



30 December 1999

Donald S. Clark
Secretary
Federal Trade Commission
600 Pennsylvania Avenue NW
Room H-159
Washington DC 20580

Via e-mail and hard copy

Re: Advisory Committee on Online Access and Security--Nomination, P004807

Dear Mr. Clark:

I would like to nominate myself for service on the above-captioned Federal Trade Commission Advisory Committee. I am currently president of Greenslip, Inc., a small Silicon Valley start-up company which offers professional inspections of used cars and light-duty trucks for sale on the Internet to provide prospective purchasers an independent assessment of the vehicle's condition. I have been with Greenslip since September of this year.

Prior to this, I served for eight years in several executive appointments in the California Department of Consumer Affairs, including, from 1995 until April of this year, a term as Chief of the Bureau of Automotive Repair. In this capacity, I was charged with overseeing the consumer protection program established by statute to assist consumers in the auto repair market.

Among the innovations I directed was the establishment and refinement of an Internet home page for the Bureau. One of our challenges was dealing with privacy issues with respect to licensees. For example, what constitutes "public information" as used in the statutes when it comes to investigatory files? When does the public's right to know interfere with a citizen's right to privacy?

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Further, asking these questions led to still others unenvisioned in pre-Internet days. For example, if the state has a wealth of information about a business, should it not, in its consumer protection capacity, offer ratings of these services to warn consumers away from "problem" businesses? Is not an ounce of prevention worth a pound of cure?

Thus I have had experience with Internet privacy issues as both a provider of services through my current occupation, and as a consumer protection official for the state of California, and I have experience with the new questions an examination of this issue will inevitably lead to. This gives me a unique perspective which would serve the committee, the Commission, and the public well.

I am attaching a copy of my resumé to give you a more complete background.

Sincerely,

K. Martin Keller
President

K. MARTIN KELLER

2025 23d Street
Sacramento CA 95818
916-737-9383

RESUME

September 1999 – present: President, Greenslip, Inc.

January 1995 - April 1999: Chief, Bureau of Automotive Repair, appointed by Governor Pete Wilson, and confirmed unanimously by the Senate. Primary responsibilities: to manage California's premier consumer protection program, and to implement the state's enhanced inspection and maintenance (I/M, also known as Smog Check) program.

California's enhanced Smog Check program was mandated by the federal Clean Air Act. The state was in negotiations with the U.S. Environmental Protection Agency (USEPA) when Mr. Keller assumed office. In order to achieve the Administration's goal of complying with federal law, he:

- * Participated on the Administration's negotiating team, and assisted in developing the IIM portion of the State Implementation Plan (SIP);
- * Oversaw the development of specifications for the new equipment required by the program;
- * Worked with various equipment manufacturers, training experts, and the licensees of the BAR90 program to solicit their participation in the new program;



- * Worked with the Legislature and other stakeholders to develop and implement alternatives to the original program elements that became impractical, while retaining the confidence of USEPA;
- * Participated in scores of print and broadcast media interviews and made scores of presentations to various civic and other groups;
- * Helped create and became co-chairman of an association of all state I/M officials organized for the purpose of mutual assistance;
- * Directed, in 1997, a thorough review of the Bureau's statutory programs to determine whether they were still necessary to protect the health and safety of California's consumers, and if so, to determine whether they were meeting their goals effectively and efficiently;
- * Managed annual budgets of \$90,000,000+, along with more than 600 personnel;
- * Continued to oversee the efforts of the Bureau's consumer protection efforts, expanding its investigations into the field of automotive collision repair;
- * Spearheaded a national effort to inspire the automotive repair industry to improve its relations with its customers by hosting a conference of industry, consumer, and government officials in September, 1998, to set a national agenda for voluntary improvement by the industry in cooperation with its allies and stakeholders.

June 1993 - December 1994: Chief, Bureau of Home Furnishings and Thermal Insulation, appointed by Governor Wilson. Primary responsibility: to manage the state's vanguard fire safety program for furniture and insulation, and to extend its proactive consumer protection efforts. Managed annual budgets of \$3,800,000 and 40 personnel.

During this same period, Mr. Keller served as Vice Chair of the Department's Executive Strategic Planning Committee, which developed and implemented the Department's strategic plan to incorporate performance measures, performance budgeting, and re-engineering projects. From January until June of 1994, as part of this re-engineering, he also served as Deputy Chief of the Department's Enforcement Division, with the responsibility of assisting the Chief in managing the incorporation of various Bureau enforcement personnel and programs into a comprehensive Enforcement Division, as provided for in the Department's strategic plan. Similarly, from July until December of 1994, he served as Chief of the Education Division, with the responsibility of beginning a strategic expansion of the Department's public outreach and awareness endeavors.

He also served as the State and Consumer Services representative on the Council of Private Post Secondary and Vocation Education during this same six-month period.

May 1991 - May 1993: Chief, Bureau of Electronic and Appliance Repair, appointed by Governor Wilson and confirmed unanimously by the Senate. Primary responsibility: to manage the state's innovative consumer protection program in the area of home appliance and consumer electronics repair. Managed annual budgets of \$1,400,000, and 15 personnel. Negotiated with stakeholders and the Legislature new regulatory program to offer stronger protection to purchasers of service contracts for appliances and consumer electronics products.

July 1983 - April 1991: Vice President of National Sales, Pacific Financial Printing. Helped build small regional financial printing firm with \$2,000,000 in annual sales to national firm with \$8,000,000+ in annual sales.

April 1980 - June 1983: Vice President of Sales, Renaissance Printing, Detroit MI. Helped start-up printing company break into the financial printing market. Also served as controller from October 1982.

July 1976 - March 1980: various odd jobs, including stocking clerk and waiting tables, in Grand Rapids and Lansing MI

September 1973 - June 1976: Taught high school English in Troy, Michigan.

1973: Graduated from the University of Michigan in Ann Arbor with a BA in English Language and Literature.

Age: 48

Professional Awards and Citations:

"Visionary Award," Automotive Repair Coalition, 1997

"President's Award," California Automotive Teachers Association, 1999

Citation for Leadership, California Service Station and Automotive Repair Association, 1999

Citation for Leadership, Automotive Service Councils, 1999

References upon request

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