technology in 1976, and a Bachelor of Science degree, With Honors from the Rochester Institute of Technology in 1974.

Brian has over twenty years experience in commercial banking, ten of those years lending to telecom and media companies. He has provided loans to numerous internet companies during the past four years. He founded Erickson Financial Associates in 1992. EFA provides capital sourcing services to small and medium sized communications companies. Its efforts resulted in over \$100 million in commitments for its clients. In addition, Brian has served as Treasurer, V.P. Finance and board member for several different companies.

**SPEAKER:** [Session #ISP-315: Debt and Equity Sources in Today's Market](#)

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### **Brian Huseman, Attorney, Federal Trade Commission**

Brian Huseman is a staff attorney with the FTC's Division of Marketing Practices and was a co-organizer of the FTC Spam Forum.

At the FTC, he litigates spam and Internet fraud cases and was lead

counsel on *FTC v. GM Funding, Inc.*, the FTC's first spam case alleging that "spoofing" and failure to honor email removal representations violated the FTC Act. Brian also works on legislative and policy issues related to spam and has spoken to numerous law enforcement, marketing, and consumer groups across the country on Internet fraud and spam issues.

Prior to joining the FTC, Brian was a trial attorney with the U.S. Department of Justice's Criminal Division. He also served as a judicial law clerk for the U.S. District Court for the Northern District of Oklahoma and for the U.S. Fifth Circuit Court of Appeals.

**PANELIST:** [Session #ISP - 126: Legal and Regulatory Aspects of Spam](#)

### **Brock Henderson, Marketing Consultant, Brock Henderson & Associates**

In an Internet industry filled with computer geeks, Brock Henderson is a self-described "marketing geek." Henderson finds almost all aspects of marketing interesting and down right enjoyable. On vacation, he visits different shopping malls just to see what they are doing from a marketing perspective. During the past 25+ years, Henderson has owned a small successful advertising agency for 10 years; taught marketing at a small University for six years; held a minority interest in a telemarketing firm; given marketing seminars to businesses; written about effective marketing, and for 3 years was the director of marketing for IgLou Internet Services, the Louisville, Kentucky region's first and largest Internet service provider.

**SPEAKER:** [Session #ISP-203: 7 Marketing Techniques That Work and 1 That Doesn't](#)

**SPEAKER:** [Session #ISP-213: Guerilla Marketing](#)

### **Bruce Waldeck , Founder & CEO, Thruport**

Bruce is the founder and CEO of Thruport. Prior to Thruport, he founded and led digitalNation, one of the first dedicated hosting companies,

overseeing more than 2,000 servers at the time of its acquisition by Verio (now NTT) in 1999. Bruce is an early pioneer of the Internet and is widely regarded as an expert on Internet architecture and hosting infrastructure. He has been published in numerous periodicals and has been the host of technology radio programs reaching millions. He is a Board member of Diveo and HomeVisit, as well as a managing director of Dome Capital LLC, an early-stage venture capital group.

**SPEAKER:** [Session #ISP-302: Selling and Marketing the Stability and Viability of Your Hosting](#)

### **Chey Cobb, CISSP , ePrivacy Group**

A former Senior Technical Security Officer for the National Reconnaissance Agency, Chey Cobb is a Certified Information System Security Professional who has designed secure network

applications for use at Cape Canaveral and handled security incidents on some of America's largest and most sensitive networks. A keynote speaker at BlackHat and other security conferences, Chey has taught security to National Security Agency employees and post-graduate students of Information Assurance. She is the author of Network Security for Dummies and is currently at work completing Cryptography for Dummies.

**PANELIST:** [Session #ISP-316: Perfect Storm? Spam Attacks, False Positives, and Malware](#)

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### **Chris Hopen, co-founder and CTO, Aventail Corporation**

Chris Hopen co-founded Aventail with Evan Kaplan in 1996, serves as Aventail's chief technology officer, and is a member of the company's board of directors. Prior to founding Aventail, Hopen served as director of network technology for CompuServe's Internet Division, where he was a key contributor to CompuServe's dial-up Internet products, and designed and managed the development of the dial-up protocol stacks of SPRY's Internet In A Box, AIR Series, and Internet Office application suites. Before that, Hopen was director of software architecture at Geographic Technology Inc., a developer of map databases, where he led redesign and new technology development. Hopen has also held positions with Statsmaster, Inc. and Boeing Advanced Systems. He holds a BSCS from Western Washington University.

**SPEAKER:** [Session #ISP-312: The VPN Debate: IPSec vs SSL](#)

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### **Christopher Thompson, Vice President, Anthony Advisors**

Christopher Thompson works with Anthony Advisors, Inc., a mergers and acquisitions advisory group in Charlottesville, Virginia. Mr. Thompson is responsible for evaluating potential transactions, managing and evaluating transaction diligence, and negotiating and closing transactions on both the buy and sell side in the Data Communications sector. Prior to joining Anthony Advisors in 2002, Mr. Thompson launched a company delivering a WISP platform product for airports. Before his entrepreneurial pursuit, Mr. Thompson spent three years in New York at Lehman Brothers selling equity derivatives. He received his BA in economics from the University of North Carolina at Chapel Hill and his MBA from the Kenan-Flagler Graduate School of Business at the University of North Carolina at Chapel Hill.

**PANELIST:** [Session #ISP-315: Debt and Equity Sources in Today's Market](#)

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### **Chuck Eapen, VP, Trango Broadband**

Chuck Eapen is vice president of sales for Trango Broadband, a privately held engineering and product development organization based in

San Diego, CA. Mr. Eapen provides strategic direction for Trango Broadband by providing the vision for product development and leading the company to utilize best in class technology to deliver advanced radio solutions to serve the last mile marketplace. He has held senior level positions in sales/marketing, product development and operations positions prior to joining Trango Broadband and his scope of market experience spans multiple wireless industries including satellite, terrestrial microwave, fixed wireless and broadband wireline technologies.

**PANELIST:** [Session #ISP - 104: Creating the Wireless Future: Opportunities for ISPs and WISPs](#)

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### **Dan Moffat , President, Chief Executive Officer and Founder, New Edge Networks**

Dan Moffatt co-founded New Edge Networks after 22 years of experience in telecommunications. Previously, Moffat held various executive level positions with GST Telecom. Prior to this, Moffat founded a telecom strategy consulting firm which he later sold to to Cathey, Hutton and Associates and also held sales and marketing positions with US Intelco Networks (Illuminet), Pacific Telecom, IBM/ROLM, US West - Netech and Tymnet, one of the original packet-based value-added networks. He is first vice chairman of the Association for Local Telecommunications Services (ALTS). He holds a bachelor's degree in finance from California State University, Chico, an M.B.A. from Santa Clara University and a master's degree in telecommunications from Golden Gate University. A tri-athlete, Dan has completed four Ironman races in the last four years.

