





SEPTEMBER 18-20, 2011  
CAESARS ATLANTIC CITY  
2100 PACIFIC AVENUE  
ATLANTIC CITY, NJ

**MONDAY, SEPTEMBER 19 - CONTINUED**

- 10:30-10:45 Break** **Palladium B**
- 10:45-12:00 States Update** **Palladium C**  
*David Cherner, ACA's Director of State Government Affairs*  
In addition to its efforts at the federal level, ACA is aggressively engaging with policymakers at the state level to protect industry interests, particularly through increased collaboration with state units. This session covers hot items in your state units, offers an overview on industry-related issues across the country, and will update you on the forward push your national association is making with state attorneys general and regulators to proactively share our story.
- 12:00-1:00 Luncheon (EXPO Hall)** **Palladium B**
- 1:00-2:00 Market or Die - 5 Marketing Tools for the Collection Industry** **Palladium C**  
*Jon Goldman, President (Brand Launcher)*  
In today's hyper-competitive collections environment, "me too" marketing just doesn't cut it. Come to this exciting session and discover five proven marketing strategies to attract new business and retain your current accounts. Join marketing expert Jon Goldman and find out real-world tips, tools, and techniques you can start using immediately.
- 2:10-3:10 People Are NOT Your Greatest Asset** **Palladium C**  
*Donna Nicholson-Stief, Executive Director, Credit Bureau of Lancaster County, Inc.*  
People are not your greatest asset. People's strengths ARE your greatest asset. Are you leading your collectors based on their strengths? Is your management style promoting growth? Are you managing the key performances of your collection floor? Join us for this session and learn how to better define what works for your collection team and how to lead them to greater success.
- 3:10-3:30 Break (Vendor Hall)** **Palladium B**
- 3:30-5:00 Best Idea Session** **Palladium C**  
*Dwayne Heisler, Executive VP, The Remit Corporation*  
If you seek better strategies and responses to some of today's most vexing business situations, don't miss this session. Whether you want to save money, operate more efficiently, or simply do things better -- you'll find it in this fast paced session. Always a popular session, you will walk away with new insights and solutions you'll implement your first day back in the office!
- 6:00-7:30 Cocktail Reception and ACPAC Bottle Auction** **Palladium C**



SEPTEMBER 18-20, 2011  
CAESARS ATLANTIC CITY  
2100 PACIFIC AVENUE  
ATLANTIC CITY, NJ

**TUESDAY, SEPTEMBER 20**

- 8:00-9:00**    **Continental Breakfast (EXPO Hall)**    **Palladium B**  
Don't forget to return your completed bingo card!
- 9:00-10:15**    **Compliance is Irrelevant: Why you are still getting sued under FDCP and what to do about it**    **Palladium C**  
*Jack Gordon (WebRecon, LLC)*  
In this hour-plus presentation, WebRecon LLC CEO Jack Gordon leads a discussion on the phenomenon of rapidly increasing consumer lawsuits against collection agencies, law firms and debt buyers. Among the topics covered are trends in consumer litigation filings, causes of the spike in lawsuits, buzz from consumer web sites and practical advice on protecting yourself.
- 10:15-10:30**    **Break & Vendor Bingo Prize Drawings (EXPO Hall)**    **Palladium B**  
Completed bingo cards eligible for drawing.  
Prizes donated by BillingTree, DAKCS, and NEDCC Expo
- 10:30-11:45**    **Best Practices and Hot Topics: FDCPA, FCRA, and TCPA**    **Palladium C**  
*Richard J. Perr, Esquire (Fineman Krekstein & Harris, P.C.)*  
*Anita Tolani, Esquire (Weinberg, Jacobs & Tolani, LLP)*  
Learn about the current trends and hot legal topics affecting agencies today from MAP attorneys who are on the front lines. These insiders will discuss the current state of consumer litigation along with the steps you can take to decrease your exposure to litigation. They will also discuss where consumer litigation is going in the years to come. You don't want to miss their insight. This may be the only opportunity you get to talk to defense attorneys without having to pay a bill!
- 12:00**    **NEDCC EXPO Adjourns - Lunch on Own**

***Thank you for your support of our unit activities!***

**See you in 2012!**