



Responsible Enterprises
Against Consumer
Harassment

Isaac Shloss to represent Responsible Enterprises Against Consumer Harassment (REACH) on the NAOWG

The [Numbering Administration Oversight Working Group](#) is a permanent, standing working group assisting the NANC in its numbering administrator oversight responsibilities, such as those relating to the North American Numbering Plan Administrator (NANPA) and the Reassigned Numbers Database Administrator (RNDA), as well as the North American Numbering Plan Billing and Collection Agent (NANP B&C Agent).

[R.E.A.C.H.](#) – a Mutual Benefit Corporation – is where responsible enterprises pursue a common objective of ensuring that consumers receive those calls which they have actually consented to and restore consumers’ ability to answer their phone. R.E.A.C.H. has been formed to advance the interests of direct-to-consumer marketers by: i) establishing guidelines, best practices and protections for such companies in order to prevent fraudulent lead sales and reduce the industry-wide damage caused by unwanted robocalls; ii) working to increase contact rates and lower carrier resistance to direct to consumer marketing traffic; and iii) providing education regarding, and advocacy to limit, unfair litigation and media attention targeting such marketing companies.

In March, the Federal Communication Commission’s oversight committee, NAOWG, confirmed Isaac Shloss as the representative for REACH on the committee. The work performed by the NAOWG focuses on the overall administration of phone numbers in North America, and this includes everything from phone number availability to oversight of the Reassigned Number Database Administrator. While this committee consists primarily of carriers from all over the country, there was no real representation from the Enterprise users.

“Having a quarter of a century of experience on the “enterprise consumer” side, I can help speak for the industry as the committee provides data to the FCC that helps lead to educated decisions. Likewise, information from the committee enables me to provide education to the REACH audience around Responsible calling practices, which is the cornerstone of what we represent. While the committee continues to monitor the fine work being done to maintain the reassignment database, we will also be working to provide guidance to the FCC around number assignment and threats from unwanted or illegal “robocalls”. My goal in this process will be to attempt to help differentiate usage by good actors from the bad, helping all involved create a more compliant calling environment.” said Isaac when asked about his goals and contributions while serving on the committee.

REACH is proud to have a consumer and industry advocate on the committee. “Isaac’s knowledge of both consumer and business challenges makes him an excellent representative and brings a much-needed voice to the FCC’s oversight committee.” Gayla Huber, REACH Board Secretary.





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For media inquiries and more information REACH, please visit <https://www.reachmbc.com>

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