**PANELIST:** [Session #ISP - 135: Backhaul Basics](#)

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### **Dave Baker, VP, Law and Public Policy, Earthlink, Inc.**

Dave Baker is Vice President for Law and Public Policy for EarthLink. Based in Atlanta, EarthLink is the nation's third-largest Internet service provider (ISP), with five million dial-up, broadband, web hosting and wireless Internet customers. Dave leads EarthLink's public policy initiatives on matters such as broadband access, spam, copyrights, taxation and powerline communications.

Dave is former Commissioner and Chairman of the Georgia Public Service Commission. He served on the NARUC Communications Committee and on the FCC's Federal-State Joint Board on Universal Service.

Dave currently serves on the Boards of the U.S. Internet Service Providers Association (US ISPA), the Georgia Electronic Commerce Association (GECA) and the Power Line Communications Association (PLCA). He is the immediate past Chairman of the California ISP Association (CISPA). In January 2003, he was appointed by Georgia Governor Sonny Perdue to serve on the Governor's Telecommunications and

Technology Task Force.

He earned his BA in Political Science from Johns Hopkins University and his law degree from Washington & Lee University. He and his family live in Atlanta.

**PANELIST:** [Session #ISP-226: The War on Spam: Report from the Front Lines](#)

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**Dave Robertson, President, STIC.NET, LP**

**SPEAKER:** [Session #ISP-115: Anti-Trust Primer](#)

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**David B. Nelson, Wireless & AAA Architect, Office of the CTO, Enterasys Networks, Inc.**

Dave Nelson is the Wireless Networking Architect within the Office of the CTO at Enterasys Networks, with additional responsibility for Authentication, Authorization and Accounting (AAA) technologies. Dave is responsible for developing the corporate strategy for these areas of technology, acts as primary consultant to the Wireless Engineering Group, and consults across multiple engineering groups on common AAA issues. Dave participates in industry standards bodies, such as the IEEE, where he is a voting member of the 802.11 Working Group, and the IETF, where he monitors work with potential impact on the company's Wireless Networking and AAA strategies.

Dave has over 24 years of industry experience and has previously held architect and other senior level engineering positions within Enterasys Networks, Cabletron Systems and Digital Equipment Corporation in the areas of wireless networks, virtual private networks, remote access servers, terminal servers and local area networks. Dave holds a BS degree in Physics from the University of New Hampshire and has completed MS work in Computer Science at the University of Connecticut.

**SPEAKER:** [Session #ISP-105: Authentication and Encryption in Wireless Networks: Working with 802.11 Security](#)

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**David Brussin, CTO, ePrivacy Group**

**PANELIST:** [Session #ISP-106: Dealing with Spam at the Gateway](#)

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**David Murray, Executive Vice President, Propel Software Corporation**

David Murray, Executive Vice President for Propel Software has over 23 years of software development experience, having experienced both the technical and management sides of the equation. With Propel since it's inception, David has worked with hundreds of ISPs in rolling out web acceleration to their subscriber base. In fact, David presented at last year's ISPCON conference, on the topic of evaluating dial-up web accelerators.

Most recently, David co-founded Medici Technology, which developed and marketed data mining, GIS analysis, and strategic marketing software tailored specifically for the community banking market place. Before Medici, David co-founded the internet services business at Geographic Services Corporation (GSC), and prior to GSC, David co-founded Frame Technology.

**MODERATOR:** [Session #ISP-101: Helping ISPs to Get the Most Out of Acceleration](#)

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**David Perry, Vice President of Marketing, Actelis Networks**

David Perry has more than 18 years experience in the IT industry in a variety of sales, marketing and senior management positions. He has worked in both successful startups such as Madge Networks and FORE Systems as well as larger companies including Texas Instruments and PairGain Technologies. Most recently, he was director of worldwide marketing for Network Computing Devices, a leader in development and sale of thin client network products. He holds a Bachelors degree in chemical physics from the University of London, and an MBA from Cranfield.

**PANELIST:** [Session #ISP-135: Backhaul Basics](#)

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**Derek Kerton, Principal Analyst, The Kerton Group**

Derek is an industry expert in wireless technology, content, and applications. He has worked with multinational wireless carriers, wireless LAN services companies, software companies, mobile device manufacturers, and many of the Internet's top 100 websites.

Derek has worked in the wireless industry since 1997. At Infoseek, the Internet's 4th largest portal in 1998, Derek managed the mobilization of the portal onto phones, PDAs, pagers and Internet appliances. At Disney Internet Group, Derek was responsible for Disney's mobile content and wireless Internet strategy including partnership deals and internal production.

Derek also writes for TechDirt Magazine and publishes Kerton Wireless Review, speaks at several conferences and events each year and sits on the Steering Committee of Telephia. Derek speaks English, French, and Spanish, has an MBA from Cornell University and an Honors BA in Economics from the University of Waterloo.

**SPEAKER:** [Session #WISP-224: Non-line-of-sight Wireless Broadband: Blurring the Lines Between Fixed and Mobile](#)

**MODERATOR:** [Session #WISP-204: Is Wi-Fi a Suitable "Wide-area" Technology?](#)

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**Dewayne Hendricks, CEO/Dandin Group, Chair/Wireless Working Group, CENIC**

Dewayne Hendricks is currently CEO, of the Dandin Group, Inc., based in Fremont, California, USA. Dandin Group offers a comprehensive range of products and services, including research and product development, for wireless communications via the Internet. The Dandin Group will begin to deploy the first exclusively wireless Internet based communications system, including voice, data and video, in the Kingdom of Tonga later this year. He is also an active member of the Federal Communications Commission Technological Advisory Council (FCC/TAC).

Prior to forming Dandin Group, he was the General Manager of the Wireless Business Unit for Com21, Inc. He joined Com21 following an opportunity to participate as the Co-Principal Investigator in the National Science Foundation's Wireless Field Tests for Education

project. The project successfully connected remote educational institutions to the Internet. The test sites ranged from rural primary schools in Colorado, USA to a University in Ulaan Bataar, Mongolia.

Dewayne was the CEO and co-founder of Tetherless Access Ltd. Tetherless Access was one of the first companies to develop and deploy Part 15 unlicensed wireless metropolitan area data networks using the TCP/IP protocols. He has participated in the installation of these networks in other parts of the world including: Kenya, Tonga, Mexico, Canada and Mongolia.

Back in 1986, he ported the popular KA9Q Internet Protocol package to the Macintosh, allowing the Macintosh platform to be used in packet radio networks. Today, thousands of amateur radio operators worldwide use the NET/Mac system he developed to participate in the global packet radio Internet. This system continues to be developed and deployed by the amateur radio service.

He has been involved with radio since receiving his amateur radio operator's license as a teen. He currently holds official positions in several national non-profit amateur radio organizations and is a director of the Wireless Communications Alliance, an industry group representing manufacturers in the unlicensed radio industry.

Dewayne's background includes several other entrepreneurial positions as CEO and founder, and inclusion on various "top 100" lists as an innovator in the industry. More information on Dewayne is available at the Dandin Group web site:

<http://www.dandin.com/>. Information on the FCC TAC can be found on the FCC web site at: <http://www.fcc.gov/oet/tac> If you would like to contact Dewayne you can email him at: [dewayne@dandin.com](mailto:dewayne@dandin.com).

**KEYNOTE SPEAKER:** [One Gigabit or Bust!](#)

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### **Doug Kaye, CEO, RDS Strategies LLC**

Doug Kaye is a consultant, author, and lecturer. His most recent book, "Loosely Coupled--The Missing Pieces of Web Services," has been called a must-read for web-services strategic thinkers, and he literally wrote the book on web hosting: "Strategies for Web Hosting and Managed Services," considered by many customers and vendors alike to be the definitive resource of the high-end web-hosting industry. He produces "IT Conversations" (a series of downloadable and streaming audio interviews), publishes the "IT Strategy Letter" (an electronic newsletter), and is a regular contributor to The Web Host Industry Review.

**SPEAKER:** [Session #ISP-212: Web Services Opportunity in the Data Center](#)

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### **Elliot Noss, President and CEO, Tucows Inc.**

Elliot Noss is well known for his compelling opinions and is a skilled presenter in all forums. He continues to work in areas of vital interest to the Internet community including privacy; ICANN reform and registrar issues; the implications of emerging technologies; and the emergence of small and medium-sized Internet service providers and web hosting companies as the unrecognized backbone of the network economy. He appears

frequently on Canada's "Report on Business TV" as a technology commentator, and most recently, presented at the Digital ID World Conference; the 3rd Annual Technology CEO Summit; and at ISPCON Spring 2003.

**SPEAKER:** [Session #ISP-201: The Service Advantage: How Small Players Can Win Big](#)

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### **Felix Linn, CEO and Co-founder, Qurb, Inc.**

In 2002, Felix Lin joined forces with previous AvantGo co-founders to establish a new company called Qurb to fight the war on spam, serving as chief executive officer. In 1997, Felix Lin co-founded AvantGo, Inc. (NASDAQ: AVGO), where he served as CEO and chairman of the and then as vice chairman, continuing to influence the direction of the business through its IPO and subsequent acquisition by Sybase in late 2002.

Prior to founding AvantGo, Felix was director of Internet strategy for Versant Object Technology. Before that, he served as database product marketing manager at NeXT Computer, Inc. and product manager at Cadre Technology (now Sterling Software).

**PANELIST:** [Session #ISP-116: Dealing with Spam at the Client](#)

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### **Frank J. Muto, President - Ceo, FSM Marketing Group, Inc**

Frank Muto is President and CEO of FSM Marketing Group, Inc. FSM Marketing Group, Inc began in April of 1997 and incorporated in June of 2000. The mission is to develop strategic business plans for start up and small businesses to create an eCommerce eBusiness presence on the Internet. Presently the company is hosting and developing numerous small businesses and developing an aggregated network of dial-up and DSL Internet access locally and nationally.

President webCOMBO, Inc. May 3, 2000 to March 1, 2001; Sales director January 1998 to April 2000. Internet Service Provider (ISP). Web hosting and development including dial-up access for over 50,000 subscribers.

From June 1977 through August 1999 Mr. Muto established a solid career in the Automotive Parts and Repair Service industry. Effective management of inventory, cash flow, sales development and strategies lead the way for many companies to profit from Mr. Muto's skills.

**PANELIST:** [Session #ISP-135: Backhaul Basics](#)

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### **Gary Kibel, Attorney, Davis & Gilbert LLP**

Gary Kibel is a former IT professional turned lawyer and practices in the areas of New Media, Advertising and Intellectual Property law with Davis & Gilbert in New York. Davis & Gilbert represents such wireless, marketing and technology companies as Verizon Wireless, Cablevision, Ogilvy & Mather, Young & Rubicam, the Interactive Advertising Bureau, DDB Worldwide, TBWA/Chiat Day and other technology, advertising and new media companies. Gary counsels clients regarding issues such as interactive advertising, SMS-based and other wireless services, spam issues, privacy, federal and state laws and other technology issues. He has spoken

at Internet World and American Bar Association conferences. Prior to becoming an attorney, Gary worked as an information systems analyst with Merrill Lynch.

**SPEAKER:** [Session #WISP-205: Wireless But Not Lawless: The Evolving Legal and Regulatory Landscape](#)

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### **James Stenger, Attorney, Thelen Reid & Priest LLP**

James (Jim) Stenger is an attorney with the law firm of Thelen Reid & Priest who has practiced telecommunications law before the Federal Communications Commission in Washington, D.C. for over twenty years. He is a magna cum laude graduate of Georgetown University Law Center who handles litigation and transactional work for telecommunications and technology companies including:

- ISP's and CLECS in transactions and regulatory matters on the state and federal levels.

- Electric utilities in obtaining FCC approval to offer power line communications (PLC).

- Wireless licenses for point to point and multipoint communications.

**SPEAKER:** [Session #ISP-124: Broadband Over Powerlines: What ISPs Need to Know](#)

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### **Jared B. Reimer, CEO, The River Internet Access Co**

President & CEO of The River, regional ISP serving AZ & WA. Build and sold oz.net (ISP) prior to serving as VP of Operations at The River. Part-time instructor for University of Washington Educational Outreach. Serve on the Boards of the Seattle Internet eXchange (SIX) peering point, UW Educational Outreach Advisory, The River Internet Access Co. Masters Degree in Computer Science. Have spoken before industry trade groups, customer groups, shareholders, etc.

**SPEAKER:** [Session #ISP-215: Four Ways to Survive and Thrive via Strategic Outsourcing](#)

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### **Jason Young, Senior Vice President and General Manager of Ziff Davis Internet, Ziff Davis Media, Inc.**

Jason Young was named Sr. VP/Gen. Manager of Ziff Davis Internet in February 2002. He was previously VP of Sales. Young brings more than ten years of sales and management experience in high-tech publishing and the Internet to the position. He oversees Internet sales, marketing, editorial and business development for all of the company's Web sites. Prior to joining Ziff Davis Internet, Young was Vice President of Advertising Sales and Business Development at TheStreet.com where he set all-time records for generating revenue. He started his career at Ziff Davis Media in 1990. Young has been National Advertising Director - Windows Sources magazine, Publisher - Windows Pro magazine, Corp. Sales Director of Ziff Davis Media and Advertising Director of

ZDNet. (AB in English from Tufts University.)

**SPEAKER:** [Session #ISP-211: Integrated and Contextual Marketing: Unique Ways To Deliver Value To Readers and Marketers](#)

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### **Jay Adelson, Founder and CTO, Equinix**

Since founding Equinix AI Avery in 1998, Jay Adelson has served as the company's CTO, where he leads technology development at Equinix in support of the company's mission to build and operate the highest performance points on the Internet. Adelson is primarily responsible for the design of the Internet Business Exchange centers, as well as the design and deployment of various Equinix services to enhance customers' ability to interconnect with each other in a scalable, reliable fashion. Adelson is a frequent speaker at leading industry events and investor conferences.

**PANELIST:** [Session #ISP-102: Collocation Providers: The Differences are Bigger than You Think](#)

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### **Jeff Orr, Product Manager, Proxim**

Jeff Orr currently manages Proxim's broadband wireless Tsunami product lines. Previously, Orr was responsible for Proxim's small office and consumer wireless LAN solutions. As a customer advocate and market intelligence expert, Orr has appeared on numerous TV and radio talk shows, and as a speaker for industry trade shows and seminars. In addition to his five years with Proxim, Orr has held technology management positions developing numerous industry firsts in graphics accelerators, high-speed modems, and user interface applications. Born and raised in Silicon Valley, Orr majored in Aerospace and Aeronautical Engineering at Embry-Riddle Aeronautical University. Orr is also an active member of the WiMAX Forum, a non-profit industry association driving conformance and interoperability of Broadband Wireless Access standards.

**SPEAKER:** [Session #WISP-114: WiMAX Forum: Enabling Broadband Wireless Access Deployments through Standards and Certification](#)

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### **Joanne McNabb, Officer, California Office of Privacy Protection, California Office of Privacy**

Joanne McNabb is Chief of the California Office of Privacy Protection. Created by legislation signed by Governor Gray Davis in 2000, the first-in-the-nation Office is a resource and advocate on identity theft and other privacy issues.

McNabb has over 20 years experience in public affairs and marketing, in both the public and private sectors, including five years with an international marketing company in France. Her public sector experience includes work in community and media

relations at the Department of Consumer Affairs. Her marketing background gives her an understanding of the commercial uses of personal information that have become a significant privacy concern.

McNabb holds a master's degree in Medieval Literature from the University of California, Davis.

**PANELIST:** [Session #ISP -126: Legal and Regulatory Aspects of Spam](#)

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**John Shields, Executive Vice President, Telehouse America Inc.**

**SPEAKER:** [Session #ISP-202: Last Man Standing - How to Thrive and Revive the Industry: Small Enterprise Hosting](#)

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**Karl Jacob, CEO, Cloudmark**

Karl Jacob is a three-time entrepreneur and has been building Internet companies since 1992 in roles that span management, technology and marketing. Jacob joined Benchmark Capital as an entrepreneur-in-residence in July 1999, charged with creating the "next big thing." He formed Keen, and was the CEO and President until May of 2002. He is now an advisor to the company. While at Keen, he led the company to be credited as the fastest growing ecommerce company in history taking it from no revenue to sustained revenue and membership growth. The company has grown quarterly revenue sequentially since inception doing \$1 million a week in transactions and is on a clear path to near-term profitability. Prior to Keen he spent two years as a Microsoft executive, following Microsoft's acquisition of Dimension X where he was founder and CEO.

Two of Jacob's companies have been selected for Fortune Magazine's Cool Companies of the year list and Business Week named him one of the top 10 Up and Comers in 2000. Jacob has spoken on pivotal issues to the Internet industry at many conferences and trade shows including the Deutsche Bank Technology Conference, Goldman Sachs Internet Conference and Merrill Lynch Investment Conference. He is also one of the only executives to be a three-time return presenter at Demo, a premier industry event that hand selects the products set to ignite the technology landscape and turn the markets around for a given year. He advises and sits on the board at several companies including Cloudmark. Jacob holds a B.S. in Computer Science from University of Southern California, 1991 and currently sits on the school's board of counselors for the School of Engineering.

**PANELIST:** [Session #ISP -116: Dealing with Spam at the Client](#)

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**Kathryn Korostoff, President, Sage Research Inc.**

Kathryn Korostoff, President of Sage Research, Inc., has been analyzing network-related technology and market trends for over 15 years. Her recent research studies have focused on IP Telephony, IP-based VPNs, mobile IP, Service Level Agreements and wireless LANs. Since the mid-1980s, Kathryn has published over 100 articles in leading publications including InternetWeek, The New York Times, and many others. She also has extensive speaking experience. This past year she has spoken at Service Networks Spring 2002, InternetWorld Wireless East 2002, and

Supercomm 2002. Prior to founding Sage in 1993, Kathryn held market research and product management positions at NBI, International Data Corporation, and Motorola Codex. Kathryn has a BA from Hampshire College and an MBA from Boston University.

**SPEAKER:** [Session #ISP-131: Minimizing Customer Churn by Maximizing Customer Loyalty](#)

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### **Lee Godden, Author / Sales Trainer / Speaker, ZenWise Selling**

Lee Godden has excelled in sales and sales management positions at Compaq Computer Corporation, Extreme Networks, and Banyan Systems. Lee's yearly income was consistently in the top 5% of all sales professionals, and he received numerous over-quota recognition awards. Throughout the years he has organized and refined his ZenWise Selling methods.

As a sales trainer and public speaker, Lee teaches the principles of ZenWise Selling to corporations and individuals worldwide. He is also president and CEO of Telsius LLC, a Los Angeles-based technology and education company.

Lee is a U.S. Navy veteran. He holds a bachelor's degree in computer science, and has completed graduate studies in law and business at Pepperdine University. He has been a Zen practitioner since 1979.

**SPEAKER:** [Session #ISP-311: The Zen of Customer Retention](#)

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### **Marc Itzkowitz, Director of Product Marketing, Broadband and Mobile Solutions, SupportSoft**

As the director of product marketing for SupportSoft's broadband and mobile solutions, Marc Itzkowitz defines SupportSoft's product and partnership strategy for these growing industries. With six of the top seven North American broadband service providers (BSPs) standardizing on SupportSoft's automated support solutions, Itzkowitz is helping to remove the 'geek factor' from technology and make high-speed access, home networking and mobile connectivity as ubiquitous to everyday consumers as the telephone.

Prior to joining SupportSoft, Itzkowitz worked for Informix, General Motors and SeniorNetConnect. He received his Bachelor of Science degree in Information Systems at the Massachusetts Institute of Technology and a Master of Business Administration degree from Stanford University.

**SPEAKER:** [Session #WISP-121: Wi-Fi Users : Who You Gonna Call?](#)

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### **Marc Morin, Co-Founder, and CTO, Sandvine Incorporated**

Marc Morin is founder and chief technology officer of Sandvine Incorporated, a network technology company committed to providing service providers with tools and strategies for realizing new operational efficiencies and reducing ongoing network costs. Mr. Morin is a popular speaker and recognized authority on broadband and P2P issues, recently addressing audiences at SUPERCOMM 2003 in Atlanta and Cable-Tec Expo 2003 in

Philadelphia, Pa.

A highly successful telecommunications entrepreneur, Mr. Morin was a founder of PixStream, one of Canada's most successful technology companies.

Mr. Morin holds an MBA from Wilfred Laurier University and a bachelor of applied science degree in electrical engineering from the University Of Waterloo.

**SPEAKER:** [Session #ISP-301: Managing P2P: Without Losing Customers](#)

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### **Mark Hansen, Director of Operations, GM, eXchange @ 200 Paul**

Mark Hansen brings more than 22 years of telecommunications and operations experience in the areas of Mainframe, ISP, LAN, WAN and disaster recovery of information systems and infrastructures. Hansen has an extensive background in the areas of strategy, planning, process development, recruitment, training, facilities management, network design and management of technical resources. With fourteen plus years of direct managerial responsibilities from Line Manager to VP level Hansen has a well-rounded background and ability to understand today's complex infrastructures and customer requirements. Hansen holds a Bachelor's Degree in Business Administration and a Masters Degree in Computer Sciences /Telecommunications.

**SPEAKER:** [Session #ISP-132: Listen to the Customer, then Act!](#)

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### **Meng Wong, CTO, IC Group**

Meng Wong is the founder of pobox.com. He gave a lightning talk (5 minutes) on SPF at OScon 2003, which was very well-received. Wong has taught courses in Unix internally at the Systems & Computer Organisation, a branch of Singapore's Ministry of Defense, in 1999-2000. He taught courses in Unix at the University of Pennsylvania to undergrads in 1996.

**PANELIST:** [Session #ISP-216: Future of Spam: Leading Holistic Solutions](#)

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### **Michael Apgar, President & CEO, Speakeasy, Inc.**

Mike Apgar cofounded Speakeasy in 1994 as one of the first Internet cafes in the U.S. As demand for Internet services grew, he diversified the company to launch broadband service packages in 1999. Today, Speakeasy is the largest private DSL network in the nation, known for its high standards in superior customer service and enhanced content offerings. Mike presented part of the Speakeasy story at BusinessWeek's Telecom Summit 2001 and has served as a panel member at ISPCON in the past.

**SPEAKER:** [Session #WISP-133: The WiFi Wild West: Breaking from the Herd](#)

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### **Michael Behringer, Sr. Consulting Engineer, Cisco Systems**

Michael Behringer obtained his diploma in computer science at the

Technical University of Munich. For five years he worked at the European Internet Service Provider DANTE, based in Cambridge, UK, where he last held the position of senior network engineer, responsible for the design and implementation of DANTE's pan-European networks. Since 1998 Michael works at Cisco Systems, based in Madrid. As senior consulting engineer he focuses on service provider security issues, such as MPLS security and Denial-of-Service attack prevention. Michael is an active member of the IETF.

**SPEAKER:** [Session #ISP-305: How ISPs Can Prepare Themselves against DoS Attacks](#)

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### **Mike Golden, CEO, SkyPipes Wireless, Inc**

Mike Golden is currently a Managing Director of Neveric Capital, LLC, a boutique investment bank in San Francisco where he focuses in telecommunications M&A assignments with small to mid-cap companies. He is also CEO of SkyPipes Wireless, Inc. a company he is incubating that has developed a breakthrough network architecture for wireless last mile DSL/cable replacement called SwitchedMesh™. Prior to Neveric and SkyPipes, Mike founded WarpSpeed Communications in 1996. WarpSpeed developed real-time capacity control software for massively large networks.

With the sale of the WarpSpeed Communications, to Enron Broadband Services in early 2000, Mike joined EBS as Chief Technology Officer and Vice President, Global Network Engineering and Operations.

In his CTO role Mike provided EBS with guidance on long term strategic/technical issues surrounding the evolution of multi-carrier delivery platforms for the delivery of traded optical and IP bandwidth and served as EBS' spokesperson to the technical community.

As VP, Global Network Services Mike also ran a global network development and operations group that initially had 700 people and a \$500M annual budget. Reporting to Mike were the Vice Presidents of: Network Construction, Network Engineering, and Network Operations.

**PANELIST:** [Session #WISP-204: Is Wi-Fi a Suitable "Wide-area" Technology?](#)

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### **Miles Libbey, Anti-spam Specialist, YAHOO**

**PANELIST:** [Session #ISP-226: The War on Spam: Report from the Front Lines](#)

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### **Nandu Desai, Director of Business Development, Pronto Networks**

Nandu Desai is responsible for developing strategic partnerships and marketing channels at Pronto Networks. Nandu brings 15+ years of both business and technical experience to his role. Previously, Nandu held various business development and product management positions at Syndesis, Yurie Systems (acquired by Lucent in 1998), Alcatel, and NEC America. Nandu holds an MBA from Southern Methodist University, an MS in Electrical Engineering from the University of Texas, and a BS in Electrical Engineering from Baroda, India.

**PANELIST:** [Session #ISP-314: High-Speed Data Deployment within MDUs](#)

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**Neil Gehani, Manager, Enterprise Business Segment, Check Point Software Technologies**

Neil Gehani, manager, enterprise business segment for Check Point, specializes in emerging security technologies and has more than 15 years experience in computer networking, in roles ranging from product management to systems engineering. Prior to joining Check Point, Gehani held various positions at Focalink Communications, Lotus Development Corporation, the Cleveland Clinic Foundation and the Babcock & Wilcox Company. Gehani holds a master's degree in business administration from Kent State University and a bachelor's degree in mechanical engineering from Ohio Northern University.

**PANELIST:** [Session #ISP-312: The VPN Debate: IPsec vs SSL](#)

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**Nicole Gillen, Principal / Enterprise Management Solution Architect, Greenwich Technology Partners**

Ms. Gillen has over eleven years of telecommunications industry experience including advanced systems architecture and design, Internet/IP product development, and lifecycle system development. Throughout her career her work has focused on business process improvement and total telecommunications solutions in network operations, customer care, billing, order entry, provisioning, and sales support in the international market place. She was instrumental in the development of GTP's Express Management Solutions (GEMS) OSS reference architecture.

She has held several leadership positions in business management, marketing, international operations and sales. She has achieved notable accomplishments in product development, systems deployment and integration at GTP, Cable & Wireless, etc.

**SPEAKER:** [Session #ISP-221: How to Become the Churninator](#)

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**Oren Michels, President & CEO, WiFinder**

Prior to WiFinder, Oren Michels was president of winebid.com, where he oversaw the company's growth from a three-person startup to a position of global leadership in the online fine and rare wine auction market. Before winebid, Michels was COO of Justice Design Group, a manufacturer, importer and distributor of lighting products. Previously he served as COO of Pace International Corporation, the leader in wastewater purification and recycling equipment for the photo lab industry, and as CEO of The Groundlings, an entertainment production company in Hollywood. Michels began his career as a software designer for Hughes Aircraft. Over the past fifteen years, Michels has consulted to companies in a wide range of industries on management, financial, marketing, and information technology issues. He holds a BS in electrical engineering from MIT and an MBA in finance and entrepreneurial studies from UCLA's Anderson School.

**SPEAKER:** [Session #WISP-304: Hotspots vs. WWAN: Using Mesh Networks to Expand the Reach of Wi-Fi](#)

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**Patricia Higgins, President & CEO, Switch and Data**

Patricia previously served as Chairman and Chief Executive Officer of The Research Board and as Executive Vice President of The Gartner Group. Patricia was Chief Information Officer and Corporate Vice President of ALCOA, and a member of the ALCOA executive committee. She was President of the Worldwide Telecommunications Line of Business for Unisys, Group Vice President, New York for Verizon and spent 13 years with AT&T where she served as Vice President for the Northeast Region. She has held board seats with The Williams Companies, Fleet Bank N.A. and currently serves on the board of Barnes & Noble.com. Patricia completed Harvard Business School's AMP program and holds a bachelor's degree in economics from Montclair State University.

**SPEAKER:** [Session #ISP-102: Collocation Providers: The Differences are Bigger than You Think](#)

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**Paul F. ("Pete") Wellborn III, Founding Partner, Wellborn & Butler LLC**

Pete Wellborn is the founding partner of Wellborn & Butler, LLC (the "Firm") in Atlanta, Georgia. Prior to establishing the Firm in April 2001, Wellborn was the chairman of the technology law practice at Arnall Golden Gregory, a 150 person multi-department firm in Atlanta. His clients include ISPs, hardware wholesalers and retailers, software developers and resellers, defense contractors, and other technology and e-commerce companies. Wellborn has handled a number of high-profile cases involving unsolicited commercial e-mail (pejoratively known as "spam"). In 1998, he obtained a \$2 million judgment against Cyber Promotions (the most prolific spammer in the country) on behalf of one of the world's largest ISPs. In 2000, he obtained landmark spam-related victories in which all ISP's and Internet users worldwide were protected as express third-party beneficiaries from the future misconduct of the spammers. In July 2002, he obtained a \$25 million judgment against a Tennessee spammer who was also engaged in massive identity theft and credit card fraud. Approximately 75% of Wellborn's practice relates to the prosecution of civil cases against parties involved in spamming, spoofing, and/or Internet fraud. Pete has had a primary practice focus on Internet Law since 1996. Wellborn's interest in technology began with his degree in Information and Computer Science from Georgia Tech, where he now teaches a course on Internet Law. Wellborn also teaches Internet Law at Mercer University Law School, where he obtained his J.D. in 1989. He has substantial trial, arbitration, and mediation experience. Wellborn was a nominee for the 2000 Georgia Technology Application Award on the basis of his anti-spam lawsuits and efforts. He also served as a technology advisor to the late Senator Paul Coverdell.

**PANELIST:** [Session #ISP-136: Suing Spammers](#)

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**Paul Judge, Chief Technology Officer, CipherTrust**

As CipherTrust's CTO, Dr. Paul Judge is responsible for research, technology development and intellectual property. Joining CipherTrust in 2000, Judge brings experience from leading companies including IBM and NASA. Since his arrival, he has served as CipherTrust's lead inventor on six patent-pending technologies in secure messaging and anti-spam.

Judge received his Ph.D. in network security from Georgia Tech, and serves as chair of the Internet Research Task Force (IRTF) Anti-Spam Research Group (ASRG). He has authored numerous papers featured in leading academic journals and conferences, and regularly speaks at industry and academic events, including RSA Conference and FTC Spam Forum.

**PANELIST:** [Session #ISP - 106: Dealing with Spam at the Gateway](#)

**PANELIST:** [Session #ISP - 216: Future of Spam: Leading Holistic Solutions](#)

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### **Pete Davis, Product Line Manager, Remote Access VPNs, Cisco Systems, Inc.**

It's safe to say Pete Davis was a child of networking technology long before the phrase "dot-com" became as ordinary as an area code. At eight years old, Pete Davis was already managing a dial-up bulletin board system - many years before people used the Internet for anything other than official government business and connecting universities. Four years later, he was a self-taught system administrator, running a server of an Internet chat system for thousands of users.

At 13, Davis began an internship at WZLX, a Massachusetts radio station. He would later assist in the deployment of the station's Web site - marking the radio broadcast industry's first Internet presence. He eventually joined the staff at a New England ISP, TIAC (The Internet Access Company) where he rapidly provided answers to customer questions while he was responsible for keeping the systems and network functioning 24x7. His extra time in the office was spent planning upgrades and evaluating new products for future offerings. He quickly worked his way up to his position of senior systems and network engineer, all by the time he was 16.

For many years, Pete has been closely involved with large-scale Remote Access environments of all types, including early VPN deployments. At Cisco Systems, Pete Davis is responsible for driving new VPN-related products and features.

**PANELIST:** [Session #ISP - 312: The VPN Debate: IPsec vs SSL](#)

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### **Peter Christy, Principal, NetsEdge Research Group**

Peter Christy has been involved with the computer and communications industries since the late '60's. Educated as an undergraduate at Harvard, and graduate school at Berkeley, Christy started as a system programmer building operating systems at CSC. Next was an exploration of medical information systems at UCSF, and then a decade at DEC in the heyday period of 1975-1985, starting at Technical Staff to the VP of Software Engineering, and ending in the middle of VLSI systems, including work with DECnet from the very beginning. Christy was briefly at HP, serving as manager of network architecture, ran engineering for IBM/Rolm PhoneMail operations, and then was founder and VP of Software Engineering for MasPar Computers, building mid-range, highly parallel computers in the late 1980's. That was followed by business development for Sun's object oriented Spring operating system, and then running much of Apple's developer tools efforts, including program responsibilities for Apple's involvement with IBM and Novell on OpenDoc. Christy learned the analysis business from Michael Slater, running the small Ziff-Davis

operation that Michael had started around microprocessors, publishing the Microprocessor Report and convening the Microprocessor Forum. All this experience is, remarkably, actually brought to bear in the current NRG activities.

**MODERATOR:** [Session #ISP-135: Backhaul Basics](#)

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### **Phil Belanger, Vice President, Marketing, Vivato**

Phil Belanger is a seminal figure in the wireless industry with over 20 years of networking experience in R&D and marketing. Phil Belanger has and has played a seminal role in the success of wireless LANs. One of the founders of WECA (Wireless Ethernet Compatibility Alliance now known as The Wi-Fi Alliance), Belanger served as its first chairman. Belanger also was one of the authors of IEEE 802.11 MAC protocol standard and is the current chairman of Pass-One, an industry membership organization focused on creating a global standard for wireless Internet service. Belanger's work history includes Wayport, Aironet, Xircom Inc. Adaptec, Inc. and Corvus Systems.

**PANELIST:** [Session #ISP-104: Creating the Wireless Future: Opportunities for ISPs and WISPs](#)

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### **Philip Raymond, CEO, Vanquish Inc**

Philip Raymond is CEO of Vanquish Inc, an anti spam think tank and advocate of ISP resource control and resource compensation.

He has recently presented as speaker or panelist at ISPCon (Baltimore) and at ClickZ Email Strategies (San Francisco). In May, he provided testimony to the US Senate on the social mechanisms of spam and opportunities for effecting change by applying simple economic principles.

Raymond was the sole speaker at Colloques du Diro, University of Montreal, where he presented a mathematic model for a rules based solution to Spam - a system is now being implemented by companies at the forefront of spam control.

Raymond, a serial entrepreneur, has started and sold three previous tech firms. His recent work is spotlighted in the July 7 issue of Forbes Magazine.

**PANELIST:** [Session #ISP-116: Dealing with Spam at the Client](#)

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### **Ray Everett-Church, Chief Privacy Officer, ePrivacy Group**

**MODERATOR:** [Session #ISP-126: Legal and Regulatory Aspects of Spam](#)

**MODERATOR:** [Session #ISP-136: Suing Spammers](#)

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### **Russ Intravartolo, CEO & Founder, StarNet, Inc.**

Russ Intravartolo, CEO of StarNet has founded and led the organization for over 8 years, and knows the issues ISPs face. Russ, who initially concentrated on retail Internet access, was able to grow StarNet's network from a single point of presence to one of the largest dial access networks in North America. StarNet's CEO can provide important insight into the influence Web acceleration is having on ISP's businesses and operations.

**PANELIST:** [Session #ISP-101: Helping ISPs to Get the Most Out of Acceleration](#)

**PANELIST:** [Session #WISP-204: Is Wi-Fi a Suitable "Wide-area" Technology?](#)

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### **Sara Radicati, President and CEO, The Radicati Group, Inc.**

Dr. Sara Radicati is a widely recognized industry consultant and analyst expert in messaging and collaboration, directory and metadirectory Services, PKI/security, unified communications, wireless and Internet applications. Radicati was one of the leading designers of the X.500 standards for directory services, and played an active role in numerous major international standards organizations. She is a past director of the European Electronic Messaging Association (EEMA). The Radicati Group, Inc., is an international consulting and market research firm. The company assists corporate clients, vendors and network operators on planning, deployment and business strategies in all areas of messaging, directory services, unified communications, wireless and Internet applications.

**SPEAKER:** [Session #ISP-206: Future of Spam: Trends by Leading Analysts](#)

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### **Scott Banister, Co-Founder & CTO, IronPort**

Scott Banister is co-founder and chief technology officer at IronPort. Banister started his career as a pioneer in the email business. He was founder and VP Technology of ListBot, the largest ASP for business email list hosting. Over half a million customers used ListBot to communicate with over 20 million unique list members. ListBot was acquired and became Microsoft's ListBuilder(tm), part of the bCentral(tm) suite of business offerings. After ListBot, Scott spent his time working with other leading start-ups as board member and investor. These start-ups include eVoice, creator of the first email-enabled home voicemail service, that was acquired by AOL in 2001. Banister most recently served as VP of ideas at idealab!, where he contributed numerous innovations, including the unique bid-for-placement search engine model that powers Overture.

**PANELIST:** [Session #ISP-216: Future of Spam: Leading Holistic Solutions](#)

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### **Scott Rafer, Chairman, WiFinder**

Along with his duties as Chairman, Scott Rafer manages the European operations of WiFinder. Prior to WiFinder, he was the founding CEO of Fresher Information Corporation, a venture-backed startup in the content analysis and syndication space. Before starting Fresher, he was president of FotoNation and was General Manager, Internet Products and Services for the

Entertainment Imaging Division of Kodak. Previously, he was vice president of operations for Silicon Valley-based Torque Systems, a pre-press server company. He is a graduate of the Jerome Fisher Program in Management and Technology at the University of Pennsylvania.

**SPEAKER:** [Session #WISP-103: Wi-Fi: Free or Pay?](#)

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### **Stephen Cobb, CISSP, SVP Research & Education, ePrivacy Group**

The author of Privacy for Business: Web Sites & Email, Stephen Cobb has shaped global thinking about information security and data privacy through 25 books and hundreds of articles, seminars, and consulting engagements to the Global 1000 and government agencies such as the Federal Trade Commission. Currently Senior Vice President for Research at ePrivacy Group, Stephen has been a Certified Information System Security Professional since 1996 and is a frequent lecturer at Norwich University, Vermont, designated by the NSA as a Center of Excellence in Information Assurance Education.

**SPEAKER:** [Session #ISP-316: Perfect Storm? Spam Attacks, False Positives, and Malware](#)

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### **Steve Goldberg, Ph.D., Chief Executive Officer, Arcwave, Inc.**

Steve Goldberg is currently the CEO of ARCwave, Inc., Campbell, CA. He held the same position with CoWave Networks prior its merger with Advanced Radio Cells, Inc. Steve has over 25 over years of general management and technical experience with an emphasis in telecommunications and wireless. Prior to joining CoWave, he was Vice President of Research and Development at Nokia Internet Communications. There, he had overall responsibility for Research and Development with a \$70 million budget and over 275 engineers worldwide. He helped grow their business from \$50 million to over \$250 million in 12 months. Prior to this, he was President and CEO of Verticom, Inc. He built up a new management team, streamlined many processes, and helped restart the company. Before that, he was VP and GM of the Wireless Communications Division at Cylink Corporation, which was later, sold to P-Com. He built the management team in sales, marketing, engineering, customer service and manufacturing. The division was profitable and was part of the successful Cylink IPO in February 1996. In addition to the above, he has also held senior management and engineering positions at Trimble Navigation, Applied Signal, HP, and California Microwave.

Steve holds a Ph.D. E.E. from the University of California at Santa Barbara and M.S.E.E. and B.S.E.E degrees from Washington University in St Louis, Mo. He is a Senior Member of the IEEE, a past president of the IEEE Communications Society, Santa Clara Section, and is a member of the advisory board of Zap Ventures, Echogent Systems, and Perfigo. He enjoys amateur radio (WQ6L) and figure skating.

**PANELIST:** [Session #WISP-304: Hotspots vs. WWAN: Using Mesh Networks to Expand the Reach of Wi-Fi](#)

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### **Tim Sanders, Founder, The Final Mile**

Tim Sanders brings over 15 years of experience in a diverse range of businesses to bear in solving client problems. Much of this experience was gained with start-up companies. Prior to founding the The Final Mile, he held the general manager's position of a multi-state fixed wireless ISP that was a subsidiary of a major start-up operation. He led the company into its first out of state expansion and developed many of the business processes that are in use today. Sanders reduced the burn rate to break even and positioned the division to be financially independent for the first time. He is intimately familiar with the art form of line-of-sight wireless services delivery and understands the technology thoroughly. With formal training in Access database design he is experienced in developing inventory tracking systems and GIS topography data linkage. He is experienced with the complete ramp-up of wireless in a new city, which can include everything from bandwidth sourcing, partnership relations, sales, hub & relay site acquisition and negotiations, media and field technical management. Sanders' further expertise includes asset valuation, consultant sales, product management and development, and project coordination and management. As a consultant he specializes in business plan development, financial projections and market positioning. Prior to the wireless business, Sanders was director of technical operations for a software consulting firm specializing in digital imaging and software products to the auto body industry. His teams served over 8,000 partner customers in less than a two-year period with technical support, verification and distance learning programs. During his tenure, it was the most profitable division in the company and provided the capital to help position the company to diversify their product lines. Sanders held several diverse positions with previous companies, primarily in customer service, credit and sales. He has continued his education with technical subjects relating to the wireless business and studied mechanical engineering.

**SPEAKER:** [Session #WISP-112: Fixed Wireless Business Plans that Work](#)

**PANELIST:** [Session #WISP-123: Public Hotspot Services: Moving Beyond Road Warriors?](#)

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### **Tom DeReggi, Predisent, RapidDSL & Wireless, Inc**

The basis for our qualifications are, that after two years of research and deployment, we believe to be one of the first to successfully create a completely telco-free commercial wireless transport network using Unlicensed Frequencies in the DC Metropolitan Area. Our expertise is not based on predictions and theories, but instead the results of actually deploying. Basically, Been there, Done that.

**SPEAKER:** [Session #WISP-113: Fixed Wireless: Competing Head-to-head in Urban Areas](#)

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### **Tom Mitchell, CTO and Founder, coXmedia**

Founder and CTO of coXmedia has more than 25 years of experience in the cable and telecommunication industries and has participated in several high tech startup companies. He has directed engineering development efforts in the areas of optical nodes, HFC test equipment, broadband delivery systems and high speed analog modems. Tom has held senior-level engineering positions at ANTEC, Inc., Arris Interactive, Nortel, Digital Transmission Systems, Inc., Hayes Microcomputer, Inc. The June

2001 CED article, "Rising above the spectral fray" is the most recent of Tom's more than 15 technical presentations and publications. BSEE from Drexel University, MS in Engineering Science - Penn State, IEEE Senior Member, SCTE Member, IEEE Computer Society - Meritorious Service Award

**SPEAKER:** [Session #ISP-314: High-Speed Data Deployment within MDUs](#)

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### **Trevor Hughes , Executive Director, NAI's Email Service Provider Coalition**

J. Trevor Hughes is an attorney specializing in ecommerce, privacy and technology law. Hughes serves as the Executive Director of the Network Advertising Initiative (the NAI) and the International Association of Privacy Professionals (the IAPP). In his role with the NAI, Hughes leads the NAI's efforts to create manageable standards for industry at the intersection of privacy and technology. He has provided testimony before the US Congress Commerce Committee and the EU Parliament on issues of privacy sensitive technology. In his role with the IAPP, Hughes provides strategic leadership for the world's largest association of privacy professionals.

Prior to entering private practice, Hughes served as Director of Privacy and Corporate Counsel for Engage, a leading online media and software company. Prior to Engage, Hughes worked as Corporate Counsel for UnumProvident, focusing on legal issues associated with advertising and online insurance transactions.

Hughes has lectured on privacy and ecommerce law at Boston College Law School, the University of Maine School of Law and Northeastern University. He is also a frequent speaker on these issues at industry conferences around the world. Hughes has significant experience as a media official at the 1994 World Cup, 1996 Olympics and the 1999 Women's World Cup. A native of Canada, Hughes holds a BA in political science from the University of Massachusetts and a JD from the University of Maine School of Law.

**PANELIST:** [Session #ISP-216: Future of Spam: Leading Holistic Solutions](#)

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### **Vincent J. Schiavone, President & CEO, ePrivacy Group**

**MODERATOR:** [Session #ISP-216: Future of Spam: Leading Holistic Solutions](#)

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### **Yehuda Afek , Co-founder and Chief Technology Officer, Riverhead Networks**

Professor Yehuda Afek, co-founder and chief technology officer at Riverhead Networks and a recognized expert in the field of network security and, is a tenured associate professor in the Department of Computer Sciences at Tel Aviv University. Prior to entering academia 1988, Afek was a member of the technical staff at AT&T Bell Laboratories' Distributed Systems Research Department. Afek, who earned his Ph.D. in Computer Sciences from UCLA in 1985, is a seasoned presenter at security events, most recently at the North American Network Operators' Group (NANOG) and the ISPCON Service Networks Conference.

**SPEAKER:** [Session #ISP-122: Profiting From Distributed Denial of Service \(DDoS\)](#)

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**Yuanzhe (Michael) Cai, Research Analyst, Parks Associates**

Yuanzhe (Michael) Cai joined Parks Associates in June 2002 upon his M.B.A. education at Baylor University. He studies development in home networks, wireless technologies as well as the Chinese Telecom/IT market. He has authored/coauthored several reports in these areas. He has presented in several workshops and industry conferences.

**PANELIST:** [Session #WISP-123: Public Hotspot Services: Moving Beyond Road Warriors?](#)

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